

# Social media in international business

## Deep Dive 3 – Digital Marketing Fundamentals and the Key Success Factors for Website and SEO/GEO



# About me

## **Girda Safitri**

International Trade Consultant

# GloballyCool

- ▶ Specialized in:
  - ▶ Digital marketing
  - ▶ Advanced Prompt Engineering and AI-Driven Strategic Optimisation
- ▶ 18+ Years experience
- ▶ 250+ SMEs trained and coached



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# About me

## Herre Visser

IT and online solutions consultant

## GloballyCool

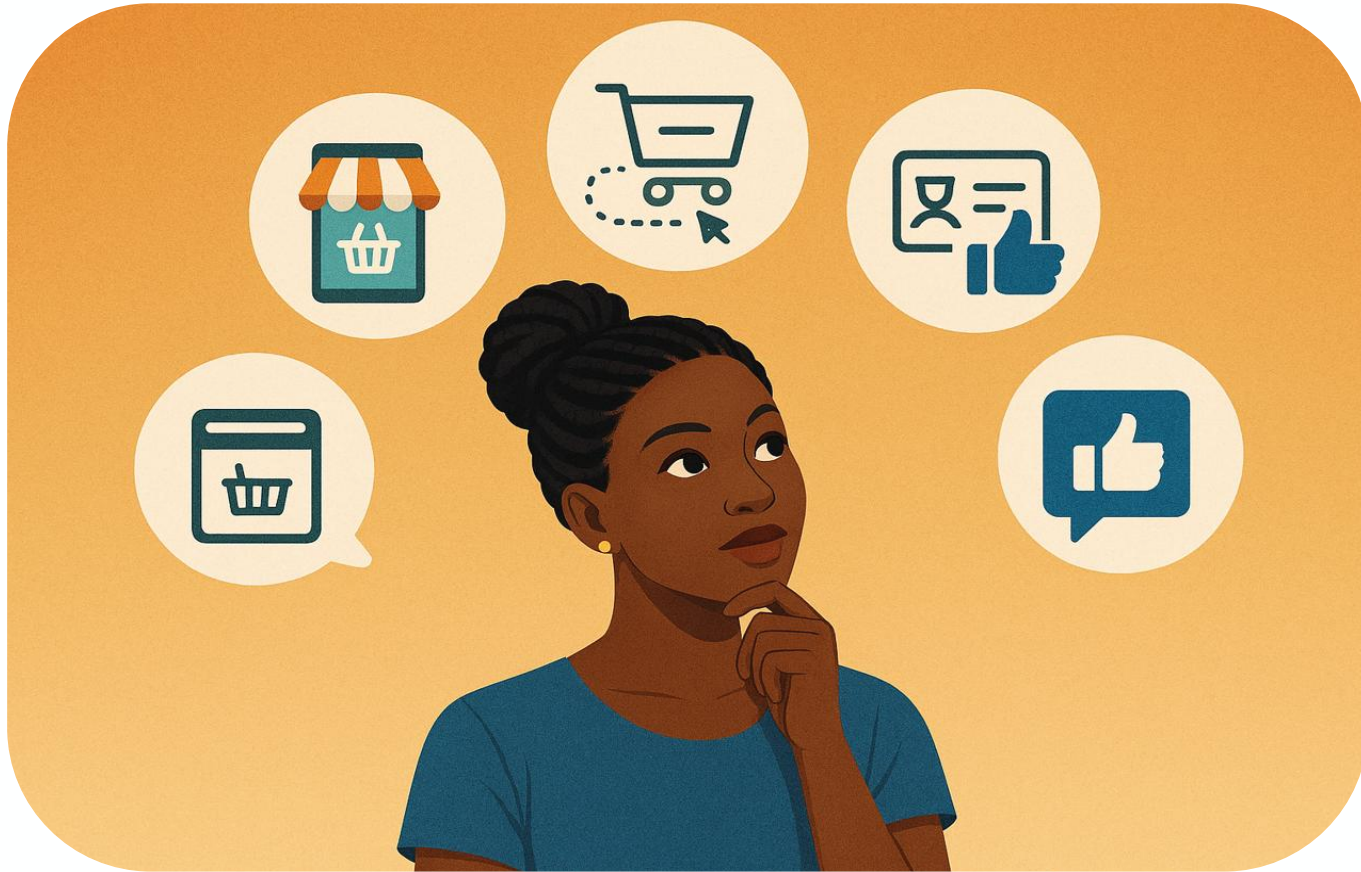
- ▶ Specialized in:
  - ▶ Online marketing
  - ▶ SEO & social media coach
  - ▶ WordPress developer
- ▶ 20+ Years experience
- ▶ 400+ Website usability scans



