



E-commerce in the US

A practical guide for Australian exporters



Whether you are new or experienced in exporting, a company with 500 employees or a home-based start up, the internet can be your key to operating in the United States and beyond. At a fraction of the cost of setting up an overseas office, e-commerce opens your business to a global network of partners, suppliers and consumers. Buying and selling goods and services electronically is the core of e-commerce, but it can also encompass your distribution, marketing and payment options.

While Austrade's Exporting Online brochure offers more specific information on setting up a website, this brochure explores current and future markets for e-commerce in the United States, key expectations of US customers and strategies for incorporating e-commerce as a fundamental element of your exporting business plan.

CONTENTS

The US market for online sales	P2
Creating a US Web presence	P3
Key expectations of US consumers	P5
What are consumers afraid of?	P7
Managing payments and shipping	P8
Case Study: VetShop delivering Australian Pet Healthcare into the US	P10
Tips for setting up a US e-commerce presence	P11
Checklist	P13

The US market for online sales



The US e-commerce market is one of the largest and most sophisticated in the world. While it has matured rapidly over the past few years, there are still a wealth of opportunities for Australian e-commerce.

The AUSFTA adds further to the current appeal of the US market. It has increased harmonisation between the two nations in areas of e-commerce and internet security, and established that electronically delivered goods and services should be treated the same as those delivered via traditional methods.

The US market yields:

- More than 200 million internet users – 68% of the entire US population. This represents a fifth of the total number of internet users in the world (Nielsen Research, January 2006).
- A strong home shopping culture – before the Web gained popularity, US consumers were already comfortable placing orders by phone for products they had only seen in catalogues or on television.
- US\$200 billion in e-commerce revenue expected in the US alone for 2006 – over the next five years, business-to-consumer e-commerce sales are predicted to grow from US\$172 billion in 2005 to US\$329 billion in 2010 (Forrester Research, May 2006).

International companies operating in the US were quick to realise the advantages of having a website, regardless of whether they intended to make money from it directly. US buyers – business and consumer – turn to a company's website to gauge the credibility of the organisation, its products, services and people.

TIP

Internet Retailer (www.internetretailer.com), a magazine for e-commerce professionals, notes that 7% of all retail sales already occur online in the US and experts predict 15% of all retail sales will take place online in the US by 2010. This magazine and similar US publications can offer ongoing insight into the online market in the US.

According to the US Department of Commerce, more than 70% of US households regularly purchase items online or by other virtual channels, such as catalogues or TV shopping.

Although the US online market can no longer rely on a strong influx of new internet users, there will be considerable room for growth as existing online consumers become more comfortable buying larger ticket items and small items with greater frequency.

Forrester Research's report *Trends – e-commerce 2005–2010*, forecasts e-commerce sales will account for significant percentages of total retail sales by 2010; for example:

- Luxury products – especially cosmetics/fragrances 24% of total retail (US\$3.7 billion) and jewellery 14% (US\$6.1 billion).
- Fashion – accessories 24% (US\$3 billion), footwear 18% (US\$5.5 billion) and general apparel 9% (US\$17.4 billion).
- Homewares – especially small appliances 29% (US\$2.3 billion), consumer electronics 23% (US\$16.8 billion) and linen 20% (US\$1.8 billion).
- Travel – across all related industries such as flights and accommodation 46% (US\$119.1 billion).
- Entertainment – especially event tickets 41% (US\$9.4 billion), books 28% (US\$6.2 billion), music 19% (US\$2.6 billion), video games 18% (US\$2.8 billion) and toys 15% (US\$3.5 billion).
- Computing – the internet is a comfortable shopping channel for a tech-savvy audience looking to upgrade hardware and software 54% (US\$17 billion).

Creating a US Web presence

An **e-commerce presence** in the US can be set up through a number of online channels that can stand alone or complement each other. Each element you use should tie in to your broader business plan and marketing tactics.

These include:

A single virtual storefront or company website

Pros: You control how your company and its brand, products and services are represented and how transactions are conducted.

Cons: You bear the costs of creating a Web presence, including design, database management, marketing, customer service, financial transactions and order fulfilment.

A blog (Web log) – diary-type website for topical and regularly updated commentary

Pros: Generally fast and cheap (often free) to set up. A blog can be an effective channel for regular two-way communication with your audience, as well as a great way to highlight new products and drive traffic back to your corporate website.

