



**TRADETECH**  
**SOLUTIONS LTD**



**EXPO**  
**WORLD**

## **Guide to Online Indexing, Rankings & Traffic Analysis**



Prepared by  
**TradeTech Solutions Ltd**

Published as part of the  
**International Trade Knowledge Centre**

March, 2026

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## Introduction

This Guide is for those who are unfamiliar with:

1. Search Engine Indexing.
2. Search Engine Rankings.
3. Search Engine Impressions.
4. Tracking visits to your Multilingual Microsite.
5. Tracking visits to your Home Website.

We explain how to use external tools that can be integrated into your Multilingual Microsite. The tools explained in detail here are free of charge. In some cases, commercial alternatives are also indicated, which may offer additional or simplified features.

The descriptions shown for third-party services are taken from the service providers' own websites. TradeTech Solutions / ExpoWorld takes no responsibility for these descriptions or for the performance of any third-party tools.

## Chapter One - Indexing

In this chapter, we explain what ExpoWorld has already done to support the indexing of your Multilingual Microsite by search engines — and how you can check that indexing is working correctly.

### What you need to do

The only action required from you is to register your Google Account email address in the “**Traffic Tracking & Indexing**” tab in the Administration Page. If you do not yet have a free Google Account, you can [create one here](#). All technical setup is handled automatically by ExpoWorld.

For subscribers using ExpoWorld Multilingual Microsites, structural SEO elements such as sitemaps, canonical references and language tags are automatically standardised within the platform architecture. These elements are managed centrally to ensure consistent indexing and crawl efficiency across multilingual microsites.

### Automated Features (Handled by ExpoWorld)

1. Generation of your optimised **sitemap.xml**.
2. Registration and verification of your Multilingual Microsite with **Google Search Console (GSC)**.
3. Generation of your optimised **robots.txt**.
4. Automatic inclusion of technical SEO references in each webpage.

You can verify these by:

1. Opening your sitemap:  
`https://yourname.gb.expoworld.cloud/sitemap.xml`
2. Opening your robots.txt:  
`https://yourname.gb.expoworld.cloud/robots.txt`
3. Viewing the HTML header of any language page (right-click → View Page Source): You will see:
  - Translated <title>.
  - Translated <meta description>.
  - hreflang references with canonical tag.
  - Translated keywords.

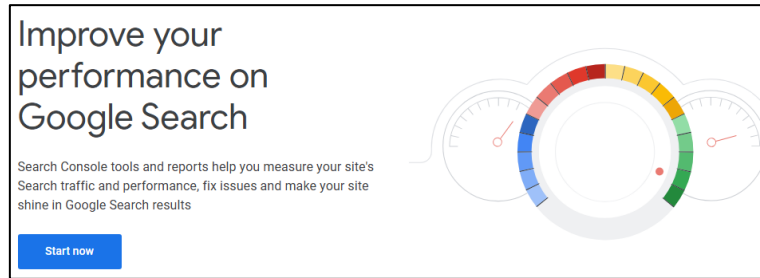
### Checking the Indexing of Your Multilingual Microsite

There are two practical ways to check whether your Multilingual Microsite is being indexed:

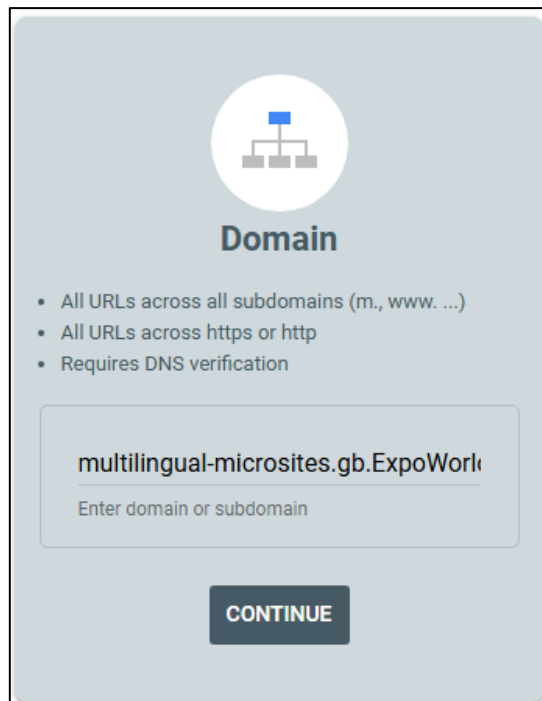
1. Google Search Control
2. Site:webaddress

### Google Search Console (Recommended):

Accessing [Google Search Console](#) using the Google Account email you registered with ExpoWorld.



Insert your Multilingual Microsite address (for example):  
<https://yourname.gb.expoworld.cloud>:



Google Search Console shows:

- Which language pages are indexed.
- Indexing status and errors.
- Crawl activity.

To check indexing in detail:

- Go to: **Pages** → **Indexed**
- Use **URL Inspection** for specific language pages (e.g. /fr.html, /de.html)
- (Optional) Review crawl logs if available

(Additional features of Google Search Console are described in **Appendix One - Using Google Search Console**.)

### Manual Check Using Site:web address (Quick but Incomplete)

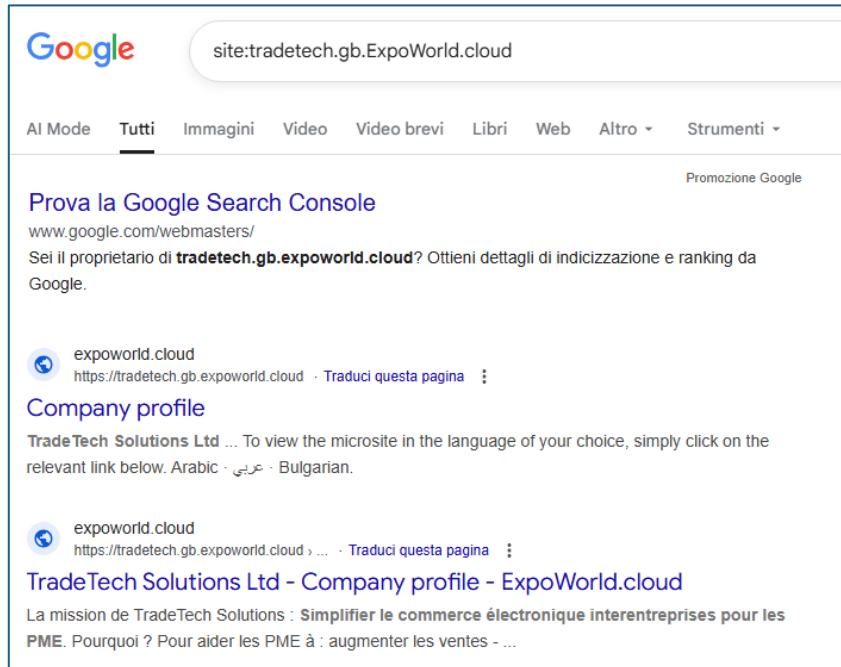
Type the following into Google Search:

**site:yourname.gb.expoworld.cloud**

Example:

**site:multilingual-microsites.gb.expoworld.cloud**

This provides a **quick indication** of which pages Google has indexed.



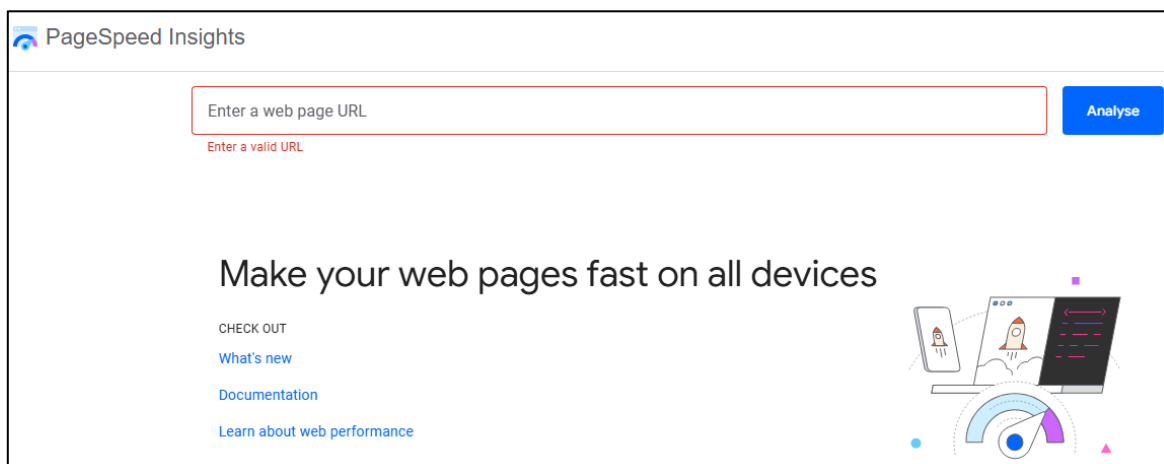
**Important:** Google states that the site: command is:

- Incomplete.
- Sample-based.
- Filtered by perceived quality.

