



**EXPO
WORLD**



**TRADETECH
SOLUTIONS LTD**

Multilingual Microsites

Configuration Guide & Check List

Also see our videos:

- [Speedy Introduction - Multilingual Microsites](#)
- [Guide to Multilingual Microsites](#)

March, 2026

Contents

Introduction	3
Keywords and Phrases	5
Meta Description	6
Heading Profile.....	6
Company Profile.....	7
Industry sectors in which your company is active:	8
Indexing & Tracking.....	11
Tracking Scripts.	11
UTM Tag	11
Generate a table of your Keywords and Phrases	12
Partners & Suppliers.....	13
Contacts	14
Registered Details	15
Products & Services	16
Reviewing Your Microsite.....	18
Appendix One – Using AI to Generate Key Content.....	20
Sample Key Content Request Instructions	20
AI Cognitive Platforms for Consideration.....	21

Configuration Guide & Check List

Introduction

This Guide & Check List is designed to help you complete the Configuration Pages for your Multilingual Microsite.

N.B. If you don't finish the configuration in a single session, this is no problem. By clicking "Save" the details will be saved for completion and editing at a later time. You can change the published details at any time by making changing the details you have registered here. Once you have completed and saved all the compulsory fields, you then can publish your microsite.

Once you have clicked on "Publish", please allow a couple of minutes for the pages to be generated, translated and published. When this process is completed, the "Review" button will become active and you can then review all the language versions of your Multilingual Microsite.

N.B. The first time you publish your Microsite, it will take a few hours before it becomes visible on the web. This is because you have to allow time for the new subdomain to be published to the various internet registries.

Where key words and phrases or any free text is needed, it's not a bad idea to check with [ChatGPT](#) for suggestions.

Also, you will see that certain fields are optional.

The only text boxes where free text is needed are:

1. **Keywords and Phrases (maximum 250 characters including spaces):** (First section): Where you can provide any keywords and/or phrases that identify and distinguish your company, its products and service.

These are critical. These are the words and phrases that you expect to be used in searches for your products and services. Think what distinguishes your company and its products and services from your competitors. If they are too "generic" you are unlikely to be found.

N.B. The Keywords and Phrases you put here must be used in the Brief Description. The search engines will check whether the Keywords and Phrases you put here appear in your descriptive text. If they do not find them there, it is unlikely that they will index them – and so you will not be found by anyone using these words or phrases in their online searches.

By the way, this exercise is no different to the one you should carry out for your Home Website.

2. **Meta Description (maximum 150 characters including spaces):** The descriptive text you want to be displayed underneath a headline in search engine results. This should grab the attention of the reader and make them want to visit your Multilingual Microsite.
3. **Heading Profile (maximum 750 characters including spaces):** (Second Section): Brief Description of the company and its activities.

The Brief Description requires very careful thought. This description will appear at the top of the Company Profile and therefore its purpose is to catch the reader's eye and interest – **as well as to confirm the validity and relevance of your keywords and phrases.**

However, please remember that this will be translated into many languages. Therefore, to reduce the risk of any translation not making sense, the suggestion is to take the following into account:

You should use:

- Simple words where there is an alternative to “complex” words e.g. “can” rather than “has the capacity to” and “show” rather than “elucidate”.
- Very simple sentences e.g. avoid the use of subordinate clauses.
- Short sentences - no sentence being longer than 1 line in the text box.
- Bullet points to list key points you want to make.
- Short paragraphs to separate different concepts you want to communicate.
- Digits to express numbers rather than write them e.g. “1%” not “one percent”.

You should not use:

- Complex business terms e.g. “Dead cat bounce”, or “Golden share.”
- Cultural or sporting references e.g. “Simples” or “You will be bowled over”.
- Figurative speech e.g. “He ran fast” is better than “He ran like the wind.”
- Foreign words e.g. “caveat” or “alma mater”.
- Metaphors e.g. “America is a melting pot.”
- Slang or jargon e.g. “Gotcha” or “Gazumping”.
- Idioms. These rely completely on contextual understanding e.g. “over the moon”, “the penny dropped” etc.

If at all possible, you should avoid:

- Acronyms e.g. “PDA” or “EBITDA”
- Similes e.g. “..... as gentle as a lamb”.
- The passive tense e.g. “We deliver goods within 7 days” is better than “Goods are delivered within 7 days.”
- Using the word “you”. Many languages have different forms representing not just “singular” and “plural” forms but also different degrees of formality – which the English word “you” does not convey.
- Any sentences or phrases which could be ambiguous e.g. “Katy and Sharon were in the restaurant and Katy picked up her handbag.” In this sentence “her handbag” could refer equally to Katy’s or Sharon’s handbag.