Cons: You will need to commit to a regular schedule of publishing new content and responding to feedback from your audience.

Complementary websites/virtual malls established through partnership agreements

Pros: A virtual mall has many of the same benefits as brick-and-mortar shopping centres, including cross promotion and shared traffic. Benefits may also include shared costs of establishing a Web presence, marketing, customer service and conducting and fulfilling transactions. Shared fulfilment is especially attractive to both businesses and consumers as products sold by different shops can be shipped together in a single order, reducing costs and simplifying delivery tracking.

Cons: You pay more commission to transaction partners and have less control over how transactions are conducted and fulfilled. Your reputation can be affected by your partners' reputation and conduct.

Affiliate websites created through basic cross-promotion links

Pros: Potential for a large number of referrals via a link, banner or other click-through promotion, particularly from high-traffic, established sites that rank well on US search engines. You manage the customer relationship once consumers hit your website.

Cons: You still need to set up your own website and manage the transaction and fulfilment processes. As you will be expected to provide clear links to your affiliates in return, you risk losing some leads to competitors.

Consumer portals such as iTunes or Amazon

Pros: Similar to wholesaling, you manage production, promotion and distribution, while the retailer is responsible for marketing, building a large customer base, managing customer service, creating and maintaining the online store and conducting and fulfilling transactions.

Cons: It's difficult to negotiate a higher wholesale price, particularly in cases where all products of a similar type are sold at the same fixed rate.

Business portals

Pros: Similar setup to consumer portals, with a greater focus on specific regions. Government support is fairly strong at all levels, right down to local government.

Cons: Some of the bigger players have been involved since the beginning, so you must thoroughly research which market opportunities are left.



CREATING A US WEB PRESENCE

B2B/B2G trading platforms and marketplaces such as www.BuyUSA.com

Pros: A great way to create new trading relationships, discover contract opportunities and build your company's reputation. Do some research on websites such as www.emarketservices.com where you can access advice, technical solutions and large directories of marketplaces categorised by industry sector.

Cons: Although you can generally list your company for free on an marketplace, many have complex fee structures for membership, promotional campaigns and commissions on sales.

Shopping/auction destinations such as eBay

Pros: You have the potential to quickly sell items at a fixed price or through auction and the option to expand your presence with an easily customisable virtual store. These sites have comprehensive search and product comparison features and generate large amounts of traffic. You can also receive and respond to feedback from potential buyers. The destination owner is responsible for marketing, website maintenance and improving functionality.

Cons: You are mostly responsible for managing transactions and distribution unless you use the services of a fulfilment house. You may receive unwarranted direct criticism which is visible to potential customers. Your business relies on the reputation and stability of the destination provider's service.

Whichever option you choose, ensure your online presence creates a positive first impression. *The McKinsey Quarterly* reports that negative first impressions make more than 50% of visitors to a website give up browsing after the homepage or first click.

You should also think about how you can easily 'multi-channel market' through other virtual channels such as retailer catalogues, television shopping channels and direct mail or media campaigns.

What do you want from the internet?

Before choosing any online channel, think about how it might fit in with your existing export activities and sales cycle. How many of the following elements in the sales process will rely on your online versus offline activities?

- > **Raising awareness.**
- > **Providing information.**
- > **Detailing offers.**
- > **Executing transactions.**
- > **Delivering goods or services.**
- > **Building customer relationships.**

Key expectations of US consumers

The multimedia capabilities of the Web give the internet seemingly unlimited potential for commerce.

The initial business promises of the Web and other internet channels still hold true:

- > It is the fastest way to spread information to large audiences simultaneously.
- > Almost any business can look like a global business.
- > Niche markets become incredibly large and sophisticated when accessed on a global scale.
- > A virtual business can trade all hours using automated transaction technology.
- > Consumers can access multiple online businesses simultaneously and compare products and services – all in their own time.
- > Businesses can build a complex profile of each customer by tracking browsing behaviour and requesting personal information in the first instance of contact.
- > Customers can complete a transaction – from discovery through to selection and purchase – for some products and services in a single session.

TIP

Forrester Research reports that online shoppers are on average wealthier, better educated and more frequent shoppers online and offline than the general US consumer.

Customer service matters

As of January 2006, there are a billion people using the internet (Internet World Stats – www.internetworldstats.com) – and approximately a fifth of them are in the US.