So, it should be used only as a rough check — not as a definitive measure of indexing. (Although it can also give you an insight into how your competitors are faring.)

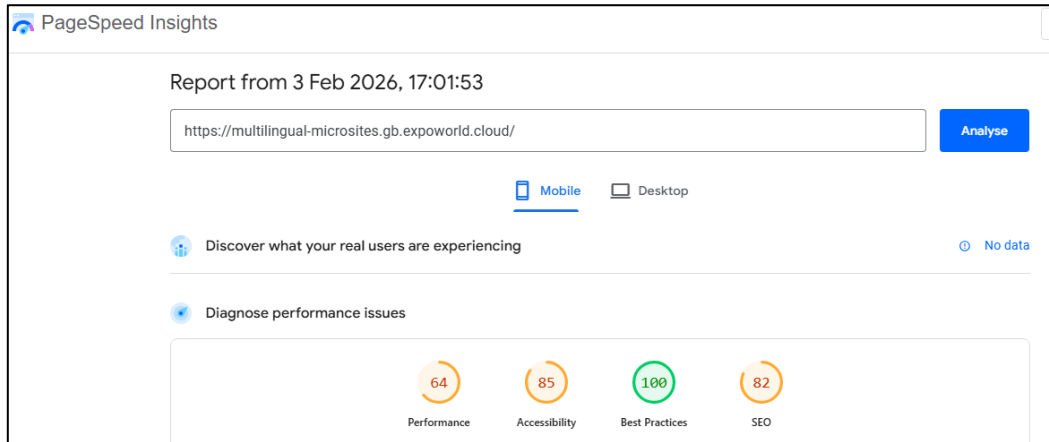
### PageSpeed Insights (Optional Technical Check)

You can also test your Multilingual Microsite using **Google's PageSpeed Insights** (a free tool):

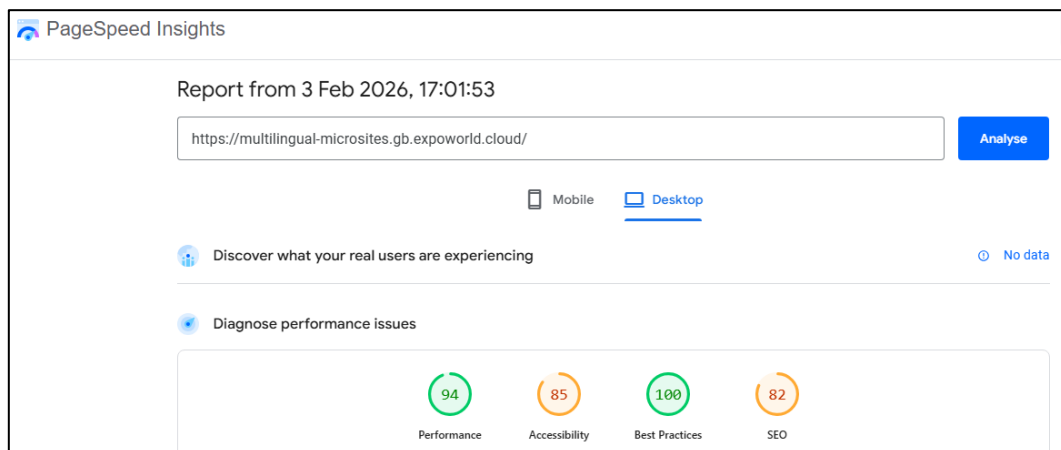


This reports:

- Performance.
- Accessibility.
- Best Practices.
- SEO.



And Desktops:



You may see different results for:

- Mobile
- Desktop

This is normal and expected.

## Privacy, Data Ownership and Analytics

ExpoWorld manages cookies and privacy for the Multilingual Microsite platform.

If you add third-party tracking services (e.g. GA4, Clarity), you are responsible for ensuring that your own privacy notices and cookie consent practices comply with applicable laws for your Home Website.

When you use Google Search Console (GSC), Google Analytics 4 (GA4), or similar tools with your Multilingual Microsite:

- **You own and control your analytics data.**  
TradeTech Solutions\ExpoWorld does not claim ownership of any subscriber-specific performance data relating to individual Multilingual Microsites. You act as the independent data controller for any personal data collected via such tools.
- **TradeTech Solutions\ExpoWorld does not see your GA4 visitor data.**  
Any personal visitor data collected by GA4 is visible only to you within your Google account.
- **TradeTech Solutions\ExpoWorld have technical access to search visibility data via Google Search Console at domain level.**  
This access is used only to:
  - diagnose indexing or visibility issues,
  - support you if something is not working correctly,
  - improve the Multilingual Microsite platform overall.
- **Aggregated insights may be produced (fully anonymised).**  
TradeTech Solutions\ExpoWorld can use combined, anonymised data from many Multilingual Microsites to:
  - improve the service,
  - monitor indexing health,
  - produce high-level market or geographic insights for partners (e.g. chambers of commerce).

These insights:

- never identify individual companies,
- never reveal commercial performance,
- never include personal visitor data.

**In short:** Your Multilingual Microsite data remains yours. TradeTech Solutions\ExpoWorld only uses anonymised, aggregated trends to improve the service and inform high-level market insights.

You are responsible for ensuring compliance with GDPR, ePrivacy, cookie consent rules, and any local regulations applicable to your Multilingual Microsite and Home Website visitors.

## What To Expect

It is normal that not all language pages appear as indexed in the first few days after publishing your Multilingual Microsite. Search engines typically:

- Discover pages quickly
- Index some pages first
- Gradually index the full language set over several days or weeks

This behaviour is expected and does not indicate a technical problem.

See **Appendix Thirteen – What Success Looks Like (Realistically)**.

### **What Comes Next**

Once indexing is confirmed, the next step is to assess **Search Engine Rankings** for your chosen keywords and phrases.

## Chapter Two - Keywords - Search Engine Ranking

This chapter focuses only on **where your Multilingual Microsite appears in search results** — not how often users see it. That is covered in the next chapter on **Search Engine Impressions**.

When choosing keywords and phrases to support your Multilingual Microsite, we suggest using the following tools to help you research demand and phrasing:

1. **Google Trends:** A free, publicly available web tool that analyses the popularity of search queries in Google Search and YouTube across regions, time ranges, and categories. It provides normalised data on a scale of 0–100, allowing you to compare and visualise search interest over time or geographically. (See **Appendix Two - Google Trends**.)
2. **ChatGPT** (or similar AI tools): These can help you explore alternative keyword phrasing, synonyms, and related search intent; see **Appendix Three – AI Cognitive Platforms**.

### Options for checking

We suggest waiting at least **one week after publishing your Multilingual Microsite** before carrying out ranking checks, to allow search engines time to index your pages.

You have two practical options for checking the search engine rankings of your keywords and phrases:

1. **Manual Checking (Recommended for Most SMEs):** We suggest checking your keywords and phrases (in different languages) in at least the two most widely used international search engines, which together account for the majority of global searches\*:
  - [Google Search](#).
  - [Bing](#).

This CSV file allows you to:

- click directly to test each keyword or phrase in Google,
- record results manually,
- add notes,
- track changes over time.

This enables you to see:

- which keywords perform best,
- in which languages,
- and in which search engines.

(For the complete structure of this file and its contents see **Appendix Four – CSV File Structure**.)