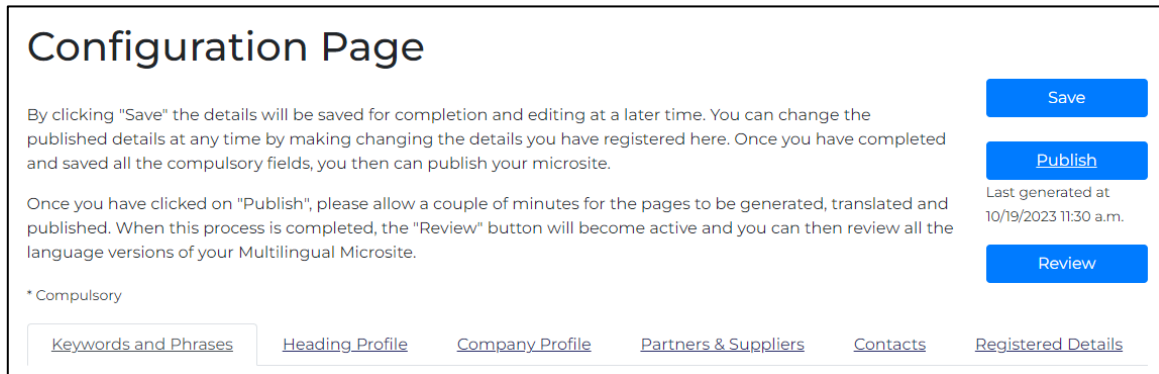
N.B. If you draft your description taking the above into account, not only will the translations be more accurate, but will actually make it easier for English speakers to absorb your message.

If you have any difficulties in writing a suitable draft, we would suggest you try [ChatGPT](#). Explain the above drafting rules and then give it the key words and concepts you would like to be incorporated e.g. within the 750 character limit (including spaces). If you’re not happy with the first draft, you just ask it to refine it, explaining what you would like to be changed or added.

As these pages are designed for an international audience, it is recommended that you publish any phone numbers in an international format e.g. +44 (0) 252 368 147

The Configuration Pages cover the following **8** sections:

1. **Keywords and Phrases**
2. **Heading**
3. **Company Profile**
4. **Indexing & Tracking**
5. **Partners & Suppliers**
6. **Contacts**
7. **Registered Details**
8. **Products & Services**



Configuration Page

By clicking "Save" the details will be saved for completion and editing at a later time. You can change the published details at any time by making changing the details you have registered here. Once you have completed and saved all the compulsory fields, you then can publish your microsite.

Once you have clicked on "Publish", please allow a couple of minutes for the pages to be generated, translated and published. When this process is completed, the "Review" button will become active and you can then review all the language versions of your Multilingual Microsite.

* Compulsory

[Keywords and Phrases](#) [Heading Profile](#) [Company Profile](#) [Partners & Suppliers](#) [Contacts](#) [Registered Details](#)

[Save](#) [Publish](#) [Review](#)

Last generated at 10/19/2023 11:30 a.m.

(New screen shot)

Keywords and Phrases

This is the most important section to be completed. You should use keywords and phrases that highlight your products and services, distinguishing you from your competitors.

These are critical. These are the words and phrases that you expect to be used in searches for your products and services. Think what distinguishes your company and its products and services from your competitors. If they are too "generic"*, you are unlikely to be found.

Maximum 255 characters - including spaces. You should separate each keyword or phrase from the others by using semicolons. These will all be translated and the use of semicolons will help ensure that AI does not try to create sentences from the various combinations.

e.g.



Keywords and Phrases:

International Trade Information; International Trade Resources; SME Support; Export Consultancy; Multilingual Microsites; Virtual Trade Missions; Virtual Stands;

To test the effectiveness of these keywords and phrases:

1. Wait a couple of weeks to allow the online search engines to index your microsite.
2. Make searches yourself using examples of a foreign language version of your microsite**.
3. Check the results.

4. If your microsite is not found, try adding new keywords and phrases – and repeat the process.

*Where possible you should avoid using generic terms – everybody includes these, making it very difficult to stand out on any online search (e.g. if you sell “handbags”, the phrase “Italian designer leather handbags” is much better than just the keyword “handbags”).