# Agenda



1. Recap and reflection from Session 2
2. Digital marketing fundamentals for MSMEs
3. What makes a good website
4. Key success factors for website + SEO/GEO
5. Hands-on exercise: Website self-assessment
6. SEO/GEO fundamentals
7. Assignment



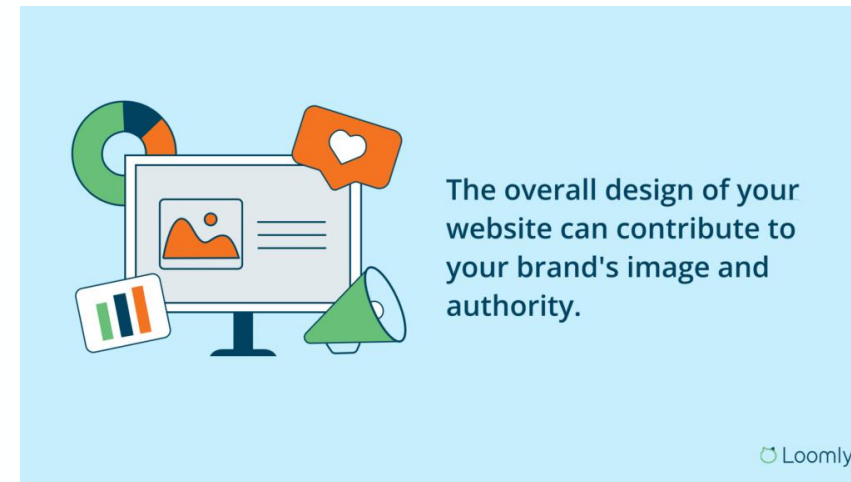
## Recap and reflection from Session 2 Social Commerce

# Why social channels alone are often not enough for international buyers.

Social Media is for **Awareness**: It's your digital "handshake" to start a conversation.



A Website is for **Authority**: It's where professional buyers go to verify you, research your specs, and decide to sign a contract.

