

#9 tipů

pro úspěšnou expanzi do zahraničí:

na co nezapomenout při vstupu na nový trh

E-shopům pomáháme expandovat do zahraničí od roku 2014.





Rodilí mluvčí



Zkušenosti v oboru



Fair play



Kvalitní podpora



Zaměřeno na výkon

Přehled témat

Kdo jsme

Kdy je čas na expanzi

Analýza zahraničního trhu

Právní a administrativní pomoc

Analýza klíčových slov

SEO překlad a lokalizace webu

Důvěryhodnostní analýza

Zákaznická podpora v zahraničí

Online marketing v zahraničí

Business Development

Technická:
Dotazy po skončení, ale klidně
i během webináře.

#1 tip:

**Expandujte v ten
správný čas**





herbatica




LIGHTS ON!

Kam expandují naši klienti?









#2 tip:
**Udělejte si kvalitní
průzkum trhu**

3 biggest/best firms (online stores) that sell barrel saunas and bathing barrels in Austria		Where do the companies come from? (Austria or foreign)?	Transport			Customer support		
			What forms of transport does the competition offer? Do they offer transport only or transport incl. Installation?	What are the delivery times? (How long does it take to deliver the purchased product?)	What price does the company charge for transport?	What price does the company charge for the installation?	How is the quality of customer support? (phone call)	What is the response time to an inquiry email?
1.	www.heimelier.at	Germany (smaller selection of products from Canada and Belgium)	freight forwarding (Spedition) of sauna mounting kit, montage optional; barrels ready mounted Euro pallet to the curb with our partner DHL freight	30 weeks	free shipping in Austria	barrels ready mounted, no installation needed	mailbox, support called back, friendly and competent	Email sent Saturday 20:30 reply Sunday 11:10
2.	www.gartenhaus.at	(many products from divers all price categories)	freight forwarding (Spedition) options: mounting; barrels partly preassembled			for a 4m sauna: 2319 €; For the bath barrels they do not	computer support must be and	Email sent
3.	www.chg-wellness.at		freight forwarding					
4.	www.sauna-land.at							
5.	www.hot-sauna.at							