**Please note that these keywords and phrases will be translated and published as metadata in the Headings of each language version of your Microsite. Although they will not be visible, they will be indexed by the search engines. Depending upon your browser, you can view these keywords by right clicking on the Microsite web page and choosing "View Page Source" (or similar). You will see the keywords near the top of the page following the string:

`<meta name="keywords" content=>`

Meta Description

The descriptive text* you want to be displayed underneath a headline in search engine results. This should grab the attention of the reader and make them want to visit your Multilingual Microsite.

(insert screen shot)

*Please note that this meta description will be translated and published as metadata in the Headings of each language version of your Microsite. Although it will not be visible, it will be indexed by the search engines. Depending upon your browser, you can view this meta description by right clicking on the Microsite web page and choosing "View Page Source" (or similar). You will see the keywords near the top of the page following the string:

`<meta name="description" content="" />`

Heading Profile

Company Name:	
The link to your company’s home page:	
Logo: (upload your company logo in jpeg, gif or png format).	
Brief description of the company and its activities: (Maximum 750 characters including spaces.)	
Brands & Trademarks (max. 150 characters - including spaces). We suggest that you separate these by semicolons. N.B. These will not be translated.	
The link to the “About” section of your website:	

e.g.

Company Name *:

The link to your company's home page:

Logo: Nessun file selezionato

Upload your company logo in jpeg, gif or png format.

Brief description of the company and its activities * (max. 750 characters - including spaces):

TradeTech Solutions' Mission: To make B2B eCommerce simple for SMEs. Why? To help SMEs: Increase Sales – Reduce Risk – Find Finance – Save Money. How? By aggregating and integrating the best solutions available in the market – i.e. through partnerships. What? TradeTech Solutions' services have to provide: (i) online support across the whole range of eCommerce and International Trade activities (ii) easily accessible reference data & information and (iii) access to finance and new online opportunities. TTS also provides access to: International Trade Information; International Trade Resources; SME Support; Export Consultancy; Multilingual Microsites.

Then you choose the subdomain you want for your company.

e.g.

The Company Name to be used to create the domain to your microsite * (No spaces or special characters):

N.B. You can change this (provided no other microsite subscriber in your country has already registered the new subdomain). However, each time you change it, it will again take a few hours for this new subdomain to be published with the various internet registers.

The web address for your microsite will be in the format:

<https://companyname.isocountrycode.expoworld.cloud>

e.g. <https://tradetech.gb.expoworld.cloud>

Each language version will be in the format:

<https://companyname.isocountrycode.expoworld.cloud/ISOLanguageCode.html>

e.g. <https://tradetech.gb.expoworld.cloud/nl.html> - Dutch version

<https://tradetech.gb.expoworld.cloud/it.html> - Italian version

<https://tradetech.gb.expoworld.cloud/uk.html> - Ukrainian version

Company Profile

Head Office Address:

Street Address 1	
Street Address 2	
City\Town	
County\Province\State	
Postcode	
Country	Drop down list

Optional:

Annual Sales	Drop down list (range)
Employees	Drop down list (range)

Industry sectors in which your company is active:

You can add up to 5 industry sectors. These are based on the [NACE](#) and [UKSIC](#) systems. Please note that Levels 1 – Level 3 are provided to help you reach Level 4 Sector descriptions – but only the Level 4 descriptions will be translated and published on your microsite. Therefore, you must choose a Level 4 description. If you are active in more than one Industry Sector, add additional Industry Sectors by clicking again on “Add Industry Sector” e.g.

Add Industry Sector

Industry Sector 1

Level 1

C -- MANUFACTURING

Level 2

11 -- Manufacture of beverages

Level 3

11.0 -- Manufacture of beverages

Level 4

11.03 -- Manufacture of cider and other fruit wines

We provide an Industry Hierarchy on 4 levels, starting with the following 21 main groups:

- Accommodation And Food Service Activities.
- Activities of Extraterritorial Organisations and Bodies.
- Activities of Households as Employers; Undifferentiated Goods and Services Producing Activities of Households For Own Use.
- Administrative and Support Service Activities.
- Agriculture, Forestry and Fishing.
- Arts, Entertainment and Recreation
- Construction.
- Education.
- Electricity, Gas, Steam and Air Conditioning Supply.
- Financial And Insurance Activities.
- Human Health and Social Work Activities.
- Information And Communication.
- Manufacturing.
- Mining and Quarrying.
- Other Service Activities
- Professional, Scientific and Technical Activities.
- Public Administration and Defence; Compulsory Social Security.
- Real Estate Activities.
- Transportation And Storage.
- Water Supply; Sewerage, Waste Management and Remediation Activities.
- Wholesale And Retail Trade; Repair of Motor Vehicles and Motorcycles.

