



SELLING TO INTERNATIONAL VISITORS

THE 5 ESSENTIALS



Once your site is successfully attracting international visitors, it's hugely important to make sure their experience is good enough that they convert from 'visitors' to 'customers'. A 2010 report estimated that over 40% of retailers missed out on opportunities to sell products abroad. (source: Snow Valley, now Micros eCommerce Services)

With this in mind, here are the top five tweaks you can make to maximize the chances of making that international sale:

1. Language

The good news is, language is often less of an issue than you might think as the English-language market is so vast. As an example, Wikipedia cites that there are 1.8 billion English speakers in the world. This equates to 27% of the world's population. So if you are interested in attracting an international customer-base, especially

from the North America and Europe markets, than having an English version of your website is key.

Aside from going the whole way and translating your site, the two key tips to ensure the best experience for visitors using other languages are:

- Go through your homepage, category pages, 'about', 'delivery' and your bestselling product pages, ensuring the language is clear enough for anyone speaking English as a second language
- Provide the option to translate pages if your audience may not think to do this themselves

Google's Chrome browser includes translation as standard. They also offer a very handy '[Translation Widget](#)' which, when added to your website, lets users choose their language from a dropdown box. The translation isn't perfect, but it has improved a lot over the last few years to the point where it almost reads as though written by a human!

2. Currency and Tax

When buying online, most people expect to pay in their own currency. Dollars and Euros are the most important international currencies for Latin America retailers.

PayPal provides a simple solution by allowing you to accept more than 25 different currencies seamlessly. See the full list and find out more about [receiving international payments](#) with PayPal. PayPal is also internationally recognized with more than 110 million active account holders across the world. So even when overseas visitors see your company for the first time, many of them will feel comfortable buying through a method they trust and know to be safe and easy to use.

You'll also want to be clear about where you stand with taxes when dealing internationally. Make sure that any taxes that apply to a purchase are clearly communicated to the user.

3. Delivery

If you've taken a look at [Topshop](#), [Aeropostale](#), or other top retailers' websites recently, you may have noticed how much prominence they place on 'International Delivery'. Topshop has a huge 'Free Worldwide Shipping' note at the top right of every page on the site and John Lewis feature a prominent International Shipping link in their top navigation.

All of this indicates that international sales are really important to these companies and that they believe delivery is a crucial consideration for international buyers.

While you don't need to go down the Topshop route of offering free worldwide delivery, it's vitally important

to make sure international customers can quickly understand how much they will pay for delivery, and how long delivery is likely to take.

4. Sizing

For shoe and clothing retailers, international sizing is a particular challenge. Firstly, because every potential buyer will ask themselves "will this fit?" and secondly because sizing differs so vastly internationally. The simplest way to address international visitors' worries here is to include size conversions in your main 'size guide', or to create an 'international sizing guide' and link to it from your main size chart.

If you are selling to the USA, you'll need to think about your use of meters, centimeters and millimeters as US buyers expect to see things in feet and inches.

5. Testimonials

Showing testimonials or reviews from international buyers is a simple way to make overseas visitors feel comfortable buying from you. If you don't already have positive feedback from customers abroad, it's worth taking a look through your previous orders and asking international buyers if they'd be willing to write a short recommendation.

Once you have a few testimonials, add them to your 'delivery' page, any 'about us' pages, or in your website's footer. Almost all international buyers will go through these areas prior to buying, so they are great places to include this information without getting in the way of important info on other pages.

For more information on accepting international currency, see the full [PayPal guide and get started today](#).