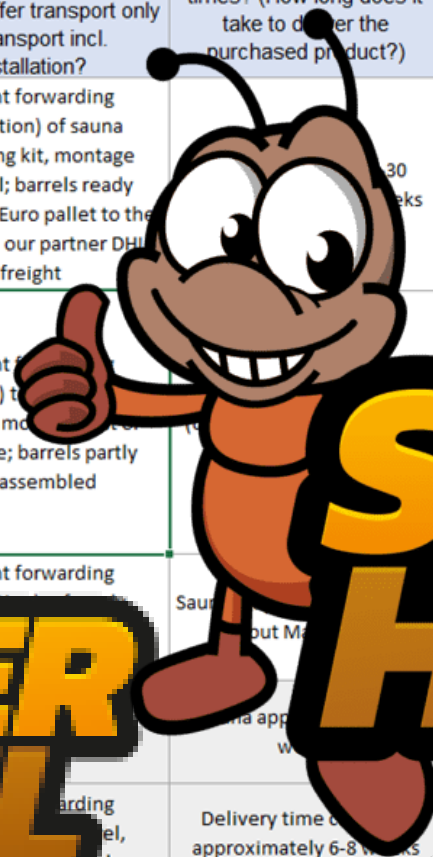
SUPER SYSEL

SZUPER HANGYA

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SUPER SYSEL



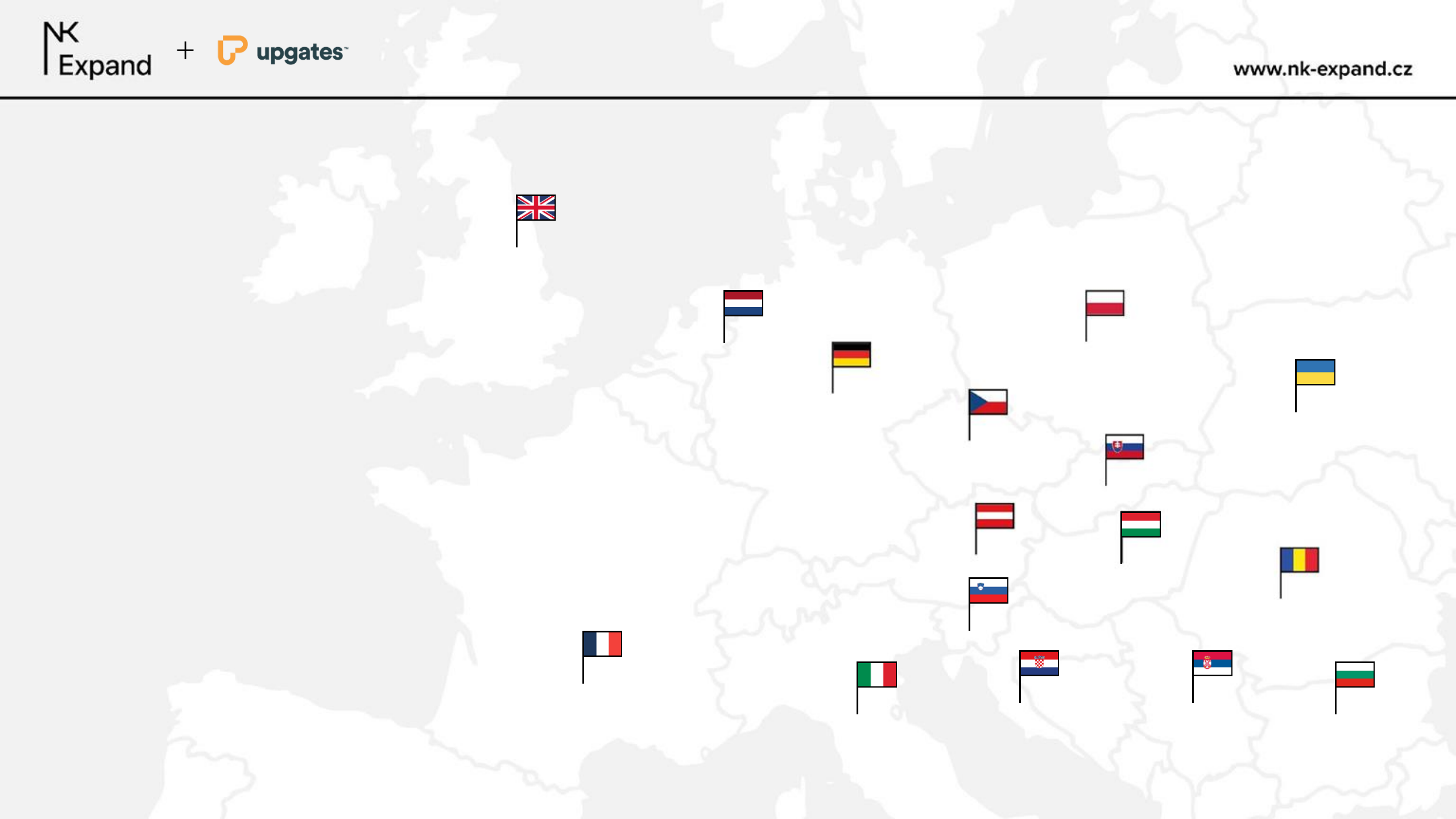
SZUPER HANGYA

3 biggest/best firms (online stores) that sell barrel saunas and bathing barrels in Austria		What is their e-shop presentations vs. e-shop presentations?		Do they offer a complete overview of products or only samples on the web?	
1.	www.heimelier.at	e-shop		they show the complete product online	
2.	www.gartenhaus.at	e-shop		they show the complete product online	
	www.chg-wellness.at	Web presentation, sales exhibition		they show the complete product online	
	www.scs.at	Web presentation		they show the complete product online, however, individual possibilities	
		e-shop		they show one type of product line individual	

#3 tip:

**Přizpůsobte své
obchodní
podmínky
zahraničnímu trhu**

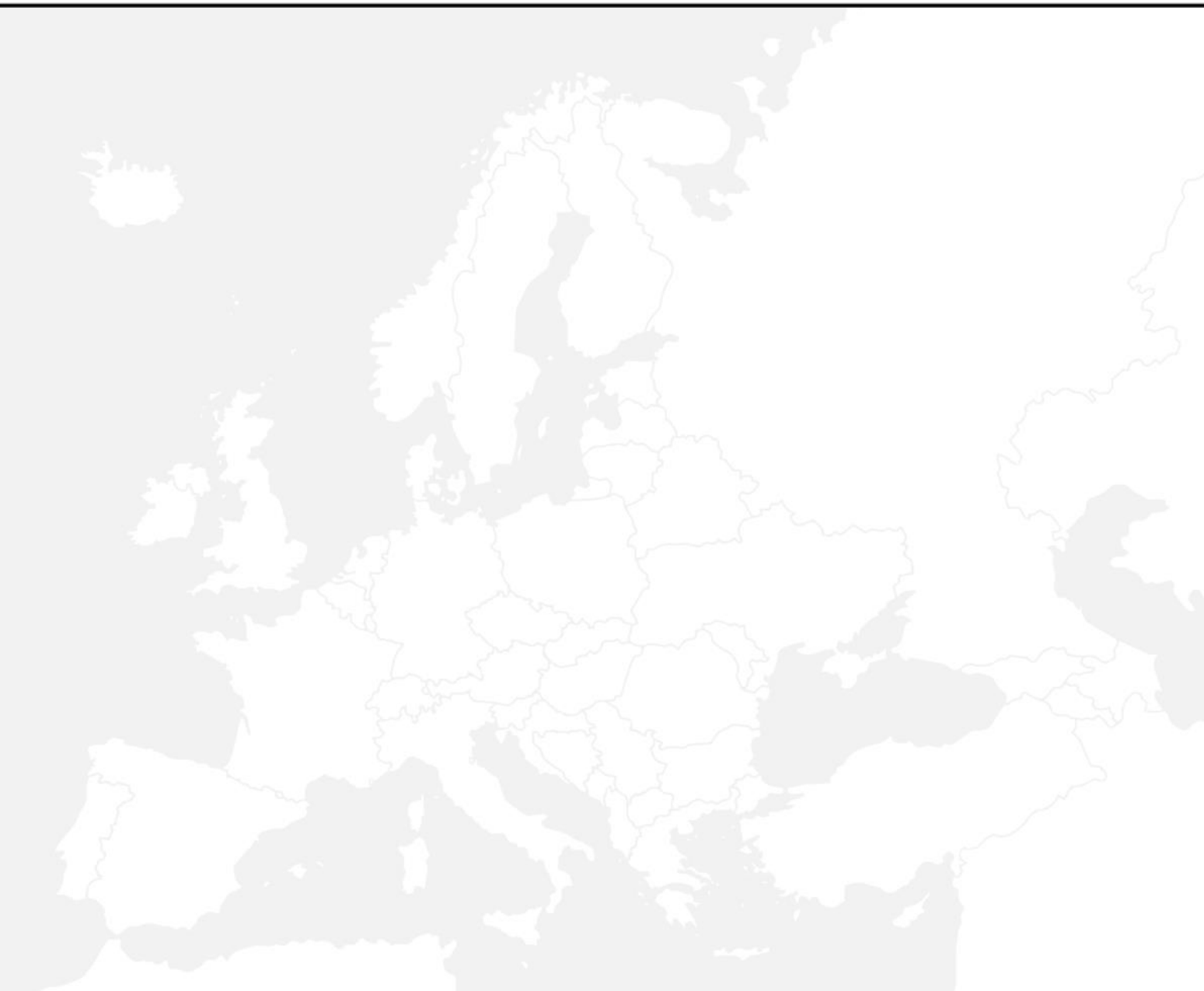






Jak na obchodní podmínky e-shopu při expanzi do zahraničí?

www.nk-expand.cz/blog/jak-na-obchodni-podminky-e-shopu-pri-expanzi-do-zahranici/



#4 tip:
**Udělejte si
pořádnou analýzu
klíčových slov**

Cizojazyčné SEO? WTF, co to je?!?

Bilingvní napárování klíčových slov v češtině
s cizojazyčnými klíčovými slovy s nejvyšší hledaností.



CS: herní křeslo = SK: herné kreslo

<input type="checkbox"/> Klíčové slovo (podle relevance)	Prům. měsíční vyhledávání
Klíčová slova, která jste zadali	
<input type="checkbox"/> herné kreslo	590 
<input type="checkbox"/> herná stolička	4 400 

7x vyšší hledanost!!!