Having chosen a main group, you then further refine your activities by choosing sub-groups which go down a further 3 levels.

We made the decision to structure the Configuration options in this way because:

1. We do not expect users to know which codes to be applied for their industry activities – nor which system to use (NACE, SIC, ISIC etc.).
2. We believe that the industry hierarchical tree is relatively self-explanatory and easy to use.
3. We doubt that online searches are made on the basis of international industry codes – but rather by industry and/or activity descriptions.

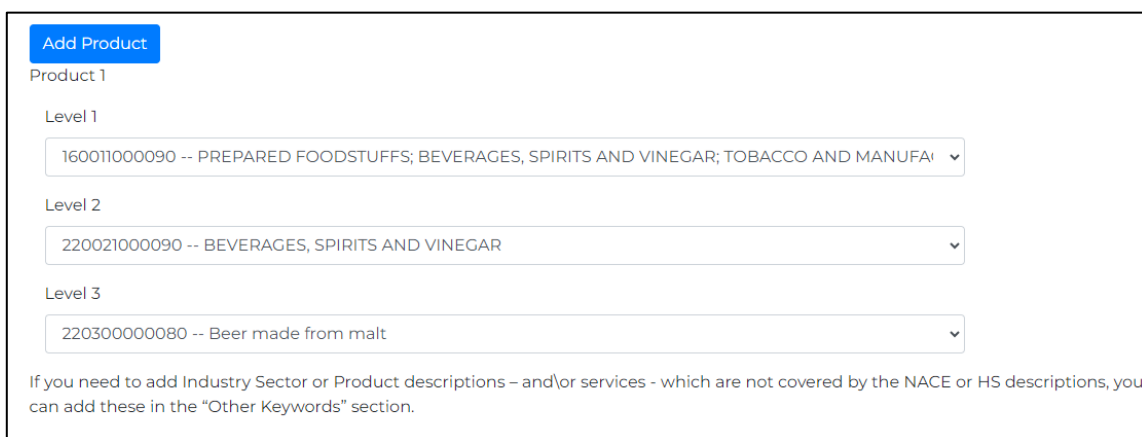
On the other hand, we do recognise that the industry sector descriptions used in the international industry sectors classification systems are there because they are widely used. Therefore, they provide a valuable basis for usage.

Furthermore, there are internationally recognised translations of these industry sectors which are particularly useful when automating the translation of the Microsites.

Your Main Products:

(You can further promote individual products and services with more details in the section: [Products\Services](#). We suggest that you make this section more generic in nature and use the [Products\Services](#) section for specific products or services that you want to promote in particular.)

You can add up to 5 Product descriptions. These are based on the [Harmonised \(HS\)](#) and CN ([Combined Nomenclature](#)) Code Systems. Please note that Levels 1 – 2 are provided to help you reach Level 3 Product descriptions – but only the Level 3 descriptions will be translated and published on your microsite. Therefore, you must choose a Level 3 category. If you provide products from more than one product category, add additional Main Products by clicking again on “Add Product”. Please note that the Product Categories cover very few services. If you only provide services and you cannot find these described here, you can add these in the “Keywords and Phrases” section e.g.



The screenshot shows a form titled "Add Product" with a blue button. Below the title, it says "Product 1". There are three levels of selection:

- Level 1: A dropdown menu with the selected option "160011000090 -- PREPARED FOODSTUFFS; BEVERAGES, SPIRITS AND VINEGAR; TOBACCO AND MANUFA".
- Level 2: A dropdown menu with the selected option "220021000090 -- BEVERAGES, SPIRITS AND VINEGAR".
- Level 3: A dropdown menu with the selected option "220300000080 -- Beer made from malt".

At the bottom of the form, there is a note: "If you need to add Industry Sector or Product descriptions – and/or services - which are not covered by the NACE or HS descriptions, you can add these in the “Other Keywords” section."