\*For other search engines see **Appendix Five – Search Engines**.

2. **Commercial Services (Optional):** Some companies choose to use commercial SEO tools to automate ranking checks across many languages and search engines. These tools are not required for using Multilingual Microsites, but may be useful for organisations that want deeper SEO reporting or competitor analysis. See **Appendix Six – Commercial Keyword Ranking and SERPs Analysis Services**.

## How Often to Check Rankings

We recommend checking keyword performance **monthly**. If certain keywords or phrases are not performing, you may wish to try alternatives — but allow sufficient time for indexing and discovery before making frequent changes.

## Incognito/Private Browsing

Always search for your keywords using **incognito / private browsing mode** to avoid personalised search results. This allows you to see rankings more objectively.

### Google Chrome:

- Press **Ctrl + Shift + N** (Windows/Linux) or **⌘ Cmd + Shift + N** (Mac).
- Or, click the three-dot menu in the top-right corner → *New Incognito Window*.

## Key Metrics To Record

1. **Total Keywords:** The number of queries for which your site appears in the top 100 results (excluding sponsored ads).
2. **Average Position:** The average ranking position of your site for a given query.

These metrics indicate how discoverable your Multilingual Microsite is to potential overseas buyers or partners.

With your keywords and phrases now ranking in search results, the next statistic to examine is **how often your site appears in searches**, regardless of whether users click on it.

This is covered in the next chapter: **Search Engine Impressions (SERPs)**.

**Important:** High rankings do not automatically lead to traffic. For an explanation of why, see **Appendix Seven - Good Search Engine Rankings, But Low or No Traffic?**

## Chapter Three - Search Engine Impressions (SERPs)

Search Engine Results Pages show how often searches for your products or services result in your Multilingual Microsite being listed. These listings are measured as “**Impressions**” — even if the user does not click on your link.

As with Search Engine Rankings, you have two options for monitoring impressions:

- a free service (Google Search Console), or
- optional commercial services.

### Google Search Console

As explained elsewhere, ExpoWorld automatically verifies and registers your Multilingual Microsite with Google Search Console.

Provided that you have registered your Google Account email address in the “**Traffic Tracking & Indexing**” tab in the Administration Page, you will also be granted access to view your microsite’s statistics in Google Search Console. (If you do not have a Google Account Email you can [create one for free here](#).)

In addition to the indexing reports described earlier, Google Search Console provides:

- **Performance Reports:** Track search queries, pages, countries, and devices, showing:
  - total clicks
  - total impressions
  - average Click-Through Rate (CTR), and
  - average position.
- **Keyword-Level Metrics:** Shows clicks, impressions, CTR, and average ranking position for each query.

See: **Appendix One - Using Google Search Console.**

### Commercial Services (Optional)

Some businesses use commercial SEO platforms to monitor impressions and SERP performance across multiple search engines and regions.

These tools are **optional** and not required for most exporters using Multilingual Microsites as a discovery and market-testing tool. (See **Appendix Six – Commercial Keyword Ranking and SERPs Analysis Services**).

## Chapter Four - Multilingual Microsite - Visitor Tracking

To get the best value from your Multilingual Microsite, you should track:

- visits to the Multilingual Microsite itself, and
- visits from the Multilingual Microsite through to your Home Website.

If you have not already done so, we therefore also recommend registering your Home Website with:

- Google Search Console (GSC), and
- Google Analytics 4 (GA4).

In the previous chapter we covered Google Search Console. In this chapter we focus on GA4 and other visitor-tracking services.

These tracking services show:

- how many users visit your Multilingual Microsite
- how many click through to your Home Website, and
- key high-level characteristics of visitor behaviour (such as country, device, and pages viewed).

### Integrating Visitor Tracking Services in your Multilingual Microsite

Your Multilingual Microsite can integrate with up to three separate tracking services. To integrate a tracking service:

1. Go to **Administration Page** → **Traffic Tracking & Indexing**
  2. Enter:
    - the name of the tracking service, and
    - the tracking script or code provided by that service
3. Click **Save**
4. Your Multilingual Microsite is now integrated with the selected tracking service.

### Free Tracking Services

Both Google and Microsoft provide free visitor-tracking tools:

1. **Google Analytics 4 (GA4):** “Empower your business with data-driven insights from Google Analytics that can help you understand unified customer journeys across devices and platforms — free of charge.”

In GA4, choose **“Install manually”** to obtain your Measurement ID / tracking code. Paste this into the **Traffic Tracking & Indexing** section of the Administration Page.

See:

- **Appendix Eight – Google Search Console (GSC) and Google Analytics 4 (GA4)**

- **Appendix Nine – Using Google Analytics 4 (GA4).**

2. **Microsoft Clarity:** “Clarity is a free product that captures how people use your site. Setup is easy and you'll start getting data in minutes.”

### Commercial Services (Optional)

Some businesses choose to use commercial visitor-tracking platforms for deeper behavioural analysis.

These tools are optional and not required for most exporters using Multilingual Microsites as a discovery and market-testing tool.

See **Appendix Ten - Visitor Tracking – Commercial Services.**

### Visitor Tracking Benefits

Integrating visitor tracking allows you to see:

- Visits by country, region, and city.
- Visits by language and device.
- How visitors found your microsite (search, links, direct).
- Behaviour on each language page.
- How long visitors stay and what they click.

This helps you to:

- Identify promising export markets.
- See which languages generate interest.
- Decide where further investment makes commercial sense.

### Privacy & Cookie Compliance

If you add Google Analytics 4, Microsoft Clarity, Meta Pixel, or any other third-party tracking services to your Multilingual Microsite, **you become the data controller** for any visitor data collected by those services.

TradeTech Solutions / ExpoWorld does not access, store, or control data collected by your analytics accounts.

You are responsible for:

- Providing appropriate privacy information to visitors,
- Obtaining any legally required consent (e.g. GDPR, ePrivacy / cookie consent),
- Ensuring lawful use of tracking technologies, and
- Complying with the terms and privacy policies of the third-party services you choose to use.

If you are unsure about your legal obligations, you should seek independent legal advice.

Visitor tracking shows whether people are interested in your offer. The next step is to measure whether that interest leads them to your **Home Website** — which is covered in the following Chapter.

## Chapter Five - Home Website - Visitor Tracking

To understand whether your Multilingual Microsite is driving visitors to your Home Website, you need to track **outbound clicks** from the microsite to your main site. There are two main methods:

1. Automatic Outbound Link Tracking.
2. UTM Tags (The more precise method).

### Method 1 – Automatic Outbound Link Tracking

Use the visitor-tracking service integrated with your Multilingual Microsite. Google Analytics 4 (GA4) automatically tracks clicks to external websites.

This allows you to see:

- How many visitors leave your Multilingual Microsite to visit your Home Website.
- Which language pages send the most traffic.

#### In GA4:

1. Go to **Reports → Engagement → Events**
2. Look for events such as:
  - Click.
  - outbound\_click.
3. Click into the event and:
  - Filter by **page location** containing your microsite domain.
  - Identify which outbound links point to your Home Website.

This shows:

- How many visitors leave the Multilingual Microsite
- Which language versions generate the most outbound traffic

This method is simple and requires no additional configuration.

### Method 2 – UTM Tagged Links (More Precise)

Add **UTM tags** to links from your Multilingual Microsite to your Home Website. Then analyse those visits using the visitor-tracking service linked to your Home Website (e.g. GA4 on your main site).

UTM parameters are short tracking tags added to the end of a web link. They allow analytics tools (such as GA4) to identify exactly:

- Where a visitor came from.
- Which page or campaign sent them.
- What type of link they clicked.

## Generating UTM Tags

There are several free tools available to help generate UTM tags (see **Appendix Eleven – UTM Tag Generators**). These tools work by letting you fill in a simple online form (source, medium, campaign, etc.), then generating the full tagged URL.

For a full explanation of UTM parameters and how they work, see: **Appendix Twelve – UTM Tags Explained & How To Use Them**.