Australian businesses eager to tap the largest e-commerce market in the world should keep in mind that customer service expectations are higher in the United States. You will need to engage technology, services and people to help make the shopping experience as enjoyable and rewarding as possible.

Factors that can improve the shopping experience include:

- > **Responsive service.** The buying experience should be user-friendly and efficiently managed from first contact to delivery. A smooth checkout process is essential as is a follow-up email confirmation of an order. Ensure you establish clear and easy-to-access policies for security, privacy, refunds and returns. Fast, polite and helpful responses to queries can also relieve customers' concerns at any potential drop-out point.
- > **Reassurance of security.** You must ensure the pages used to capture customer information for transactions are secure – i.e. that the information you capture is encrypted and cannot be intercepted and exploited when moving between a browser and server. Most companies use security services based on the secure socket layer (SSL) process which uses digital certificates for accountability.

KEY EXPECTATIONS OF US CONSUMERS

TIP

The Australian Government Department of Communications, Information Technology and the Arts has a guide to internet security available on its ebusiness website: www.e-businessguide.gov.au/protecting/about.

- > **Personal attention.** Just as attentive sales people in offline stores learn a customer's buying interests and needs to help make recommendations, a personalised online shopping experience can include purchase suggestions and special offers based on a customer's shopping profile.
- > **Help customers find more products.** If you're going to sell more than a handful of products, provide catalogue tools for fast product search and comparison. A May 2006 study by WebSideStory Inc. and the Patricia Seybold Group found that easy-to-use search functionality within a website is better at driving sales than a listing in an external search engine. Shoppers who use the search functionality on an e-commerce site buy almost three times more than shoppers who don't.
- > **Incentives to buy once and continue buying.** Special offers, discounts and coupons encourage repeat purchases and can contribute to customer retention. Loyalty or affinity programs that include offers on additional product ranges and with other retailers can also drive repeat sales.

Resources

– exporting online and e-commerce

www.austrade.gov.au/exportingonline

The Exporting Online section of Austrade's website provides comprehensive information on e-commerce and export, as well as access to three free online ebusiness courses.

www.e-businessguide.gov.au

The Australian Government Department of Communications, Information Technology and the Arts provides advice on the hardware and software required to establish your business online.

www.ecommerce-guide.com

This e-commerce portal provides news, reviews and research insights.

www.cio.com/enterprise/ebusiness/index.html

CIO Magazine's ebusiness section provides news, features, analysis and case studies.

www.ecommercetimes.com

E-Commerce Times is an online publication focused on business, entertainment, enterprise technology and security that offers insights from analysts and e-commerce professionals.

www.eMarketer.com

Aggregates ebusiness research from over 2,000 sources and brings it together in analyst reports, daily research articles and the 'eStat Database' – the most comprehensive database of ebusiness and online marketing statistics in the world. Much of the content is available free of subscription.

What are consumers afraid of?



A Jupiter Research survey of online consumer behaviour in 2005 found regular online shoppers in the US have four main fears that can cause them to abandon an online purchase mid-process.

Confidentiality of personal information

More than half of online shoppers in the US are likely to stop shopping on a site if they suspect their personal information is vulnerable to unauthorised use such as theft by hackers or being sold to direct marketers for inclusion in marketing campaigns.

Risk of fraud and identity theft

Nearly half of average online shoppers in the US are worried about credit card and identity theft. However, only a fifth of more frequent and bigger spenders share this concern; consistent positive experiences have given them more confidence in secure online transactions. Online shoppers in the US view a vague security policy as an indication of unscrupulous vendor behaviour such as unauthorised transactions, failure to ship products or charging higher than the advertised price.

Inadequate return and refund policies

US consumers expect clear and reasonable return and refund policies and will often examine them before making their first purchase. Forty per cent say they have abandoned an online purchase because these policies were insufficient, had too many restrictions or seemed unfair. According to Dr Ralph F Wilson of Wilson Internet, many online companies are unnecessarily concerned about returns. The return rate is likely to be less than 10% as long as the products are of good quality and represented fairly. He advises online merchants to provide generous guarantees because they are likely to generate more sales and encourage loyal and satisfied customers.

Complicated and confusing shopping functionality

The most popular online shopping sites allow consumers to make purchases in three steps or fewer and clearly explain what is happening during the process.