Within the Multilingual Microsite service, we provide a simplified hierarchy, with choices to be made on the basis of product description rather than code. We have done this by producing a Product Hierarchy on 3 levels, starting with the following 21 main product groups:

- Animal or Vegetable Fats and Oils and Their Cleavage Products; Prepared Edible Fats; Animal Or Vegetable Waxes
- Arms and Ammunition; Parts and Accessories Thereof
- Articles of Stone, Plaster, Cement, Asbestos, Mica or Similar Materials; Ceramic Products; Glass and Glassware
- Base Metals and Articles of Base Metal
- Footwear, Headgear, Umbrellas, Sun Umbrellas, Walking Sticks, Seat-Sticks, Whips, Riding-Crops and Parts Thereof; Prepared Feathers and Articles Made Therewith; Artificial Flowers; Articles Of Human Hair
- Live Animals; Animal Products
- Machinery and Mechanical Appliances; Electrical Equipment; Parts Thereof; Sound Recorders and Reproducers, Television Image and Sound Recorders And Reproducers, and Parts and Accessories of Such Articles
- Mineral Products
- Miscellaneous Manufactured Articles
- Natural or Cultured Pearls, Precious or Semi-Precious Stones, Precious Metals, Metals Clad With Precious Metal, and Articles Thereof; Imitation Jewellery; Coin
- Optical, Photographic, Cinematographic, Measuring, Checking, Precision, Medical or Surgical Instruments and Apparatus; Clocks and Watches; Musical Instruments; Parts and Accessories Thereof
- Plastics and Articles Thereof; Rubber and Articles Thereof
- Prepared Foodstuffs; Beverages, Spirits and Vinegar; Tobacco and Manufactured Tobacco Substitutes
- Products of The Chemical or Allied Industries
- Pulp Of Wood or of Other Fibrous Cellulosic Material; Recovered (Waste and Scrap) Paper or Paperboard; Paper and Paperboard and Articles Thereof
- Raw Hides and Skins, Leather, Furskins and Articles Thereof; Saddlery and Harness; Travel Goods, Handbags and Similar Containers; Articles of Animal Gut (Other Than Silkworm Gut)
- Textiles and Textile Articles
- Vegetable Products
- Vehicles, Aircraft, Vessels and Associated Transport Equipment
- Wood and Articles of Wood; Wood Charcoal; Cork And Articles of Cork; Manufactures Of Straw, of Esparto or of Other Plaiting Materials; Basketware and Wickerwork
- Works of Art, Collectors' Pieces and Antiques

Link to your Home Site where there is a more detailed list of your products and services:

The contact details of the person in your company who is responsible for international sales:

First Name:	
Last Name:	
Email Address:	

Indexing & Tracking

To access Google Search Console statistics to track: SEO analysis, tracking keyword rankings, indexing, and monitoring Click Through Rates (CTR) for your Multilingual Microsite, you have to upload your Google Account Email here. If you do not have a free Google Account, you can [create one here](#).

Google Account Email	
-----------------------------	--

Add screenshot

In this section you can also add:

1. Tracking Scripts.
2. Your UTM Tag.
3. Generate and download a table of your Keywords and Phrases.

These all help you track and analyse traffic to and from your Multilingual Microsites.

You can see from this screenshot that there is a field for you to add your Google

Tracking Scripts.

Here you can add up to three tracking scripts. (For more information about tracking codes and their benefits see [Guide to Online Indexing, Rankings & Traffic Analysis.](#))

Name of Tracking Script	
Tracking Script	

Name of Tracking Script	
Tracking Script	

Name of Tracking Script	
Tracking Script	

Save

UTM Tag

Here you can add a UTM code to be attached to the links to your Home Site. (If you are unfamiliar with UTM tags codes and their benefits see [Guide to Online Indexing, Rankings & Traffic Analysis.](#))

Please note that:

1. This tag will be added to all links you include in your Multilingual Microsite **unless** you have already included a UTM Tag on any of the links to your Home Site. (You may do this if you want to track different online campaigns.)

2. You can only use a UTM code and not a bitly equivalent. If you want to use bitly codes, then you will have to use these in the various link fields in other sections of this administrative area.

UTM Tag	
---------	--

Generate a table of your Keywords and Phrases

Here you can generate and then download a csv file table of your Keywords and Phrases. You can then use this to check the rankings of these Keywords and Phrases.

Date last generated	
---------------------	--

Partners & Suppliers

Industry organisations:

List the Chambers of Commerce and Industry Associations your company belongs to.

Industry organisations:

List the Chambers of Commerce and Industry Associations your company belongs to.

Industry Organisation:

Industry Organisation:

Industry Organisation:

Industry Organisation:

Industry Organisation:

Business Partners:

If you are not looking for partners, leave this section blank.