## Integrating UTM Links into your Multilingual Microsite

To add UTM tags to your Multilingual Microsite:

1. Go to the **Administration Page → Traffic Tracking & Indexing**
2. Enter your UTM tag
3. Click **Save**

Important notes:

1. If a link already contains a UTM tag, it will **not be overwritten**. This allows you to run multiple campaigns (for example, one focused on a specific product or service).
2. If you use shortened links (e.g. [bitly](#)) the Multilingual Microsite cannot detect embedded UTMs. If you want to use [bitly](#), insert those shortened links directly and do not rely on automatic UTM insertion.
3. If a third party (e.g. newsletter provider) uses its own link-tracking system, this may override or replace your UTMs. In such cases, you will see the third party as the traffic source instead of your Multilingual Microsite.

## What You Can Measure with UMTs

Without UTMs, analytics tools often classify traffic simply as “**referral**” or “**direct**”, which makes it hard to understand what is working.

With UTMs, you can answer questions such as:

- Which language pages send the most visitors to my Home Website?
- Do French or German visitors click through more often?
- Which product or service links perform best?
- Which campaigns actually lead to enquiries or sales?

This turns your Multilingual Microsite into a **testing and learning tool**, not just a visibility layer. It directly supports the core purpose of Multilingual Microsites:

**Discover demand first — then invest where it makes commercial sense.**

## Chapter Six - Next Steps, Final Suggestions & Conclusions

### Identify your export opportunities

Over time, use GA4 (or another tracking service) to:

- Identify your top **3–5 countries** by interest.
- See which **languages perform best**.
- See **how many visitors click through to your Home Website**.

Use this evidence to decide whether to:

- Translate your Home Website into additional languages.
- Run targeted advertising campaigns.
- Attend relevant trade fairs.
- Seek distributors or partners in specific countries.

This ensures your next investments are based on **observed demand**, not assumptions.

### AI Cognitive Platforms

We have suggested using ChatGPT and other AI cognitive platforms to help draft:

1. Keywords and phrases
2. Meta descriptions
3. Product and service descriptions
4. Your company profile

We also recommend engaging with these platforms so that, when they receive relevant questions, your products and services can appear as appropriate options.

These platforms are becoming increasingly important in how people discover solutions online and are likely to complement — and in some contexts surpass — traditional search engines in influence. See: **Appendix Three – AI Cognitive Platforms**.

### Your Multilingual Microsite Should Not Operate in Isolation

Your Multilingual Microsite should be one (important) component of your wider international online presence — not the only one. Do not neglect other channels, for example:

- YouTube videos.
- LinkedIn and other professional networks.

To reinforce each channel:

- Use **consistent terminology** across all communications and collateral
- **Cross-link** between channels and content wherever relevant

### Additional practical uses of your Multilingual Microsite include:

- Linking directly to specific language pages in focused campaigns.

- Adding an “Other Languages” link from your Home Website to your Multilingual Microsite.

See: **Multilingual Microsites** → [Optimal Use](#)

### **Realistic Expectations**

Your Multilingual Microsite is an important part of your international marketing strategy — but it is not a magic wand that will immediately open export markets. See: **Appendix Thirteen – What Success Looks Like (Realistically)**

In practice:

- It takes time to become effective.
- You need to monitor progress.
- You will likely refine keywords and descriptions over time.
- You should use it proactively to support:
  - Country-specific campaigns.
  - Product-specific or service-specific outreach.
- You can also use it to provide a multilingual entry point from your Home Website.

Like any marketing tool, results follow effort and consistency. If you actively use your Multilingual Microsite as a discovery and testing layer, it will deliver progressively better returns over time.

If you encounter any issues, please [contact us by email](#).

## Appendix One - Using Google Search Console

In order to access your Multilingual Microsite profile in Google Search Control, you must register your **Google Account Email Address** in the “**Traffic Tracking & Indexing**” tab in the Administration Page.

If you do not have a free Google Account, you can [create one here](#).

As described in **Appendix Eight – Google Search Console (GSC) and Google Analytics 4 (GA4)**, Google Search Console:

1. Analyses how your Multilingual Microsite performs in Google Search results (**pre-click data**).
2. Supports SEO by identifying indexing and technical issues that may limit visibility.
3. Focuses on **search visibility metrics** (impressions, clicks, average position) and **technical health** (indexing status, crawl errors).
4. Uses data taken directly from Google’s search engine results.
5. Shows which search queries (keywords and phrases) trigger impressions and clicks for your microsite.
6. Logs performance data based on when impressions and clicks occur in search results.
7. Helps you monitor Click-Through Rates (CTR), identify ranking trends, and detect technical issues that may prevent your pages from appearing or ranking correctly.

**In practical terms, Google Search Console helps you answer:**

- Are my language pages being indexed?
- Which countries and languages are generating impressions?
- Which keywords and phrases trigger visibility in Google Search?
- Are there any technical issues limiting discoverability?

## Appendix Two - Google Trends

**Google Trends** is a free, publicly available web tool that analyses the popularity of search queries in **Google Search and YouTube** across regions, time ranges, and categories. It provides **normalised data on a scale of 0–100**, allowing you to track, compare, and visualise changes in search interest over time and by geography.

### Key features and how they help you:

- **Explore Topic/Term Popularity:** Analyse how interest in specific keywords changes over time. This helps you identify:
  - seasonal demand,
  - emerging trends,
  - declining interest in products or services.
- **Regional Analysis:** Google Trends shows geographic interest by country and region. Darker areas indicate higher relative search interest, helping you spot:
  - promising export markets,
  - countries where demand appears strongest.
- **Compare Search Terms:** You can compare up to five topics or queries side-by-side. This is useful for:
  - comparing alternative keywords and phrases,
  - gauging relative interest between competing terms,
  - testing different product or service descriptions.
- **Trending searches (“Trending Now”):** Shows what is currently popular in search in different countries, including:
  - daily trending searches,
  - real-time trends. This is useful for understanding short-term demand spikes and topical interest.
- **Normalised data (not absolute volume):** Google Trends does **not** show absolute search volumes. All results are indexed from 0–100 relative to peak popularity within the selected time and region. This means:
  - it shows *relative interest*, not raw demand levels,
  - trends are comparable over time and across regions.
- **Marketing and SEO use-cases:** Google Trends is commonly used for:
  - keyword research,
  - trend identification,
  - content planning,
  - understanding how demand varies by country and season.

- **Category filtering:** You can filter by category (e.g. Business, Industry, Autos, Arts) to disambiguate keywords that may have multiple meanings.

### How to use Google Trends with Multilingual Microsites

We recommend using **Google Trends** together with **an AI Cognitive Platform** to:

- generate better keywords and phrases,
- validate whether there is international interest in your products or services,
- compare alternative keyword choices before publishing your Multilingual Microsite.

**In short:** Google Trends helps you understand *what people search for and where*. AI tools help you convert that insight into practical keywords and descriptions for international discovery.

## Appendix Three – AI Cognitive Platforms

We recommend that, in the context of your **Multilingual Microsite** and your wider international marketing activity, you use AI cognitive platforms for two main support functions:

1. **Analysis of your Home Website**, with suggested improvements.
2. **Content support for your Multilingual Microsite**, including the generation of:
  1. Subdomains or product/service short names (slugs),
  2. Keywords and phrases,
  3. Meta descriptions,
  4. Company and product/service profiles.

Because your Multilingual Microsite should reflect the content, positioning, and terminology of your Home Website as closely as possible, we recommend analysing and refining your Home Website first. If the platform suggests changes that you plan to implement later, you can ask the platform to assume these changes are “done” when generating content for your Multilingual Microsite.

### Platform Considerations

To use these platforms effectively, it is important to understand what they **can** and **cannot** do.

#### What these platforms cannot do

They cannot:

- Push traffic to your website.
- Notify third parties.
- Proactively promote specific commercial services outside relevant user queries.

#### What these platforms can do

They can:

- Provide content and suggestions to support the promotion of your company, products, and services.
- Provide competitive analysis.
- Critique your online presence (website, messaging, positioning).
- Mention your products or services when users explicitly ask about them.
- Recommend categories of solutions, including yours, when appropriate.
- Encourage comparisons where your model clearly fits.

Understanding these characteristics will help you use AI platforms effectively to support your marketing campaigns and your Multilingual Microsite.