TIP

Given developments in efficient, secure and accountable transactions, consumers now hold high expectations of a hassle-free shopping experience and will look elsewhere if they don't feel at ease.

Managing payments and shipping



Handling multicurrency transactions

Australian exporters have several options for processing online payments. In considering each option it is important to remember US buyers may not be used to international transactions and therefore all prices should be quoted in US\$:

- **Australian dollars directly to your Australian bank account.** While this means you don't need to establish any additional currency accounts, your international customers will be charged a currency conversion fee (approximately 1% of the transaction value).
- **US currency processed via a multicurrency online account facility with an Australian bank.** This option ensures your customers immediately know the value of a transaction in their own currency. However, some small to medium businesses may find this option difficult to obtain from their banks and expensive to operate, as it involves an establishment cost and processing fees for every transaction (approximately 3-4% of the transaction value).
- **US currency processed via a third-party e-commerce provider.** Services such as Paypal, BPay, WorldPay and AOL Quick Cash operate their own secure payment gateways to handle payment approval, currency conversion and money transfer. No financial information (of the buyer or seller) is shared or processed on your site. After approving the payment, the provider converts the amount from the buyer's currency into Australian dollars and transfers it into your Australian account. While there are generally no set up, monthly or gateway fees, you will be charged a processing fee for each transaction (approximately 4% of the transaction value, which includes currency exchange and transfer). Some of these services also allow buyers to transfer money from their debit cards or cheque accounts – both widely used in the US.

TIP

A large number of online transactions are aborted at the point where buyers are asked for their credit card details due to second thoughts or simply not having a credit card available. The payment section of your site should include alternative payment methods so the user can complete the transaction offline through telegraphic transfer, money order or cheque.

Credit card risks

Fraud

A secure online payment gateway is essential for most forms of e-commerce, yet despite your best efforts (and investment) to ensure transactions on your site are safe, you can still be open to fraud by shoppers using stolen cards and identification. CyberSource Corporation's sixth annual survey of internet fraud indicates that the average rate of fraud for international transactions involving US buyers remains steady at approximately 3.8% of total sales.

Physical products tend to be at a lower risk than downloadable products as fraudsters have to provide a valid address to receive the goods. However, regardless of the type of product being sold, always request a street address, phone number and email address at the checkout point. You may also request the CVC (card verification code) found on the signature panel of the card.

Some payment gateway services use tools such as Address Verification Services (AVS) to reduce this risk, while companies such as Cyber Source (www.cybersource.com) use even more sophisticated tracking methods, such as geolocation tools.

TIP

Only allow large payment amounts from buyers you have a solid relationship with – contact them by phone to verify the order and preferably complete the transaction offline via telegraphic transfer, money order or cheque. You might also want to apply the same rule to first time buyers with orders over US\$100.

Chargebacks

Many chargebacks are the result of the cardholder's card details being used to make purchases without their authorisation, particularly if there was no way to verify the person providing the details was the actual cardholder. When the cardholder notices the unauthorised activity they contact their bank, which generally refunds most of the costs and claims back the money from the company that authorised the transaction. A chargeback is a penalty for accepting a payment without verifying the purchaser's identity.

Chargebacks also occur when a legitimate cardholder claims:

- > They didn't receive the goods or services (hard to fight if no signed receipt exists).
- > They didn't authorise the transaction at all (this may be first-party fraud) or the amount charged is higher than they thought they had agreed to pay.
- > The goods were not as described (also hard to fight if no formal description of the goods was accepted by the buyer prior to purchase).

Chargebacks can occur after goods have been shipped or services consumed and up to 180 days after the purchase was made.

Resources

– service providers

<http://web-developers.com>

Australian Web Developers website.

www.aimia.com.au

Australian Interactive Media Industry Association website.

<http://icecc.com>

The US Institute of Certified E-commerce Consultants.

www.internetretailer.com/eRetailing/vendor_list.html

Internet Retailer has compiled a large list of US e-commerce service providers that will save you having to conduct separate Web searches for a variety of service categories including email marketing, fulfilment and delivery services.

Case Study: VetShop delivering Australian Pet Healthcare into the US



Based on the Sunshine Coast, Brothers Steven and Mark Perissinotto first launched VetShopOnline in 1999 with the goal of promoting affordable animal healthcare over the internet. Thanks to a comprehensive e-commerce strategy, the company now boasts a 50,000-plus US customer base, and has expanded operations to employ 10 fulltime workers.