List the Industry Sector(s) where you are looking for Business Partners (see above for list of Industry Sectors).

Business Partners:

List the Industry Sectors where you are looking for Business Partners

You can add up to 5 industry sectors. These are based on the [NACE](#) and [UKSIC](#) systems. Please note that Levels 1 – Level 3 are provided to help you reach Level 4 Sector descriptions – but only the Level 4 descriptions will be translated and published on your microsite. Therefore, you must choose a Level 4 description. If you are looking for partners in more than one Industry Sector, add additional Industry Sectors by clicking again on "Add Partner Industry Sector".

[Add Partner Industry Sector](#)

List the geographic areas where you are looking for partners: (Drop down table)

List the geographic areas where you are looking for partners

Area 1:

Area 2:

Area 3:

The contact details of the person in your company who is responsible for business partnerships:

First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Email Address:	<input type="text"/>

Suppliers

If you are not looking for new suppliers, leave this section blank.

You can add up to 5 Product descriptions.

List the product(s) you are looking for: (see above for list of Product Classifications).

Suppliers

List the products you are looking for:

You can add up to 5 Product descriptions. These are based on the [Harmonised \(HS\)](#) Code System Please note that Levels 1 – 2 are provided to help you reach Level 3 Product descriptions – but only the Level 3 descriptions will be translated and published on your microsite. Therefore, you must choose a Level 3 category. If you provide products from more than one product category, add additional Supplier Products by clicking again on "Add Supplier Products"

[Add Supplier Products](#)

The contact details of the person in your company who is responsible for supplier relationships:

First Name:	
Last Name:	
Email Address:	

Contacts

General Contacts:

Main Switchboard Number:	
Fax:	
General Email Address:	
Website Address: the contact page on your Home Site.	

N.B. On the published page, the contacts that you have included in the Company Profile and Partners & Suppliers page will also be published here.

Registered Details

List the certifications and licences held by your company, for example: ISO, AEO etc.

Certifications/Authorisation 1:	
Certifications/Authorisation 2:	
Certifications/Authorisation 3:	
Certifications/Authorisation 4:	
Certifications/Authorisation 5:	

Then provide the following details:

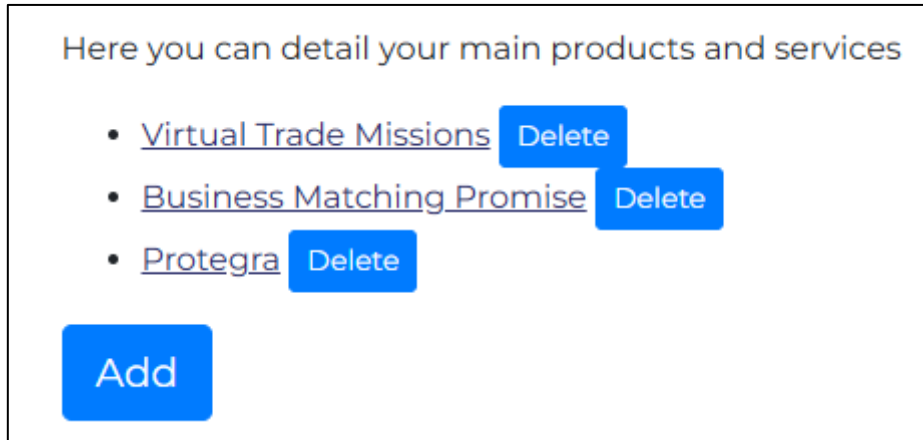
Legal Form:	(Drop down list)
Date Established:	
Registration No:	
VAT No (if relevant):	

Registered Address:

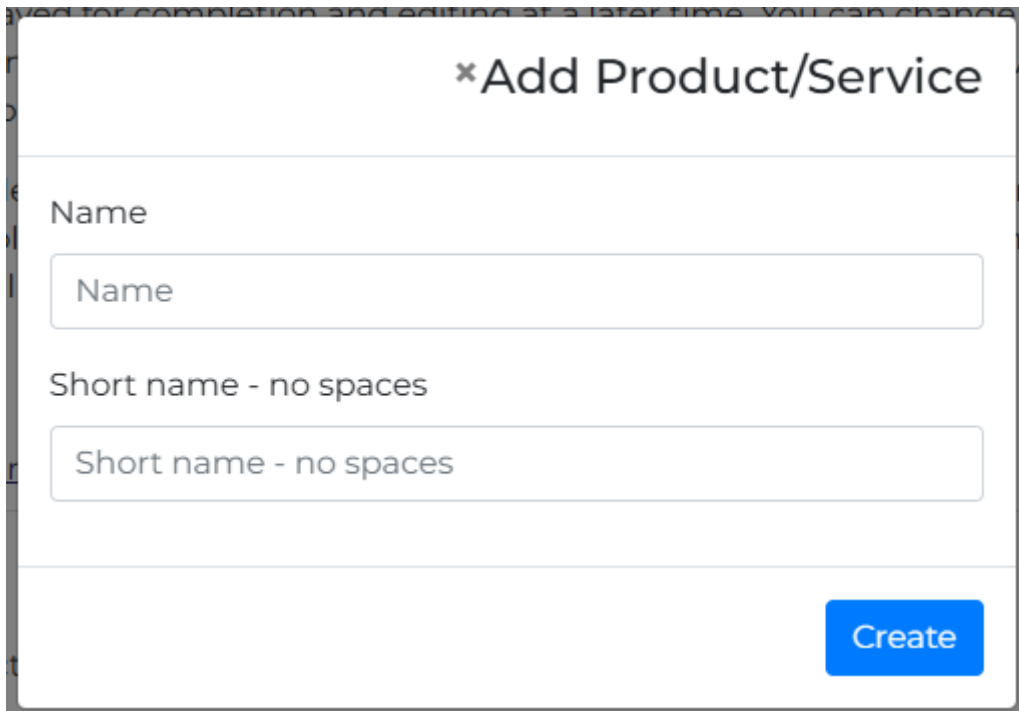
Street Address 1:	
Street Address 2:	
Town\City:	
County\Province\State:	
Post Code:	
Country:	(Drop down list)

Products & Services

Here you can highlight **specific** products and services in more detail.



Click on “Add” (or “Delete” if you want to remove a product or service.)



***Add Product/Service**

Name

Short name - no spaces

Create

Add in the details, then click on Create.

[Return to the Microsite Configuration Page](#)

Save

By clicking "Save" the details will be saved for completion and editing at a later time. You can change the published details at any time by making changing the details you have registered here.

Product\Service Name *:

RingCentral Guides

Trademarks (max. 150 characters - including spaces). We suggest that you separate these by semicolons. Please also note that these will not be translated.

The Product/Service Name to be used to create the link to the Product/Service Microsite module * (No spaces or special characters):

RingCentral

Brief product/service description * (max. 750 characters - including spaces). You should include the Product/Service keywords and Phrases you list in the next section.

(Insert new screenshot)

Complete the various sections and "Save".

Reviewing Your Microsite

Once you have saved and published your Microsite, you can review how this now looks by clicking on "Review". (Please remember to allow a few hours to pass the first time you publish and then five to ten minutes for reviewing any new changes.)

Configuration Page

By clicking "Save" the details will be saved for completion and editing at a later time. You can change the published details at any time by making changing the details you have registered here. Once you have completed and saved all the compulsory fields, you then can publish your microsite.

Once you have clicked on "Publish", please allow a couple of minutes for the pages to be generated, translated and published. When this process is completed, the "Review" button will become active and you can then review all the language versions of your Multilingual Microsite.

* Compulsory

Save

Publish

Last generated at
07/10/2025 00:00

Review

You will then see:

Microsites Review

To review the language versions of your microsite, just choose the options below:


[Arabic](#) [Bulgarian](#) [Bengali](#) [Chinese](#) [Croatian](#) [Czech](#) [Danish](#)
[Dutch](#) [German](#) [Greek](#) [English](#) [Estonian](#) [Finnish](#) [French](#)
[Hindi](#) [Hungarian](#) [Indonesian](#) [Italian](#) [Japanese](#) [Korean](#)
[Lithuanian](#) [Latvian](#) [Maltese](#) [Norwegian](#) [Polish](#) [Portuguese](#)
[Romanian](#) [Russian](#) [Slovak](#) [Slovenian](#) [Spanish](#) [Swedish](#)
[Turkish](#) [Ukrainian](#) [Urdu](#)

If you do not see the changes that you made to your microsite, just click on your browser's refresh button.

(Please note that you can only change the content of these language versions by editing your configuration page. These changes are then applied to all the language versions.)