### Promoting Your Company and its Products and Services

#### Suggested briefing (example)

“I would like you to critique my Home Website (**insert url**).

My main competitors are estimated to be *(insert urls)*.

My target market sector is: B2B, B2C, B2G *(indicate as appropriate)*.

I want increase both domestic and international sales.

With regard to international sales, I have subscribed to ExpoWorld's Multilingual Microsite service, so initial language coverage will be handled through this service.

After reviewing your critique and identifying which suggestions I can implement on my Home Website, I will ask for your recommendations for my Multilingual Microsite content.

Could you please review my Home Website and suggest how I can improve it?"

### Follow On Questions

Can you make suggestions how I can improve my market reach using:

- YouTube.
- LinkedIn.
- Other relevant channels?

### Next Steps

Thank you. I will implement the following suggestions:

*(List the changes you plan to make and the channels you will use..)"*

### Supporting your Multilingual Microsite Content

Use these Platforms to generate draft suggestions for your:

1. Subdomain
2. Keywords & Phrases.
3. Meta Description.
4. Company Description.
5. The same details for your individual Products and Services.

Then you decide which ones to use and refine.

### Suggested briefing (example)

"For this next set of questions, please assume that I have implemented the changes I listed to improve my Home Website and online presence.

As I explained in my previous question: I have subscribed to ExpoWorld's Multilingual Microsite service (<https://www.expoworld.cloud/>) and would like initial draft suggestions for my Multilingual Microsite.

Please suggest:

1. A clear, professional subdomain suitable for an international audience.

2. Keywords and phrases (maximum **255 characters including spaces**).
3. A meta description (maximum **150 characters including spaces**).
4. A concise company description (maximum **750 characters including spaces**).

### Product and Service Promotion (Optional)

I would also like to use the Multilingual Microsite to promote specific products and/or services:

Product 1 – *(insert urls or paste in description)*.

Product 2 – *(insert urls or paste in description)*.

Service 1 – *(insert urls or paste in description)*.

Service 2 – *(insert urls or paste in description)*.

For each product or service listed above, please suggest:

1. A suitable title to be used for the product or service listing.
2. A short name to be used in the url link (a “slug”).
3. Relevant keywords and phrases (maximum **255 characters including spaces**).
4. A meta description (maximum **150 characters including spaces**).
5. A concise product or service description (maximum **750 characters including spaces**).

### Next Steps

As explained in this Guide, you should configure your Multilingual Microsite and allow **at least a week** before you begin any assessment checks relating to performance (keywords/phrases, indexing, impressions, etc.).

If, after a reasonable period, your keywords and phrases are still not performing, consider refining them. In that case, return to the platform, explain what you are seeing (low impressions, low clicks, weak relevance), and request suggested edits to:

1. The keywords and phrases.
2. The meta description.
3. The Profile text (Company or Product\Service).

### Key AI Cognitive Platforms

ChatGPT is probably the best known of these Platforms, but you should consider using at least two when finalising the above content. Most offer a free tier or trial.

[Ask AI Chat](#)

[Brave](#)

[ChatGPT](#)

[Claude](#)

[DeepSeek](#) (At the time of writing,  
(availability varies by country)

[DuckDuckGo](#)

[Google AI](#)

[Google Gemini](#)

[Microsoft Copilot](#)

[Perplexity AI](#)

## Appendix Four – CSV File Structure

This file includes the following fields:

1. **The language field** Shows the ISO Code for that language (e.g. *en, fr, de, it*).
2. **Language URL:** Shows the URL of the corresponding language version of the Multilingual Microsite.
3. **Copy URL:** Copies the Language URL to the clipboard.
4. **Keyword or Phrase Number:** Indicates the position of the keyword or phrase as it appears in the “Keywords and Phrases” field for each language. This ensures that, for example, keyword number “1” refers to the same concept across all languages, enabling sorting and comparison across languages.
5. **The Keyword or Phrase:** Shows the keyword or phrase as it appears in the metadata for that language page.
6. **Copy Key Word or Phrase:** Copies the Keyword or Phrase to the clipboard.
7. **Test in Google:** Clickable link to perform an immediate manual Google search for the keyword or phrase: <https://www.google.com/search?q={urlencoded keyword phrase}>
8. **Test in Bing:** Clickable link to perform an immediate manual Bing search for the keyword or phrase: <https://www.bing.com/search?q={urlencoded keyword phrase}>
9. **Result** Blank field for the subscriber to record observed ranking or visibility results.
10. **Notes:** Blank field for the subscriber to record any observations or comments.
11. **Date:** Blank field for the subscriber to record the date on which the manual check was performed.

This CSV is intended for periodic manual checks (e.g. monthly) to track relative changes in ranking and visibility across languages and search engines.

## Appendix Five – Search Engines

Google and Bing together account for the majority of global search traffic. Other search engines may be relevant for specific regions, audiences, or regulatory environments.

In addition to Google and Bing, you may also consider the following international search engines:

- [Ask.com](#)
- [Brave](#)
- [DuckDuckGo](#)
- [Yahoo!](#)

Some search engines are particularly strong in specific countries or user segments and may be useful for **localised discovery**.

- [Baidu](#) – China
- [Ecosia](#) – Environmentally conscious users (global)
- [Naver](#) – South Korea
- [Qwant](#) – France (and parts of EU)
- [Seznam.cz](#) – Czech Republic
- [Shenma](#) – China
- [Yandex](#) - Russia/CIS countries

## Appendix Six – Commercial Keyword Ranking and SERPs Analysis Services

There are dedicated commercial SEO tools (for both **rankings** and **SERP analysis**) that you may choose to use. These are optional and are **not required** for most exporters using Multilingual Microsites primarily as a **market-discovery and visibility tool**.

For most exporters, simple visibility signals — **countries, languages, enquiries, and inbound interest** — matter more than complex ranking charts. However, for organisations with in-house SEO capability or specialist needs, the following commercial services may be of interest.

Please note:

1. These tools usually charge **monthly subscription fees** and are **not included** in the Multilingual Microsite subscription.
2. They often require **SEO expertise** to interpret results and act on insights correctly.
3. They are **optional** and **not necessary** for most exporters using Multilingual Microsites as an initial market-testing or discovery layer.
4. TradeTech Solutions\ExpoWorld **does not recommend, endorse, or take responsibility** for any third-party service listed below. Descriptions are adapted from the providers' own materials.

### Commercial Service Providers

- [Ahrefs](#) – Provides global keyword tracking, traffic estimates, backlink analysis, and competitor research.
- [BrightData SERP APIs](#) - Collects search engine results at scale without managing proxies, CAPTCHAs, or parsing; structured data from Google, Bing, and other engines.
- [DataForSEO](#) - API-based SEO and digital marketing data services for keyword research, SERP data, and competitive analysis.
- [Mangools \(SERPWatcher\)](#) – Visual tracking of keyword ranking movements across locations and devices.
- [Moz Pro](#) – Tracks rankings, site health, backlinks, and keyword opportunities.
- [SE Ranking](#) – Keyword position tracking by country and device, with reporting dashboards and SEO tools.
- [SEMrush](#) – Tracks keyword rankings across countries and languages, competitor comparison, and SERP features.
- [SerpAPI](#) - API service for fetching live Google and other search engine results.
- [SpyFu](#) - SEO and PPC competitor research with keyword tracking and comparative insights.
- [Zenserp](#) - API-based access to live Google SERP data for developers and data teams.

For most exporters, Multilingual Microsites are intended to support **early-stage market discovery**, not full-scale SEO operations. Commercial SEO platforms are best suited to companies with dedicated SEO teams or agency support.

## Appendix Seven - Good Search Engine Rankings, But Low or No Traffic?

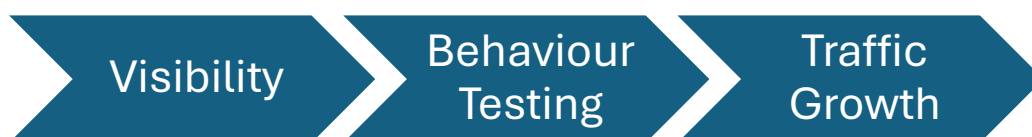
It is worth noting why good rankings do not always produce immediate traffic. Several structural reasons apply:

1. **Search behaviour lag:** Even when a page ranks well, search engines often “test” it before sending significant traffic.
  - **Search engines test impressions first.** When your page first appears for a keyword, Google (and other search engines) may show it in results to measure user reaction, even if it is not yet receiving many clicks.
  - **Click behaviour is observed quietly.** Search engines monitor how users respond when they see your result, for example:
    - Do they click it?
    - Do they ignore it?
    - If they click, do they return immediately (suggesting it was not relevant)?
    - Or do they stay and engage (suggesting it was useful)?