CS: herní křeslo



SK: ~~herné kreslo~~

SK: herná stolička



#5 tip:

**Soustředte se na
SEO překlad
a lokalizaci webu**



23	Mezi-oblíbené. ¹ venkovní. světelné-dekorace ¹ . patří. například-LED-lucerny, světelné-kabely-a-svítící- lampiony,-které-dodají-šmrnc- každé-oslavě-i-zahradní-party.	A-legnépszerűbb. ¹ dekorációs-kültéri- világítások ¹ -közé-tartoznak- például-a-LED-lámpások, <u>fénykábelek</u> , lampionok,-melyek-minden- ünnepségnek-és-partinak- egyedi-hangulatot- kölsönöznek.	1	Venkovní světelné dekorace	TB	kültéri dekoráció világítás
			2	LED	TB	led
			3	Lucerny	TB	lámpások
			4	Světelné kabely	TB	fénykábel
			5	Venkovní světelné dekorace	S	Kültéri dekorációs világítás
			6	Světelné dekorace	S	Világító díszek
			7	Lucerny	S	Lámpások
			8	LED	S	LED

Lokalizace = přizpůsobení

Anna-Lill J Leaver @lovedotit · 28. 10. 2020

...

@JeffBezos Congratulations to your opening in Sweden. 🇸🇪 If you need a Swedish-English translator I will help you. Roster for example is Cock in English. It has been translated to dick (or worse). Some of this needs correction. 😂

Here you are offering swim shorts with a kuk.



TAMALLU Herrshorts med kuk
tryck dragsko mode casual
sommar strandbyxor

110⁵¹ kr

FRI frakt

Lokalizace = přizpůsobení



Lokalizace = přizpůsobení





#6 tip:
**Ověřte si User
Experience
zahraniční verze
e-shopu**

[Pourquoi Acheter Une Roue De Secours Galette](#)[Foire Aux Questions](#)[Contact](#)[Évaluation Boutique](#)

1. Panier

2. Paiement et expédition

3. Informations sur vous

4. Finalisation de la commande

VOS COORDONNÉES

Prénom : Test

Nom : Test

E-mail : 

Numéro de téléphone : +33 123456789

ADRESSE DE FACTURATION

☐ Je suis une société

Rue : test

Numéro de rue : test

Ville : test

Code postal : test

Pays : France

RÉCAPITULATIF DE VOTRE COMMANDE

1x Kit - Roue de secours TOYOTA YARIS
IV CROOS R18 5x114,3x60,1 + Clé gola +
Cric + House pour cric **241 €**

1x Promo5 **-5%**

Prix TTC : **229 €**

Transport : DPD 20 €

Paiement : Paiement par CB Gratuit

Prix TTC : **249 €**

Prix HT : 208 €

☒ En cliquant sur le bouton **ENVOYER LA COMMANDE**, vous acceptez nos [conditions générales de vente](#)

En vertu de la loi sur l'enregistrement des ventes, le vendeur est tenu de délivrer un reçu à l'acheteur. Dans le même temps, il est obligé d'enregistrer les recettes perçues auprès de l'administrateur fiscal en ligne : en cas de panne technique, au plus tard dans les 48 heures.

REVOLUČNÍ KLUZNÁ DESKA	▼
PNEUMATIKY PIRELLI MX32	▼
NEJLEHČÍ STUPAČKY NA SVĚTĚ	▼

These 3 descriptions are in Czech. The rest is in English.

Wrong format of the amount. Please see the correct format above.

KČ329000.00

OBJEDNAT
NYNÍ

It is impossible to place an order as the button "OBJEDNAT NYNÍ" leads to some registration form on the URL: <https://starkfuture.com/cs-CZ/login>

.2500 CZK, .

Why there is this amount of ".2500 CZK,."?

