

Checklist for B2B Website International Expansion

Website Quality

- ✓ Blog shows industry knowledge and is regularly updated
- ✓ Clear, complete product/service info
- ✓ Mobile-friendly and SEO-optimized

Translation Quality

- ✓ Uses professional human translators
- ✓ Translated text fits cleanly in layout

Hosting & Domains

- ✓ Hosted near target markets for faster speed
- ✓ Uses local domains or subdomains (e.g., .de, jp.company.com)

Localized SEO & Ads

- ✓ Country-specific keyword research
- ✓ SEO done for each language version
- ✓ Targeted online ads in key markets

Content Strategy

- ✓ Key blog posts are professionally translated
- ✓ Content localized with relevant examples