This helps the search engine decide whether your page is genuinely relevant and should be shown more widely.

- **Traffic increases after behaviour is validated.** If users who click your result tend to stay on the page and engage, the search engine will usually show your page more often — and potentially in stronger positions — which is when noticeable traffic begins.

**In simple terms:**



This is why impressions often increase before clicks.

2. **Cross-engine delay.** Different search engines work at different speeds. Even if Google begins showing your pages, other engines may take longer to crawl, index, and display them consistently. In practice, you may see rankings or impressions on one engine before another, and traffic may follow later.

**If this is your situation, what should you do?**

1. **Allow enough time before drawing conclusions.** Be patient and avoid rushing into changes in the first days.
2. **Review your keywords and phrases.** Are they specific enough? Are they clearly describing what you sell or provide? If performance is weak after a reasonable period, consider refining them.

3. **Review your impressions and click-through rate (CTR).** If you are getting impressions but few clicks, check your **meta description** (the text that may appear under your result in search results).
  - If the search engine is not showing it, you may need to adjust your page signals over time.
  - If it is showing, but users still do not click, consider editing it to be clearer and more compelling for the audience you want to attract.

## Appendix Eight – Google Search Console (GSC) and Google Analytics 4 (GA4)

**Important:** To access both services you need a Google Account email address. If you do not have a free Google Account, you can [create one here](#).

ExpoWorld automatically registers your Multilingual Microsite with **Google Search Console (GSC)**. To use **Google Analytics 4 (GA4)**, you must register independently and add your Measurement ID to your Multilingual Microsite. This is explained in **Appendix Nine – Using Google Analytics 4 (GA4)**.

It is useful to understand the difference between these two tools.

### What's the Difference?

Google Search Console (GSC) and Google Analytics 4 (GA4) are both free Google tools, but they serve different purposes:

1. **GSC shows what happens *before* users visit your site** (pre-click data).
2. **GA4 shows what happens *after* users arrive on your site** (post-click data).
3. **GSC supports SEO and technical health, while GA4 supports marketing and behaviour analysis.**

### Key Differences:

- **Focus:** **GSC** focuses on search visibility and technical health: impressions, clicks, average position, indexing, crawl errors. **GA4** focuses on user behaviour and performance: sessions, page views, events, conversions, and traffic sources.
- **Data Source:** **GSC** data comes directly from Google Search results. **GA4** data comes from a tracking code installed on your website.
- **Purpose:** Use **GSC** to understand how people find your site in search and to fix technical issues that affect visibility. Use **GA4** to understand what visitors do after they arrive (which pages they visit, whether they contact you, etc.).
- **Timing:** **GSC** logs data based on search activity and clicks. **GA4** reports user behaviour and events and may show a delay of up to 24 hours before new data appears. For example, Tuesday's visits may only appear fully in reports by Wednesday, although the dates remain correct.

### When to Use Which Tool:

- **Use Google Search Console (GSC) for:**
  - SEO analysis.
  - Tracking keyword rankings.
  - Monitoring indexing and crawl health.
  - Monitoring Click-Through Rates (CTR).
- **Use Google Analytics 4 (GA4) for:**

- Understanding visitor behaviour.
- Analysing traffic sources (search, social, direct, campaigns).
- Tracking enquiries, form submissions, and other conversions.
- Monitoring engagement (time on site, pages viewed, actions taken.)

## Combining Statistics from Google Search Console and Google Analytics 4

You can link GSC and GA4 so that organic search data appears inside GA4 reports. This allows you to see:

- Which search queries bring users to your site.
- Which landing pages receive search traffic.
- What users do after arriving from search.

This is a **1:1 link** (one GSC property to one GA4 web data stream). Data typically appears within **24–48 hours** after linking.

**Important:** You must have **Editor or Admin access in GA4**; ExpoWorld automatically gives you the necessary Owner access in GSC.

### Steps to Connect GSC to GA4

1. In GA4, go to **Admin** (gear icon, bottom left).
2. Under **Property**, scroll to **Product Links** → **Search Console Links**.
3. Click **Link**.
4. Click **Choose accounts**, select the relevant GSC property, and confirm.
5. Select the GA4 web data stream and submit.
6. *(Optional but recommended)* Go to **Reports** → **Library**, find the **Search Console** collection, and publish it so it appears in your GA4 menu.

### Benefits of Integrating GSC and GA4

- **Identify High-Intent Keywords:** See which search terms bring users to your site and how those users behave.
- **Understand User Behaviour:** See what users do once they arrive: which pages they visit, whether they contact you, and whether they convert.

### Alternative: Looker Studio

For deeper analysis, you can combine GSC and GA4 data in [Looker Studio](#) (Google's reporting tool). This allows custom dashboards and blended reports, and can sometimes overcome keyword visibility limits seen in GA4 alone.

### Important Considerations

- **1:1 Limitation:** One GSC property can only be linked to one web data stream.
- **Data Latency:** Data may take up to 48 hours to appear after linking.

## Appendix Nine – Using Google Analytics 4 (GA4)

This Appendix is **not** intended to be a full GA4 manual. It explains only:

1. What GA4 does (in simple terms).
2. How to register your Multilingual Microsite with GA4.
3. How to integrate GA4 with your Multilingual Microsite.
4. How to find your Measurement ID later.
5. How to access GA4's key reports and analyses.

As described in **Appendix Eight – Google Search Console (GSC) and Google Analytics 4 (GA4), GA4:**

3. Analyses user behaviour after visitors arrive on your site (post-click data).
4. Supports marketing and performance analysis.
5. Focuses on behaviour, engagement, conversions, and traffic sources (sessions, events, pages).
6. Collects data via a tracking code installed on your website.
7. Helps you understand what users do after clicking a link (pages viewed, actions taken, enquiries).
8. Operates on user sessions and events and may show short reporting delays (typically up to 24 hours).
9. Is used to monitor behaviour, analyse traffic sources (organic search, social, referrals), define conversions, and assess engagement.

### Register your Multilingual Microsite with GA4

To use GA4, you need a free Google Email Account. You can use the same Google Email Account for both **GSC** and **GA4**. If you do not have one you can [create one here](#).

#### Step 1 - Create a Google Analytics Account

1. Go to: <https://analytics.google.com>
2. Click “**Start Measuring**”.
3. Create:
  - An Account name (e.g. “My Company”)
  - A Property name (e.g. “Multilingual Microsite”)
4. Choose:
  - Reporting time zone.
  - Currency.

#### Step 2 – Create a GA4 Web Data Stream

1. When asked for a platform, choose “**Web**”.
2. Enter your Multilingual Microsite address, for example <https://yourname.gb.expoworld.cloud/>

3. Give the stream a name (e.g. “Multilingual Microsite”)
4. Click “**Create stream**”

You will now see an ID in the format: G-XXXXXXXXXX

This is your **Measurement ID** The Measurement ID links your website to GA4 and ensures that visitor data is sent to the correct property.

Your Multilingual Microsite is now registered with GA4. The next step is to integrate GA4 with your Multilingual Microsite.