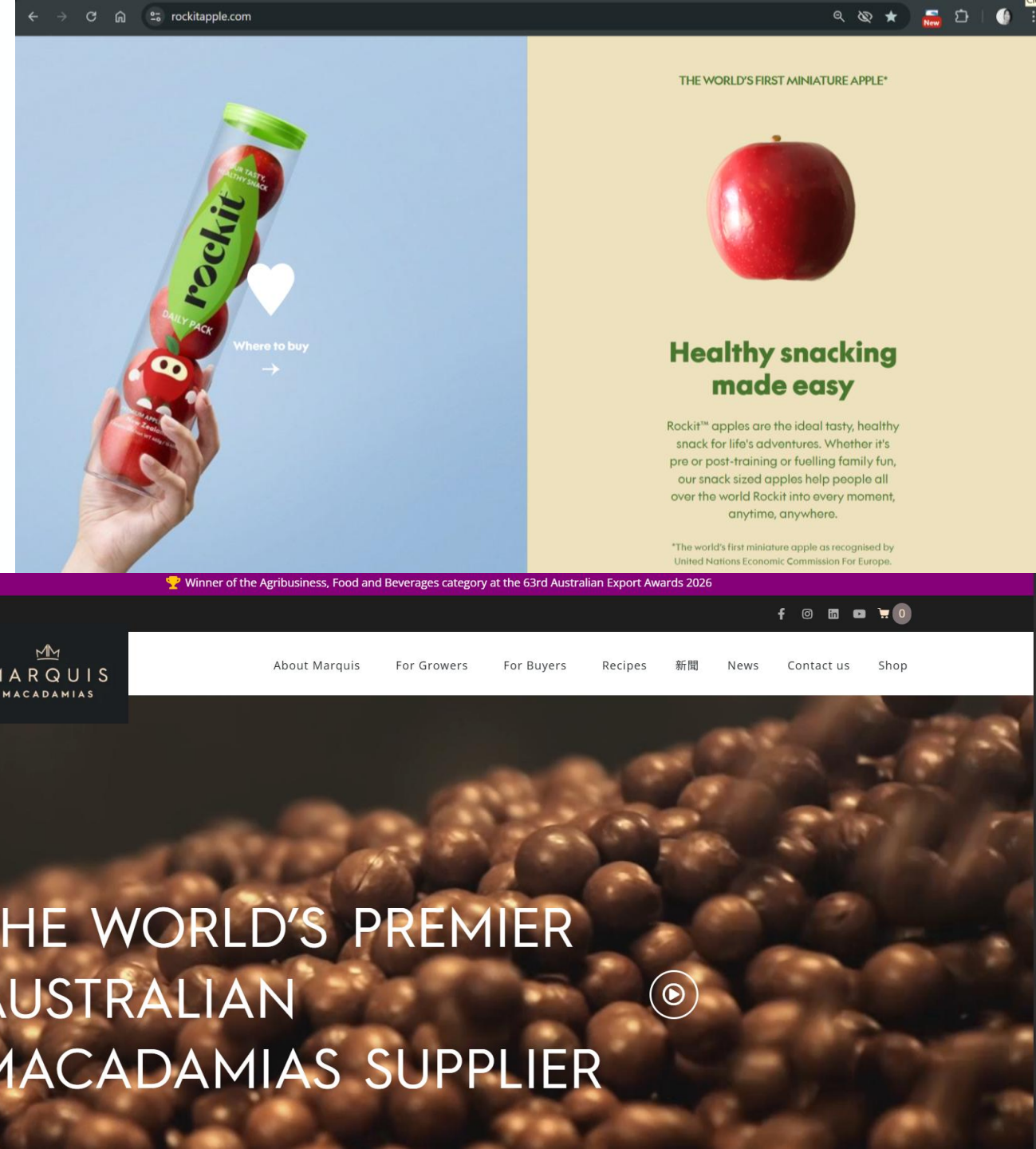


The Gap	Social Media (The "Hook")	Official Website (The "Anchor")
Trust	Profiles are easy to fake; buyers remain cautious.	Owning a domain proves you are a legitimate, registered business.
Search	Hard to find on Google; content "disappears" in a day.	Optimized for global SEO; stays visible 24/7 on search engines.
Detail	Good for photos/short videos, but lacks technical depth.	Hosts catalogs, certifications, and detailed sustainability reports.
Control	You are at the mercy of algorithm changes and bans.	You own the platform; it is your permanent digital headquarters.
Sales	Direct messages (DMs) can be messy and unprofessional.	Professional inquiry forms connect directly to your business Customer Relationship Management (CRM).

# What makes a good website?

## 💡 Priorities:

- ▶ say clearly what you sell
- ▶ show who you serve
- ▶ build trust quickly
- ▶ make contact easy
- ▶ load well on mobile
- ▶ work in low bandwidth conditions
- ▶ support international credibility



# Key success factors for website + SEO/GEO

- ▶ clear homepage message
- ▶ strong product pages
- ▶ trust elements
- ▶ mobile-first design
- ▶ fast loading / lightweight pages
- ▶ contact details and WhatsApp
- ▶ export readiness information
- ▶ keyword clarity
- ▶ location and origin clarity
- ▶ structured, factual, question-answer style content for discoverability in both search and AI systems

# Good practices

- ▶ <https://nutworks.com.au/>
- ▶ <https://www.rockitapple.com/>
- ▶ <https://www.mrapple.com/>

