



Internationalize and Optimize your Website to Generate Export Sales – Webinar



**Would you like to reach a worldwide audience and generate more orders from your website?
Did you know that 96% of the world's consumers live outside the United States?**

The [U.S. Commercial Service in West Virginia](#) and the [West Virginia Development Office](#), in cooperation with [Direct Online Marketing](#) and [Terradon Communications Group](#), presents a webinar to help you improve your website design for a global audience and increase your visibility in search engines and social media to generate trade leads and increase your export sales.

This webinar will be held on **Monday, February 27, 2012 at 1:00-2:15PM EST** and will be divided in two sections covering the following topics:

- **Get your Website Ready for International Buyers**

[Website design and development](#) is a truly dynamic and fluid process. We will discuss the overall scope of internationalizing your website with an emphasis on the little, more cost effective things you can do to make your site more appealing to your international audience.

- **How you put your new or improved Website into the eyes of potential foreign buyers?**

Now that you have a great Web site, what's next? How do you get foreign buyers to find you, make contact, and purchase? The second half of this presentation will walk you through your options. Learn how to use targeted [paid search advertising](#), optimize your site(s) for free search engine traffic, and what's ahead with social commerce.

U.S. Commercial Service—Connecting you to global markets.



[Register Now!](#)

Date: Monday, February 27, 2012

Time: 1:00-2:15PM EST

Venue: Your Computer!

Cost: \$45 payable by credit card

Link to Registration: <https://emenuapps.ita.doc.gov/ePublic/newWebinarRegistration.jsp?SmartCode=2Q5P>