

Multilingual Microsite Promotion Action Plan

Actions to take after your Microsite is published

Once your Microsite is published, the following simple actions will help ensure it is visible, accessible and properly integrated into your existing digital presence.

Validate Your Multilingual Microsite (Immediately After Publishing)

After publishing:

- Open your Microsite homepage
- Review 2–3 language versions (e.g. French, German, Spanish)
- Check:
 - product/service pages
 - contact page
 - links to your Home Website
 - Navigate across multiple pages
 - Spend a short time reviewing each section

Purpose: to confirm that all content, structure and links are correct.

Note: This step supports validation and indexing — not rankings.

Integrate Your Microsite into Existing Channels (Essential)

Ensure your Multilingual Microsite is consistently referenced across your existing digital presence. (See **Appendix One – Suggested Link Text** for quick deployment.)

1. Permanent Links (Always Visible)

Add links from:

- Your Home Website (homepage, contact, product/service pages)
- Your LinkedIn profile
- Email signatures (company-wide where possible)
- Existing directory listings

2. Extended Network (Where Available)

Where relevant, include links from:

- Partner, distributor or association websites
- Foreign-language versions of your Home Website

3. Active Use (Ongoing Visibility)

Include your Microsite in:

- outbound communications (emails, proposals, presentations)
- company profiles and digital materials
- any recurring or reusable communications

Keep Your Multilingual Microsite Updated

Your Multilingual Microsite is not a one-time publication.

- Update content when products, services or markets evolve
- Expand descriptions to reflect real enquiries and use cases
- Maintain consistency between your Multilingual Microsite and your Home Website

Key Principle: Consistency reinforces both visibility and credibility.

Monitor Early Signals (Light-Touch)

From time to time, review your Microsite performance using:

- **Google Search Console (GSC)** → countries, queries, impressions
- **Google Analytics 4 (GA4)** (*if connected*) → visits, pages, user behaviour

Focus on:

- countries generating activity
- languages showing visibility
- pages receiving visits

Use These Signals to Inform Next Steps

1. Identify Potential Markets

Look for:

- repeated activity from specific countries
- visibility or visits across the same language
- early enquiries or engagement

These indicate **where demand may exist**

2. Refine Your Focus

Based on what you observe:

- adjust keywords and descriptions if visibility is weak
- strengthen content for products/services receiving attention
- prioritise specific countries or languages over time

This helps **improve relevance and clarity**

Keep Expectations Realistic

- Initial activity may be limited
- Results develop over time
- Early signals indicate potential, not outcomes

You do not need detailed analysis — simple pattern recognition is sufficient.

For more information, see: [Multilingual Microsites](#)

Knowledge Centre Resources

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

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

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

Appendix One – Suggested Link Text

Use the examples below as copy-and-paste text when adding links to your Multilingual Microsite.

1. Your Home Website

Option A: Menu Link (Recommended)

Add to your main menu:

Other Languages

or

International / Multilingual

Link this to a short page with text such as:

“We provide information about our company, products and services in 35 languages. Access our company profile here and choose your language.” (insert link)

Option B: Contact Page / Footer

Add a short line:

“International visitors: company profile in 35 languages:” (insert link)

Option C: Product / Service Pages

Where relevant:

“This product/service description is available in 35 languages – view here:” (Link directly to the relevant product/service page on your Multilingual Microsite)

2. LinkedIn Profile

Profile Link (Recommended)

Add to:

- Featured section
- About section

Example text:

“View our company profile in 35 languages:” (insert link)

Optional Post (Launch or Update)

“We are pleased to share our Multilingual Microsite, providing access to our company, products and services in 35 languages. Explore here:” (insert link)

3. Email Signatures

Option A

Add a simple line:

Company profile available in 35 languages (insert link)

Option B (More subtle)

Company profile - 35 languages (insert link)

4. Proposals / Presentations

Add a short reference:

“Full company profile available in 35 languages:” (insert link)

5. Partner / Directory Listings

Where you are listed:

“Company profile in 35 languages:” (insert link)