A veterinary surgeon, Mark is responsible for selecting VetShop products and site content, as well as managing daily operations for the e-commerce side of the business, including sourcing inventory and overseeing fulfilment of 500-600 orders each day.

“Our focus is on promptly delivering quality products, and we support this with our comprehensive FAQs (frequently asked questions). We also provide at least two confirmation emails – the first to confirm an order has been placed and the second to confirm shipping and estimated delivery time. We back this up with plenty of useful information on the website about our products, as well as researched articles on pet care,” says Mark.

As Vet Shop Director, Steven advises businesses targeting the US that an important factor behind e-commerce success is the ability to process orders quickly.

Steven also recommends working with a local US banking partner to set up a merchant account that can efficiently process payments in US dollars, and emphasises the importance of fully considering all insurance options.

“It’s a good idea to do the maths to work out if it’s worth paying insurance to a third party or self-insuring, particularly if you have high turnover.”

Another factor Steven lists as key to US success is taking the right steps to reassure consumers who might have security concerns relating to the safety of online ordering.

“We recommend choosing a reputable security provider such as VeriSign, and offering clear and visible security and service guarantees,” he says.

//

Ideally, we aim to process orders on the day they’re received, as well as keep the customer in the loop about their order status. If you do use a third-party fulfilment service, it is important to ensure the provider understands your products and customers, and can meet service level guarantees,” says Steven.

And don’t be shy in saying your products ship from Australia; we are perceived as a safe place to order from.

//

Tips for setting up a US e-commerce presence

Austrade advises Australian businesses to create a US-centric e-commerce presence to gain a foothold in the United States. This doesn't mean you necessarily need to lose your Australian appeal, but you should try to make the website feel as American as possible.

Consider the following basic rules for serving the US market:

Visibility – help US consumers find your website

- > **Register a US domain name** (australianexporter.com not australianexporter.com.au). This is the first crucial step to establishing a US presence. There are a large number of registrars competing for your domain registration business in the US.
- > **Find a US Web host.** Having your website hosted in the US can significantly improve access speeds as well as ensure your site is monitored and kept online during the busiest access periods. You can research Web hosting options at www.hosting-buyers-guide.com/hosting/showHosts and www.wikiclassifieds.org/wiki/Web_hosting.
- > **Use the US versions of words, terms and measurements.** Microsoft Word's US-English dictionary can help you spell check all email and website copy. You will also need to create metatags and keywords – the terms that help search engines find your website and, in turn, help customers. A simple tool such as Word Tracker (www.wordtracker.com) will help choose suitable words. You should try to include these in as many of the following page elements as possible:
 - Page title.
 - Heading tag (H1).
 - Body content – aim for approximately 6% density.
 - Page URL/address.
 - Keywords and description metatags in the HTML – these should be unique for each page and include a three-line description of the page content as well as up to 30 related words and phrases.
- > **Prominently display your brand elements** (such as company name, logo and tagline).
- > **Establish links to complementary high-traffic US websites.** Use a search engine or Web directory to find similar US sites in your business category. Try to arrange link exchanges with high-traffic and reputable sites. This will provide direct traffic to your website and make it easier for search engines to find you.

Resources – domain names

www.icann.org

ICANN (Internet Corporation for Assigned Names and Numbers) manages and coordinates the Domain Name System to ensure every address is unique and that all internet users can find all valid addresses. It is also responsible for accrediting the domain name registrars.

www.internic.net

The InterNIC website is operated by ICANN to provide information regarding internet domain name registration services.

Credibility – your reputation online

- > **Identify yourself.** US consumers like to know who they're dealing with before making a purchase decision. Create an About Us section that details how long your company has been operating, its core business objectives, experience and key personnel. Link to this section prominently on every page.
- > **Be confident and honest.** Promote the value proposition of each product with confidence but avoid hype and exaggeration. Some early internet research will help you identify your US customers' expectations, motivations and habits so you can address them in your website copy.
- > **Provide US testimonials, media reviews and other references.** US buyers want to hear what other US buyers thought of your product or service – they are not interested in international reference sites or testimonials. US references can greatly improve the value and reputation of your products. Publish short quotes only and seek permission from individuals before publishing their name, city and state.
- > **Establish clear security, privacy, and return and refund policies.** Make sure links to each of these sections are prominently displayed on every page.