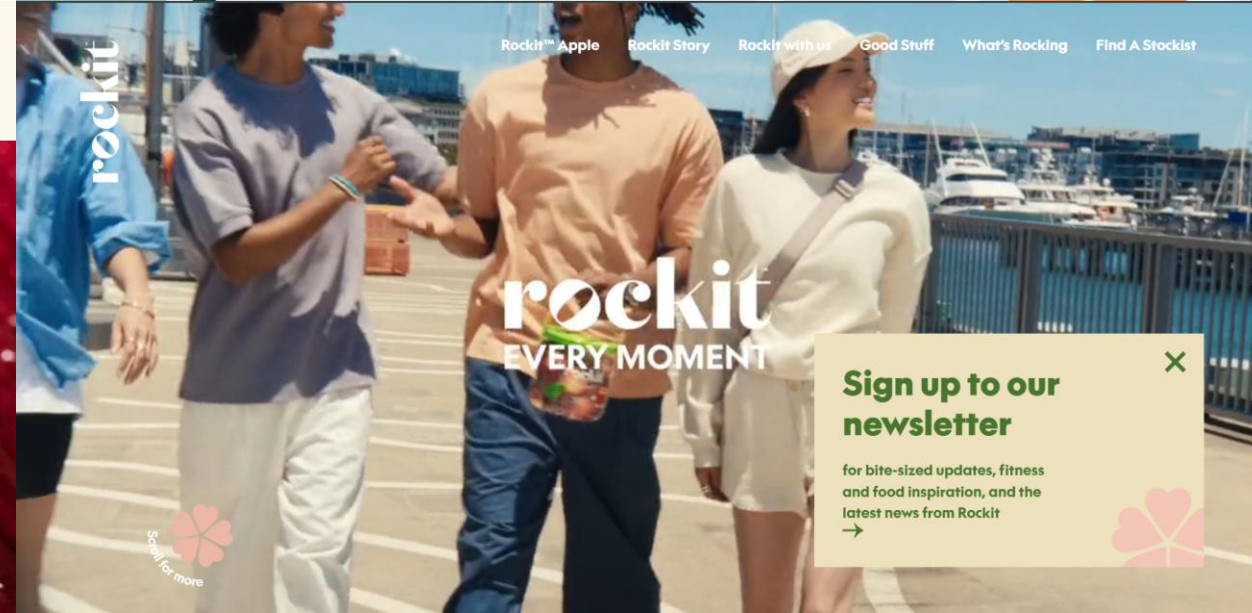


**MrAPPLE<sup>NZ</sup>** Our 5 Point Promise Our Apples Our Story ▼ Work With Us ▼ News  Pure Perfection

## Pure Perfection

by *Mr Apple*

From the orchards of New Zealand.  
Sweet, juicy, crunchy and delicious.



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# SEO & GEO Fundamentals

## Goal:

- ▶ Help international buyers discover you online.

*Focus products, example:*

- ▶ *Mango*
- ▶ *Macadamia nuts*



# SEO vs. GEO

Aspect	AI-SEO (Search) Search Engine Optimization	GEO (Generative) Generative Engine Optimization
Focus	Visibility in search engines (with AI)	Visibility in AI chatbots & answer engines
Platforms	Google, Bing, etc.	ChatGPT, Perplexity, Bing Copilot, Claude, Gemini
Optimization	“Experience, Expertise, Authority, Trustworthiness” (E-E-A-T), Helpful content, Q&A, content clusters, schema markup	
Result	Higher rankings in search results and/or AI summaries	Being mentioned in AI-generated answers

# Why This Matters



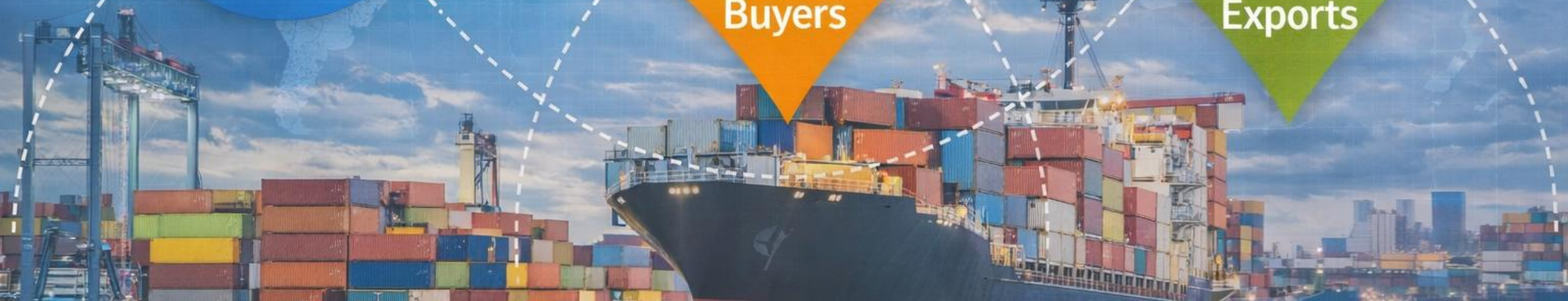
Visibility



International  
Buyers



Agricultural  
Exports



## Why this matters

**If buyers cannot find you online...  
...they cannot buy from you.**

International buyers search online for:

- ▶ Suppliers
- ▶ Exporters
- ▶ Product origin
- ▶ Quality information



# How buyers search online

## What do buyers search for?

*What do buyers enter in Google?*

For example; Buyers **rarely** search for:

- ▶ Malawi mango



# Example buyer searches

## Mango

- ▶ dried mango supplier
- ▶ Kent mango exporter
- ▶ mango exporters Africa

## Macadamia

- ▶ macadamia nut supplier
- ▶ macadamia nuts in shell exporter
- ▶ macadamia kernel supplier

These  
phrases are  
keywords!

# SEO & GEO Explained

SEO



Search Engine  
Optimization

 Optimize for Google Search | 

 Google



Generative Engine  
Optimization

 Who supplies dried mango from Africa? 

 Perplexity  Gemini

## What is SEO

# SEO = Search Engine Optimization

Improving your website so it appears in:

- ▶ Search engine search results (e.g. Google, Bing, Yahoo, etc.)

SEO helps search engines understand:

- ▶ what your content is about
- ▶ when to show it to users

# How Search Engines work

## Search engines perform three tasks:

- ▶ Crawl websites
- ▶ Index content
- ▶ Rank pages

## Ranking depends on:

- ▶ Content (also Q&A)
- ▶ Relevance
- ▶ Quality
- ▶ Authority
- ▶ User experience
- ▶ Technical performance

## What is GEO?

# **GEO = Generative Engine Optimization**

Optimizing content so **AI tools understand and recommend it.**

Examples of AI search:

- ▶ ChatGPT
- ▶ Perplexity
- ▶ Gemini
- ▶ Claude
- ▶ Copilot

# How AI finds information

## AI systems prefer content that is:

- ▶ Clear
- ▶ Structured
- ▶ Factual
- ▶ Easy to understand

## Good content includes:

- ▶ Questions & Answers
- ▶ Statistics/ trade data
- ▶ Clear explanations
- ▶ Structured data  
(<https://schema.org/>)

## Example AI question

### A buyer might ask AI:

"Where can I source macadamia nuts in Africa?"

### If your website explains:

- ▶ Production
- ▶ Export markets
- ▶ Varieties/ seasonality

AI may recommend your content from your website.

# The role of Keywords

**Keywords are the words buyers type into search engines.**

Example:

- ▶ dried mango supplier

## **IMPORTANT:**

- ▶ Keywords, not just single words! But keyword phrases (keyphrases)
- ▶ Your webpages should contain the same keywords buyers use.