### How to integrate GA4 with your Multilingual Microsite

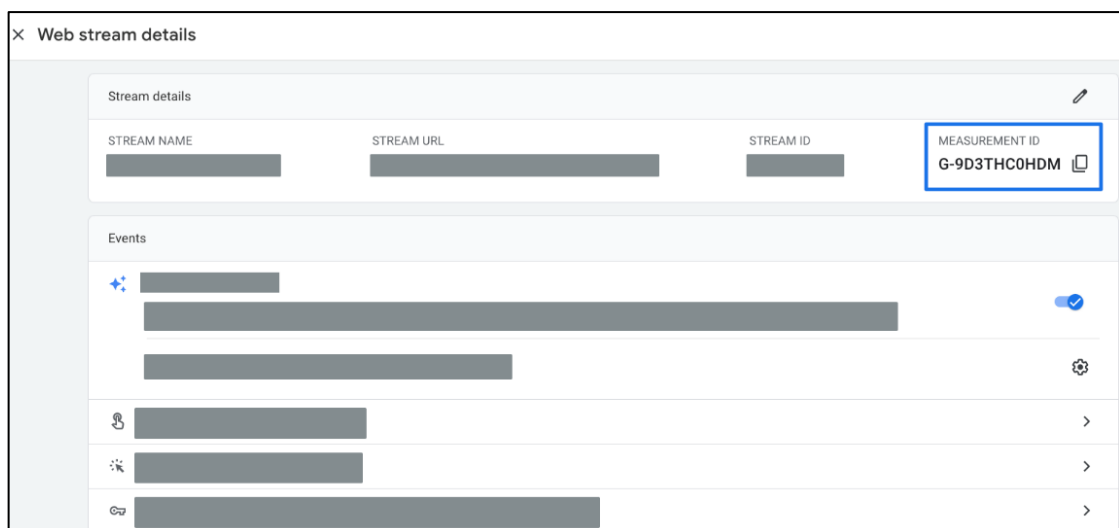
1. Log in to your Multilingual Microsite **Administration Page**.
2. Go to the “**Traffic Tracking & Indexing**” tab in the Administration Page.
3. Insert the Name of Tracking Service e.g. GA4.
4. Copy your **Measurement ID (G-XXXXXXXXXX)** in the Tracking Code field.
5. Click **Save**.

GA4 will now track visits to all pages of your Multilingual Microsite automatically. Please note that reports may show a delay of up to 24 hours before data appears.

### Find Your Measurement ID (Later)

If you need to retrieve your Measurement ID:

1. In GA4, go to **Admin**.
2. Under **Data collection and modification**, click **Data streams**.
3. Select your **Web** data stream.
4. Your **Measurement ID (G-XXXXXXXXXX)** appears at the top of the stream details.



### Accessing GA4’s Key Reports and Analyses

Login to GA4 and use the following reports:

1. **Visitors by Country**

Reports → Demographics → Demographic details  
Choose dimension: **Country**

This shows:

- Which countries visit your Multilingual Microsite.
- Which export markets show early interest.

## 2. Visitors by Language

Reports → Demographics → Demographic details  
Change dimension to: **Language**

This shows:

- Which language versions are used most.
- Where language demand is strongest.

## 3. Which Pages Perform Best

Reports → Engagement → Pages and screens

This shows:

- Which language pages are viewed most.
- Which product or service pages attract attention.
- Where visitors spend the most time.

This helps you understand:

- Which markets are most active.
- Which content works best internationally.

## 4. How People Find You

Reports → Acquisition → Traffic acquisition

Key columns to watch:

- Session source / medium.
- First user source / medium.

This shows whether visitors come from:

- Search engines (Google, Bing, etc.).
- Links in emails, newsletters, social media, or partner sites.
- Direct visits (typing your microsite address).

### Practical Tip

You do **not** need to become a GA4 expert. Checking these four reports once or twice per month is enough to guide:

- Which countries show demand.
- Which languages work best.
- Whether your Multilingual Microsite drives interest to your Home Website.
- Where it makes commercial sense to invest next

## Appendix Ten - Visitor Tracking – Commercial Services

This Appendix lists a small number of commercial visitor-tracking services. You may find other services that better meet your specific needs.

We do **not** recommend any particular provider, and the brief descriptions shown below are taken from the providers' own websites. TradeTech Solutions\ExpoWorld accepts no responsibility for these descriptions, services, or their performance.

Please note:

1. These tools usually charge monthly or usage-based fees and are **not included** in your Multilingual Microsite subscription.
2. Some tools require technical or analytics expertise to configure and interpret properly.
3. Use of third-party tracking tools may require additional cookie consent, privacy notices, and compliance steps under GDPR and ePrivacy rules. You remain responsible for compliance.

### Commercial Service Providers (Examples)

- **ContentSquare:** "Understand your customers' entire journey, from their first curious click to their latest conversation. Our AI agent gives you answers in seconds — and the insights to drive engagement, conversion, and retention."
- **LinkedIn Insight Tag:** "Running campaigns to drive conversions? With our Insight Tag, you can track website conversions tied to all your LinkedIn ads, then let LinkedIn automatically optimise your campaigns for even more conversions. High-quality results — without lifting a finger!"
- **Matomo:** "Other web & app analytics give you estimates, Matomo gives you answers. Track 100% of available traffic with confidence." (Use the Matomo JavaScript (JS) tracker code.)
- **Meta Pixel:** "The Meta Pixel is a snippet of JavaScript code that loads a small library of functions you can use to track Facebook ad-driven visitor activity on your website. It relies on Facebook cookies, which enable matching website visitors to Facebook user accounts and reporting actions in Facebook Ads Manager to analyse conversion flows and optimise campaigns."
- **Plausible:** "Plausible is powerful, intuitive, and lightweight analytics. No cookies, just insights. Made and hosted in the EU, powered by European-owned infrastructure."
- **VisitorTracking:** "Website, conversion, and funnel tracking made easy. Track what matters most without the setup headaches."

Commercial tracking tools are **not required** to benefit from Multilingual Microsites. For most exporters, basic visibility signals (countries, languages, enquiries, click-throughs to the Home Website) are sufficient to guide early international market decisions.

## Appendix Eleven – UTM Tag Generators

In addition to [Google Campaign URL Builder](#), many free online tools exist that use the same principles to generate UTM-tagged links. Examples include:

- o [Dryven](#): “Discover the powerful URL Campaign Builder (UTM) that takes your marketing campaigns to the next level!”
- o [Simple Analytics](#): “At Simple Analytics, we created a free UTM builder to make your life easier.”
- o [UTM builder](#): “Fill all the required fields (marked with \*) and other campaign information. A final URL with UTM codes will be automatically created. Copy the generated URL and use it in your campaigns.”

We do **not** recommend any particular service, and the brief descriptions shown above are taken from the providers’ own websites. TradeTech Solutions\ExpoWorld accepts no responsibility for these services or their performance. You should choose the tool that best fits your workflow and marketing practices.

## Appendix Twelve – UTM Tags Explained & How To Use Them

### What Are UTM Parameters (Tags)?

UTM parameters are short tracking tags added to the end of a web link. They allow analytics tools (such as Google Analytics 4) to identify:

- Where a visitor came from.
- Which page or campaign sent them.
- What type of link they clicked.

#### Example:

A normal link looks like this: <https://www.yourcompany.com/products>

The same link with a UTM tag looks like this:

[https://www.yourcompany.com/products?utm\\_source=microsite&utm\\_medium=referral&utm\\_campaign=multilingual](https://www.yourcompany.com/products?utm_source=microsite&utm_medium=referral&utm_campaign=multilingual)

### Generating UTMs - Google's Campaign URL Builder

From the screenshot of [Google's Campaign URL Builder](#) below, you can see the following fields:

1. **Website url** - Compulsory
2. **Campaign ID** - Optional
3. **Campaign Source** – Compulsory (where the visitor came from e.g. – e.g. *microsite, italy, french-page*)
4. **Campaign Medium** – Compulsory - (Campaign or purpose, e.g. *multilingual, export-test*)
5. **Campaign Name** – Compulsory - (Campaign or purpose, e.g. *multilingual, export-test*)
6. **Campaign Term** - Optional
7. **Campaign Content** – Optional

These fields are explained as follows:

The following table gives a detailed explanation and example of each of the campaign parameters:

Parameter	Required	Example	Description
Campaign ID <code>utm_id</code>	No	<code>abc.123</code>	Used to identify which ads campaign this referral references. Use <code>utm_id</code> to identify a specific ads campaign.
Campaign Source <code>utm_source</code>	Yes	<code>google</code>	Use <code>utm_source</code> to identify a search engine, newsletter name, or other source.
Campaign Medium <code>utm_medium</code>	Yes	<code>cpc</code>	Use <code>utm_medium</code> to identify a medium such as email or cost-per-click.
Campaign Name <code>utm_campaign</code>	No	<code>spring_sale</code>	Used for keyword analysis. Use <code>utm_campaign</code> to identify a specific product promotion or strategic campaign.
Campaign Term <code>utm_term</code>	No	<code>running+shoes</code>	Used for paid search. Use <code>utm_term</code> to note the keywords for this ad.
Campaign Content <code>utm_content</code>	No	<code>logolink</code>	Used for A/B testing and content-targeted ads. Use <code>utm_content</code> to differentiate ads or links that point to the same URL.