TIPS FOR SETTING UP A US E-COMMERCE PRESENCE

Useability – help consumers consume

- **Navigation.** Your website's navigation menu should be clear, positioned in the same place on every page and self-explanatory. Also include links to customer service sections – such as policies, contact information and special offers – on every page.
- **Self-service.** Make it easier for potential customers to use your site with search functions, product comparison and similar item suggestions so they can find more of the products they're likely to buy.
- **Reduce clicking time.** Ensure customers can locate, select and purchase the products they want easily and in as few clicks as possible. Self-service features are valuable whenever they can be applied.
- **Ensure pages load quickly.** Large graphics, flashy multimedia plug-ins and messy coding all contribute to slower page loading. Some of the most successful e-commerce sites provide small, fast-loading pages up front, with the option for customers to click a thumbnail of a product image to view a higher-resolution version. Use animation sparingly, as the average internet user's attention on a single piece of content wanes after approximately eight seconds.

Resources – register with search engines

www.dmoz.org

DMOZ is a free-inclusion directory for submitting your website to major search engines.

www.searchenginewatch.com

Search Engine Watch provides information about search engine technologies, policies, issues and trends.

Repeatability – encourage repeat visits

- **Update your content.** Make sure you can quickly and easily update fulfilment, contact and policy information whenever you need to. Try to refresh your product catalogue at least every quarter and look at ways to automatically vary the promotions, product showcases and images that appear on the first page.
- **Communicate regularly.** Encourage repeat visits by inviting customers to sign up for a weekly or monthly newsletter. Make it worthwhile by providing exclusive offers, insights on product trends and feedback on how to get the most from the site. Special events and US holidays (such as Thanksgiving, Halloween and the Super Bowl) may provide opportunities to promote specific products.
- **Be contactable and responsive.** Make it easy for customers to contact you through clearly labelled email addresses and phone numbers in a Contact Us section. Look into acquiring a US toll-free number. If you don't have a US customer service representative or call centre, organise for calls to be re-routed at your expense to your Australian office. Likewise, set up an automated email receipt confirmation system so that your customers know you have received their message and will respond in a given time frame (ideally less than 48 hours).
- **Organise efficient fulfilment.** Effective and rapid fulfilment of internet orders is critical to sustaining an online business. It is estimated that 25% of shoppers will not return to a site if they experience problems with delivery. Ensure you have a good fulfilment process and provide accurate guides on delivery times. If you deal in digital products, provide approximate download times on common connection speeds. If you deal in physical products, consider engaging a drop-shipper or fulfilment house in the US to store, handle, pack and ship your orders. Many fulfilment houses can also manage telephone orders and returns for you.

TIP

Typical methods used by online retailers to fulfil their orders include: standard postal services, commercial couriers, specialist couriers, drop-shippers and fulfilment warehouses. Larger products may require more traditional air/sea freight options. The right choice for you will depend on factors such as the value, weight, frequency of orders and delivery expectations of your customers.



Checklist

Good e-commerce websites establish credibility, facilitate use and encourage repeat visits

- Does the website provide a clear company profile (About Us) and contact (Contact Us) details?
- Does the website prominently display your brand?
- Does the website use US testimonials, reviews and media coverage to build credibility?
- Does the website provide current and frequently updated information?
- Does the website provide an email newsletter function?
- Does the website encourage the user to provide an email address for follow up?
- Does the website have a site map?
- Does the website provide clear navigation?
- Does the website offer self-service features?
- Does the website load quickly?
- Does the website have a privacy policy?
- Does the website have a security policy?
- Does the website have a returns and refunds policy?
- Does the website provide clear explanations of average delivery timeframes and costs for each US region?
- Does the website explain shipping, handling and insurance costs?

Create a US e-commerce presence

- Register a US domain name.
- The domain should be hosted in the US.
- Use US spelling, terms and measurements.
- List prices in US dollars and manage payments via a US-based payment gateway.
- Define and verify keywords (US spelling) for your website.
- Develop individual pages of content to match each keyword phrase.
- Use keywords in the title, description and keyword tags on each page.
- Use keywords in body text on the page, especially headings.
- Use keywords in the published web address.
- Register your website on major search engines in the US.
- Develop good quality links from other related sites in your industry and internally on your site.





Australian Government

Austrade

For further information

Call **13 28 78**

Email **info@austrade.gov.au**

Visit **www.austrade.gov.au**