# Keywords & Page Titles

## Buyer search:

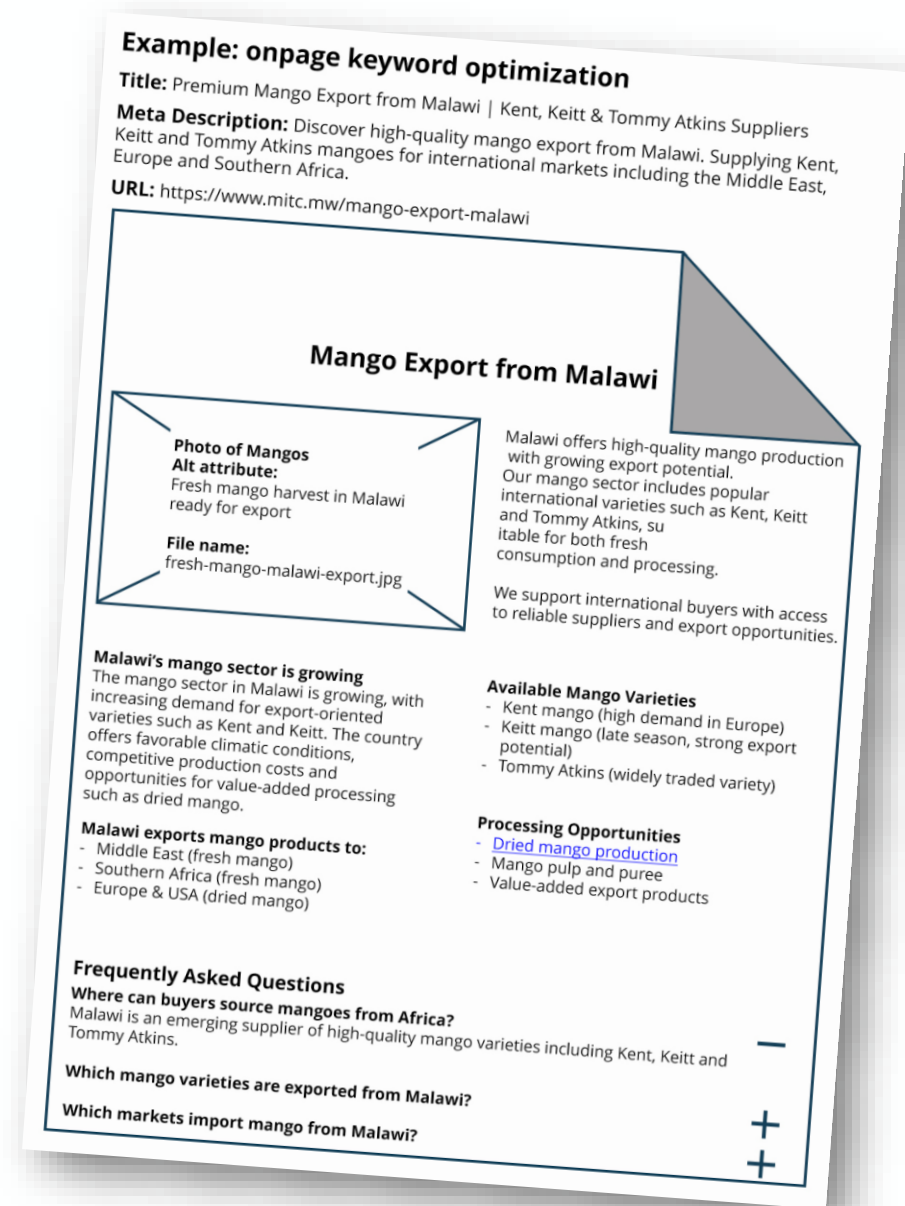
▶ "dried mango supplier"

✗ **Bad page title:**

▶ Fruit Products Page

✓ **Good page title:**

▶ Dried Mango Supplier from Malawi



# Example: onpage keyword optimization

**Title:** Premium Mango Export from Malawi | Kent, Keitt & Tommy Atkins Suppliers

**Meta Description:** Discover high-quality mango export from Malawi. Supplying Kent, Keitt and Tommy Atkins mangoes for international markets including the Middle East, Europe and Southern Africa.

**URL:** <https://www.mitc.mw/mango-export-malawi>

## Mango Export from Malawi

**Photo of Mangos**  
**Alt attribute:**  
Fresh mango harvest in Malawi ready for export

**File name:**  
fresh-mango-malawi-export.jpg

Malawi offers high-quality mango production with growing export potential. Our mango sector includes popular international varieties such as Kent, Keitt and Tommy Atkins, suitable for both fresh consumption and processing.

We support international buyers with access to reliable suppliers and export opportunities.

### Malawi's mango sector is growing

The mango sector in Malawi is growing, with increasing demand for export-oriented varieties such as Kent and Keitt. The country offers favorable climatic conditions, competitive production costs and opportunities for value-added processing such as dried mango.

### Malawi exports mango products to:

- Middle East (fresh mango)
- Southern Africa (fresh mango)
- Europe & USA (dried mango)

### Available Mango Varieties

- Kent mango (high demand in Europe)
- Keitt mango (late season, strong export potential)
- Tommy Atkins (widely traded variety)

### Processing Opportunities

- [Dried mango production](#)
- Mango pulp and puree
- Value-added export products

### Frequently Asked Questions

#### Where can buyers source mangoes from Africa?

Malawi is an emerging supplier of high-quality mango varieties including Kent, Keitt and Tommy Atkins.