By clicking on any of the languages indicated, you can review your Microsite in that language e.g. in French:

TradeTech Solutions Ltd



[Company Website - Home Page](#)

La mission de TradeTech Solutions : Simplifier le commerce électronique interentreprises pour les PME. Pourquoi ? Pour aider les PME à : augmenter les ventes - réduire les risques - trouver des financements - économiser de l'argent. Comment ? En regroupant et en intégrant les meilleures solutions disponibles sur le marché, c'est-à-dire par le biais de partenariats. Comment ? Les services de TradeTech Solutions doivent fournir (i) un soutien en ligne pour l'ensemble des activités de commerce électronique et international (ii) des données de référence et des informations facilement accessibles et (iii) un accès au financement et à de nouvelles opportunités en ligne. TTS fournit également un accès à : Informations sur le commerce international ; Ressources sur le commerce international ; Soutien aux PME ; Conseil à l'exportation ; Microsites multilingues.

Marques et enseignes: ExportersAlmanac.com; ExpoWorld.cloud; Multilingual Microsites; ExpoUK.cloud; ExpoNI.cloud; ExpoWales.cloud; ExpoScotland.cloud; AEODirectory.com;

[YouTube Page](#)

[LinkedIn Page](#)

[Pour plus d'informations](#)

Profil de l'entreprise	Partenaires et fournisseurs	Contacts	Détails enregistrés	Produits/Services
------------------------	-----------------------------	----------	---------------------	-------------------

Siège social:

Adresse de la rue 1: Kemp House
Adresse de la rue 2: 160 City Road

That's it. If you have any problems, please contact us at the [Microsites Helpdesk](#).

Appendix One – Using AI to Generate Key Content

You can use AI Cognitive Platforms e.g. ChatGPT, to help you choose your:

1. Your subdomain.
2. Keywords & Phrases.
3. Meta Description.
4. Company Profile.

We would suggest that you use at least two platforms to generate drafts (see below). You should then use your own judgment regarding what to use. Remember, if you don't get the results that you expect, you can always review these: in which case, set out to the platform which keywords or phrases have not worked.

To help you get started, we provide a sample set of **Sample Key Content Request Instructions** - that you can adapt for your own use. *Drafting notes and options* are in *red* and are not to be included in the instructions you upload.

Sample Key Content Request Instructions

I have subscribed to ExpoWorld's Multilingual Microsite service (<https://www.expoworld.cloud/>) and would like initial draft suggestions for the configuration of my 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**).

These should be drafted to optimise: Search Engine Rankings, Impressions, and Clickthroughs.

Please note that although I have indicated maximum numbers of characters including spaces, although these will all be translated, these length limits do not apply to the translations.

My main website is: (*insert URL*).

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

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

My geographic targets are: (*indicate which countries or geographic areas, if relevant*)

Product and Service Promotion (Optional)

I would also like to use the Multilingual Microsite to promote specific products and/or services (*Optional – and add more if needed*).

- Product 1 – (*link to product information on Home Site or paste other description*).
- Product 2 – (*link to product information on Home Site or paste other description*).
- Service 1 – (*link to service information on Home Site or paste other description*).
- Service 2 – (*link to service information on Home Site or paste other description*).

For each product or service listed above, please suggest:

1. A suitable title to be used as the product or service web link (“slug”).
2. Relevant keywords and phrases (maximum **255 characters including spaces**).
3. Meta description (maximum **150 characters including spaces**).
4. A concise product or service description (maximum **750 characters including spaces**).

Additional Options

Cognitive platforms can typically:

- Surface your service **when users explicitly ask** about topics directly relevant to your products and services.
- Recommend categories of solutions, including yours, when appropriate.
- Encourage comparison, where your model clearly fits.

What they cannot do:

- Push traffic.
- Notify third parties.
- Proactively promote specific commercial services outside user queries.

That said, editing your Multilingual Microsite and Home Site so that these platforms could suggest your products and services is no bad thing. If this is of interest to you, then you could add the following requests for suggestions:

1. Please review my main website ([insert url](#)) and suggest any high-level improvements.
2. Please suggest any additional actions that could strengthen my online visibility.
3. Under what circumstances or response to what questions, would you be able to suggest an enquirer to visit my Home Site?
4. If I need to edit my Home Site to broaden the scenarios you would be able to make such a suggestion, what are those recommended edits?

AI Cognitive Platforms for Consideration

- [Brave](#)
- [ChatGPT](#)
- [Claude](#)
- [DeepSeek](#)
- [DuckDuckGo](#)
- [Google AI](#)
- [Google Gemini](#)
- [Microsoft Copilot](#)
- [Perplexity AI](#)

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.