

Export Visibility Checklist

A Practical Diagnostic for SMEs and Institutions.

Export growth increasingly depends on structured digital discoverability.

Use this checklist to assess whether your organisation's export visibility is operational — or accidental.

1. Multilingual Presence

- Key pages available in priority target market languages.
- Search-indexable translated content (not PDFs only).
- Professionally structured export descriptions.
- Clear product/service categorisation.

2. Search Discoverability

- Indexed pages in foreign-language search environments.
- Structured page titles and metadata.
- Crawlable site architecture.
- International keyword alignment.

3. Product & Sector Structuring

- HS product codes referenced.
- Recognised sector classification (NACE / ISIC / NAICS equivalent).
- Trade-aligned product terminology used.
- Certification and compliance clearly stated.

4. Export Profile Clarity

- International markets served listed
- Production capacity indicated
- Certifications highlighted
- Logistics/export readiness information included

5. Measurement & Intelligence

- Visitor origin tracked by country.
- Product-level interest monitored.
- Sector engagement analysed.
- Trends reviewed periodically.

6. Institutional Coordination (For Chambers / Associations / Banks)

- Member visibility aggregated.
- Sector-level digital presence measurable.
- Country demand signals identifiable.
- Data used to inform trade missions and programmes.

Scoring Insight

If more than 5 items remain unchecked, export visibility is likely fragmented.

Structured digital infrastructure transforms visibility from passive presence into measurable trade intelligence.

For more information, see: [Protegra](#)

Knowledge Centre Resources

Additional guidance on export visibility, multilingual digital presence and digital trade infrastructure is available in the [ExpoWorld Resource Library](#).

The Resource Library provides an overview of all [Knowledge Centre](#) publications, together with short descriptions of each document.

Additional resources are added periodically. Updated publications will appear in the Resource Library as they become available.