RECENZE

Do you want to show this even though there are no reviews yet?
No reviews for this product yet



★ Trustpilot

49 měsíců a rozšířené služby.

zi-pentru-slabit/

out the description is for the night tea.

```
<!DOCTYPE html>
<html lang="ro">
<head>
  <meta charset="utf-8">
  <meta http-equiv="X-UA-Comp
  <meta name="viewport" conten
  <meta name="robots" conten
  <meta name="snippet--title
  <title id="description"
  <meta name="og:title
  <meta property="og:image
  <meta property="og:image
  <link rel="canonical"
  <link rel="shortcut
  <script>
    var dataLayer
  </script>
```

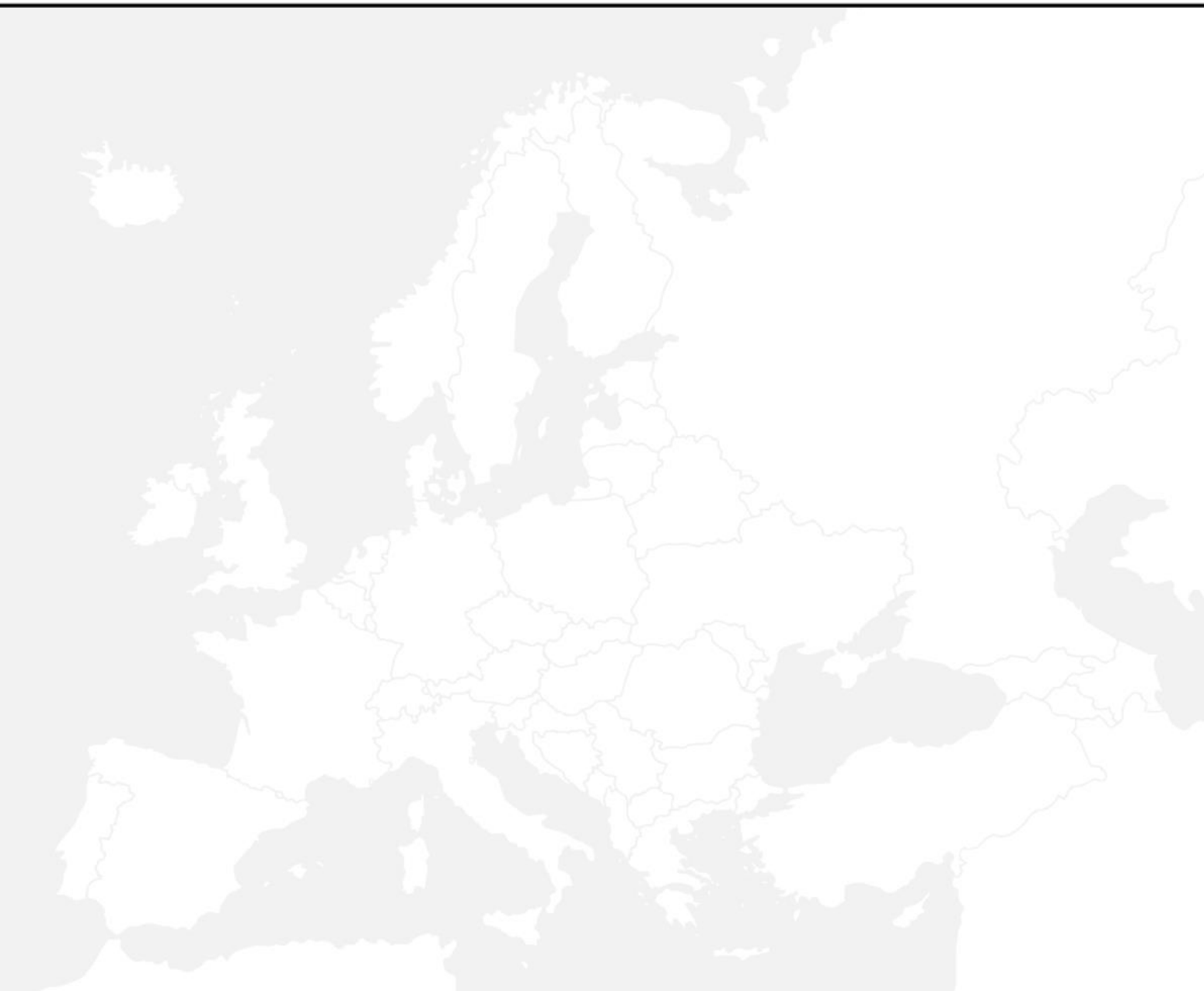
#7 tip:

**Nezapomeňte na
zákaznickou
podporu
v lokálním jazyce**



Základní předpoklady

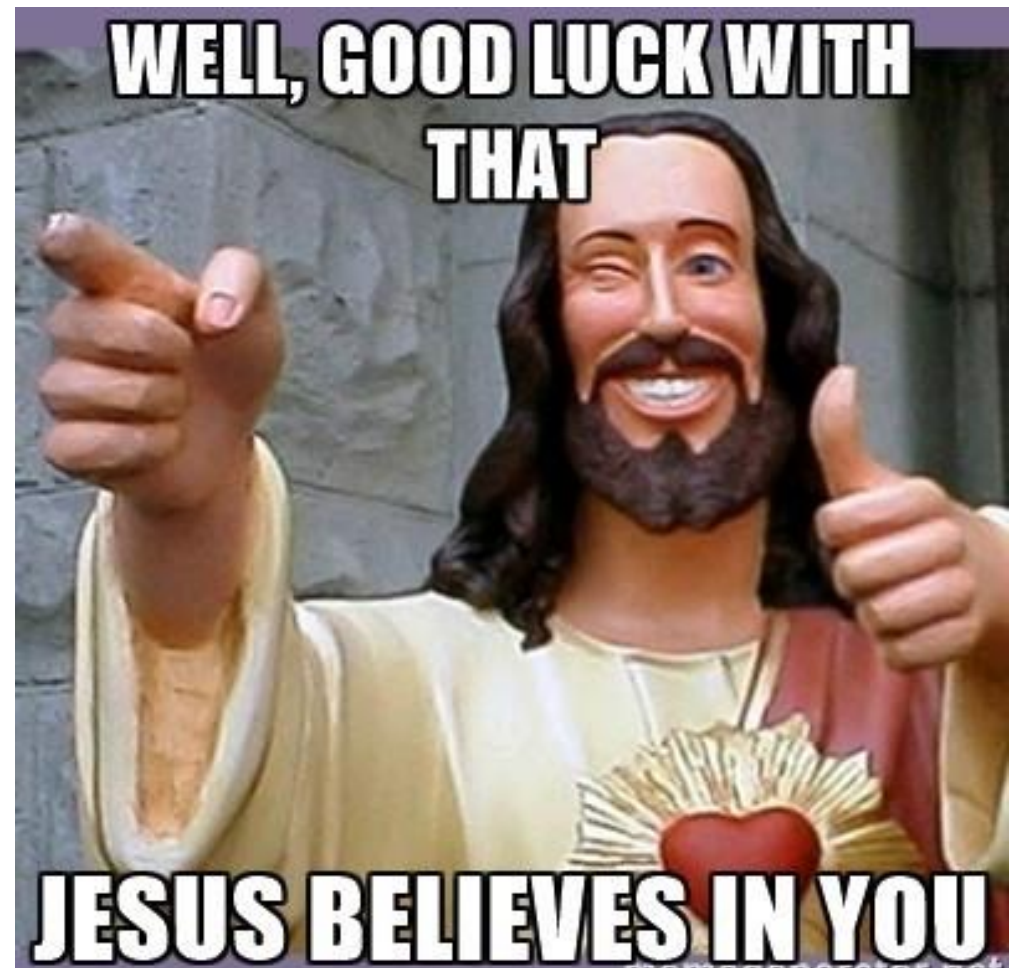
1. Lokální telefonní číslo
2. Rodilý mluvčí
3. Kvalitní zaškolení
4. Průběžné zvyšování kvality



#8 tip:
**Myslete na
profesionální
online marketing
v cizím jazyce**

Online marketing v rumunštině?

Žádný problém šéfe,
máme přece
Google Translator.



Online marketing v rumunštině?

SEO specialista

PPC specialista

So-Me specialista

Mergado specialista

...

Rodilý

rumunštinář

/ maďarštinář

/ němčinář...

#9 tip:

**Hledejte business
partnery
v zahraničí**



Většina e-shopů cílí na B2C.

Co takhle zkusit získat i nové B2B partnery
v zahraničí?

Děkujeme za pozornost

Máte na nás otázky?

Lukáš Kadidlo

+420 605 087 511
expanze@nk-expand.cz

Jiří Neužil

+420 722 344 223
expanze@nk-expand.cz