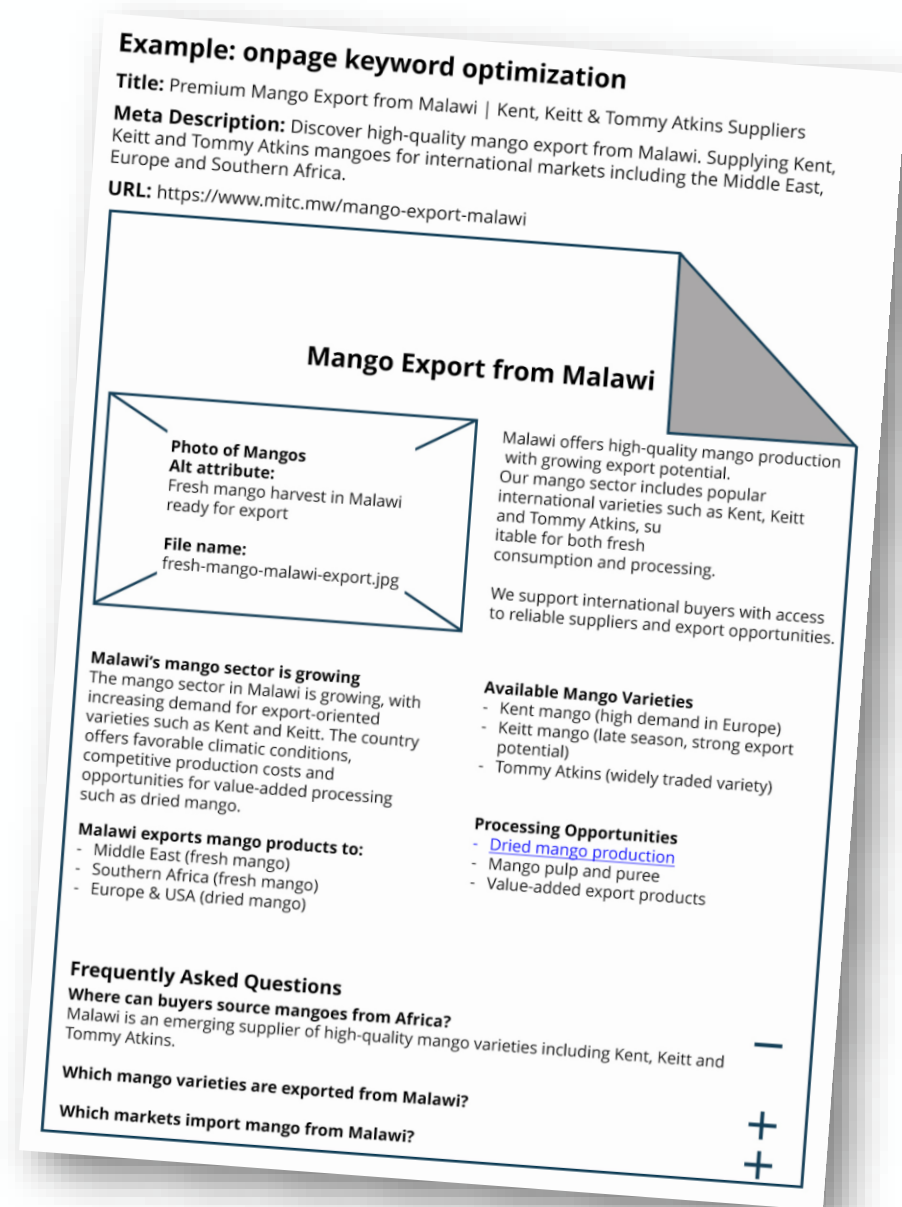
#### Which mango varieties are exported from Malawi?