Once completed, the Campaign URL Builder generates a UTM string.

## Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign.

generated URL

Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL  **SHORTEN LINK**


Here you can see:**The UTM Tag:**

?utm\_source=Newsletter&utm\_medium=Email&utm\_campaign=IncoDocs&utm\_id=20260205&utm\_term=International\_Launch&utm\_content=Partner

This what you should paste into the UTM Field in Administrative Page (without the main website URL <https://www.ExpoWorld.cloud/>)

**Important: The shorten link option** creates a [bitly](#) link. This should **not** be used in the UTM field. If you use the [bitly](#), insert the shortened link directly into the individual link fields on your Multilingual Microsite.

Set campaign parameters in the fragment portion of the URL (not recommended)

shortened URL  

**SHORTEN LINK**

## Best Practices

1. Tag only what you need.
2. Create links using a URL builder.
3. Use only the campaign variables you need.
4. Never include personally identifiable information.
5. Avoid spaces (use hyphens or underscores).

## How To View Tagged Statistics

See **Appendix Nine – Using Google Analytics 4 (GA4)** for a detailed guide.

### Main Reports

Path in GA4:

### Reports → Acquisition → Traffic Acquisition

Key columns:

- Session source / medium.
- Session campaign.
- Total users.
- Sessions.
- Engagement time.
- Conversions (if set up).

This shows which Multilingual Microsite language versions sent visitors to your Home Website.

### Campaign View

#### Reports → Acquisition → Traffic acquisition

Then change the primary dimension to:

- **Session campaign.**

You can now compare performance across campaigns.

### Source View

Change the primary dimension to:

- **Session source.**

You will see entries for different language sources (e.g. microsite-fr, microsite-de).

### Deeper Analysis

#### In Explore → Free Form

You can build tables such as:

- Rows: Session source.
- Columns: Country, conversions, enquiries.
- Filter: utm\_campaign = multilingual.

This allows analyses such:

- Which language page sends the best traffic?
- Which converts best into enquiries?
- Which market shows strongest interest?

### Important Clarification

To benefit from UTM tracking:

1. You must add UTM tags to links from your Multilingual Microsite to your Home Website.
2. You must add a GA4 Measurement ID to your Home Website header. This allows GA4 to record and analyse traffic arriving from your Multilingual Microsite. (You may need to ask your webmaster to add this to your Home Website.)

**Caveat:** Be careful when combining domain tracking for both your Multilingual Microsite and your Home Website. Incorrect configuration can suppress referral data from the microsite to the home site.

### Summary in Plain Terms

- You choose the UTM names.
- GA4 automatically reads and stores the UTMs.
- In GA4, you view the results mainly under:
  - **Reports → Acquisition → Traffic acquisition**
- By switching between “**source**”, “**medium**”, and “**campaign**”, you can clearly see:
  - Which microsite languages work best.
  - Which links generate real interest.
  - Which markets deserve deeper investment.

## Appendix Thirteen – What Success Looks Like (Realistically)

First, recognise that there will not be an overnight avalanche of traffic to your Home Website

### Success is not:

- Immediate sales.
- Top-1 rankings everywhere.

### Success is:

- Discoverability.
- Credible inbound interest.
- Geographic clarity.
- Reduced decision risk.

## New Multilingual Microsite – Typical Timeline

Increased visibility and traffic normally appear in phases, each with its own expectations and actions:

<b>Phase 1</b>	Stabilise & Observe (Weeks 0–2)
<b>Phase 2</b>	Signal Capture (Weeks 2–4)
<b>Phase 3</b>	Decision Trigger (Weeks 5–8+)
<b>Phase 4</b>	Long Term Optimisation (Ongoing)

This is a typical timeline for a new Multilingual Microsite:

### Phase 1 - Stabilise & Observe (Days 1–14)

- **Day 1–7**
  - Partial indexing. Not all language pages will appear when you use the command: `site:your-microsite-address`. This is normal. Search engines discover, crawl, and index pages gradually. Full coverage typically takes a few days to a few weeks
  - First rankings may appear (especially for low-competition terms).
  - Very little or no traffic.

### Actions:

- Prepare your list of keywords and phrases for ranking checks.
- Check all email and website links (including any UTMs) on your Multilingual Microsite
- Check that the Tracking Services are working:
  1. Open your Multilingual Microsite in a new browser tab.
  2. Visit a few pages.
  3. In GA4 ((or other tracking services), go to:
    - **Reports → Realtime**
    - You should see at least 1 active user (you).

- If activity appears, tracking is working.
- 4. If you use UTMs to track traffic to your Home Website:
  - Click through from your Multilingual Microsite to your Home Website.
  - Check GA4 for your Home Website to confirm the visit is captured

**Objective:** Allow natural discovery and indexing. Do not intervene too early.

- **Days 8–14**

- First exploratory clicks may appear.
- Often 1–5 visits total.
- Usually from:
  1. Non-English searches.
  2. Incognito or international IPs.
  3. Long-tail variations.

## Phase 2 — Signal Capture (Weeks 2–4)

- Majority of languages indexed.
- Some low-demand languages may remain “crawled but not indexed” results.
- First consistent trickle:
  - 1–3 visits per day is common for a niche B2B term.
  - First low-commitment enquiries may appear.

**Objective:** Learn where interest comes from.

### Monitor:

- Countries of visitors.
- Languages accessed.
- Pages most viewed.

### Record:

- First enquiries (even weak ones).
- Countries you did not expect.

### Tag enquiries internally:

- “Curiosity”.
- “Potential distributor”.
- “Service enquiry”.

### For every inbound enquiry:

- Respond politely and briefly.
- Do not over-sell.

Do not judge quality yet. Volume and geography matter more than intent at this stage. Your Multilingual Microsite is a **market-testing tool**. GA4 shows you where real demand is forming.

**Success indicator:** Search visibility appears across multiple languages.

### Phase 3 — Decision Trigger (weeks 5-8+)

**Objective:** Decide what (if anything) to invest in next.

Ask yourself:

- Are specific countries repeating?
- Are certain languages dominant?
- Are there repeat visitors?
- Are enquiries product-specific?
  - **If yes** → targeted next steps.
  - **If no** → leave running (cost is negligible) and consider:
    - Refining keywords and phrases.
    - Editing your company profile.
    - Adding or adjusting specific product or service entries.
  - redrafting: keywords and phrases, company profile, adding or editing specific product or service entries.

### Phase 4 - Long Term Optimisation (Ongoing):

Over time, search engines may continue to surface only the languages that show:

- Search demand.
- Click behaviour
- Engagement.

Other languages may appear less frequently or drop from visible results. **This is normal and not a failure**. Your microsite remains discoverable, but search engines naturally prioritise languages where user demand exists.

### Summary

Your Multilingual Microsite is not a campaign tool. It is a **slow-compounding discovery asset**.

If you:

- Let it mature.
- Monitor signals.
- Respond calmly to early enquiries.
- Adjust only after evidence appears.

...it will quietly reduce international market risk and help you decide where real export opportunities exist.

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## Kenniscentrumbronnen

Aanvullende richtlijnen over exportzichtbaarheid, meertalige digitale aanwezigheid en digitale handelsinfrastructuur zijn beschikbaar in de [ExpoWorld Resourcebibliotheek](#).

De Resourcebibliotheek biedt een overzicht van alle publicaties van het [Kenniscentrum](#), samen met korte beschrijvingen van elk document.

Aanvullende resources worden periodiek toegevoegd. Nieuwe publicaties verschijnen in de Resourcebibliotheek zodra deze beschikbaar zijn.