

# Multilingual Export Content Checklist

A Structured Pre-Deployment Validation Tool.

## Executive Overview

Multilingual visibility is only effective when content is structured, consistent and export-ready.

This checklist helps SMEs and institutions validate whether core content elements are properly prepared before multilingual deployment.

**It is not a technical manual. It is a content integrity tool.**

## 1. Company Profile Structure

- Clear, internationally recognisable company description.
- Export-focused positioning (not purely domestic messaging).
- Production capacity or service scale indicated.
- Quality certifications clearly referenced.
- Years of operation or experience stated.
- International markets served identified.

**Content should be factual, structured and professionally neutral.**

## 2. Product & Service Descriptions

For each primary product/service:

- Generic product descriptor used (not only brand name).
- Clear technical specifications included.
- Typical applications identified.
- Materials/components specified.
- Certifications or standards referenced.
- Capacity/volume indicators included where relevant.

**Descriptions should prioritise clarity over promotional language.**

## 3. Trade-Aligned Terminology

- Internationally recognisable product terminology used.
- Alignment with relevant HS product classification.
- Alignment with recognised sector classification (NACE / ISIC / equivalent).
- Avoidance of internal-only terminology.
- No unexplained acronyms.

**Terminology consistency supports discoverability and aggregation.**

## 4. Structural Page Elements

- Clear primary heading (H1).
- Logical subheadings (H2 / H3 structure).
- Concise meta description aligned with product category.
- Clean page titles reflecting search intent.
- Consistent URL structure.

**Search engines interpret structure before aesthetics.**

## 5. Multilingual Adaptation Readiness

Before translation:

- Content is factually verified.
- Technical terminology confirmed.
- No ambiguous local references.
- Units of measurement standardised.
- Regulatory statements validated.

**Structured source content improves multilingual accuracy.**

## 6. Supporting Trust Signals

- Certifications listed and verifiable.
- Registered business details available.
- Contact information clearly displayed.
- Key partners or suppliers referenced (where appropriate).
- Images or diagrams labelled accurately.

**Trust signals reduce buyer hesitation.**

## 7. Analytics & Tracking Preparation

- Pages are indexable (not blocked by robots settings).
- Tracking systems prepared (e.g., analytics platform).
- Country-level visitor tracking enabled.
- Structured categorisation consistent across pages.

**Measurement transforms visibility into insight.**

## 8. Institutional Consistency (If Part of a Coordinated Programme)

- Sector classifications aligned with cohort.
- Product categories structured consistently across participants.
- Terminology harmonised within sector.
- Metadata framework standardised.

**Consistency strengthens aggregated trade intelligence.**

## **Completion Indicator**

If multiple sections remain incomplete:

- Content may not index effectively.
- Discoverability may remain fragmented.
- Analytics signals may be unreliable.

**Structured preparation improves long-term export visibility performance.**

## **Related Resources:**

- Configuration Manual.
- Export SEO Foundations.
- Trade-Aligned Product Terminology.
- Export Readiness Checklist.

[See the ExpoWorld Library.](#)

For coordinated institutional deployment of multilingual visibility at scale, see: [Protegra](#)