#### Which markets import mango from Malawi?

# Perfectly optimized page

## Keywords used in:

- ▶ Page title tag
- ▶ Page meta description
- ▶ Page headings
- ▶ In textual content
- ▶ In hyperlinks
- ▶ Image File names
- ▶ Image alt tags



# Page Title & Meta Description

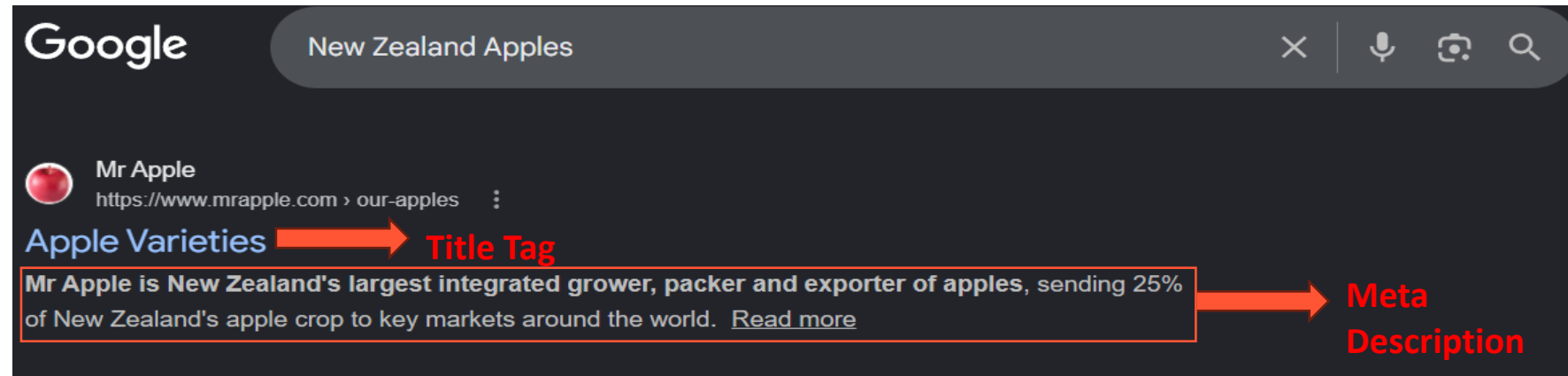
Each page should contain:

## Title tag

- ▶ Contains most important keywords
- ▶ Matches the content
- ▶ Max approx 60 characters
- ▶ Unique for each page

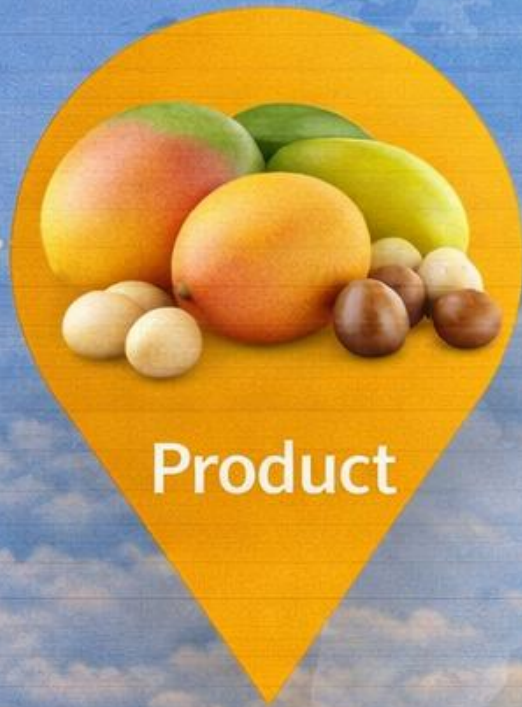
## Meta description

- ▶ Contains most important keywords
- ▶ Summary of page content
- ▶ Max approx 150 characters
- ▶ Unique for each page



The screenshot shows a Google search result for 'New Zealand Apples'. The search bar contains 'New Zealand Apples'. The search result is for 'Mr Apple' with the URL 'https://www.mrapple.com > our-apples'. The title tag is 'Apple Varieties' and the meta description is 'Mr Apple is New Zealand's largest integrated grower, packer and exporter of apples, sending 25% of New Zealand's apple crop to key markets around the world. Read more'. Red arrows point from the title tag to the label 'Title Tag' and from the meta description to the label 'Meta Description'.

# Keyword Strategy



**mango**

+

supplier + Europe

# Search intent

**Different searches have different intent.**

Example types:

- ▶ Informational
- ▶ Commercial
- ▶ Supplier search

# Buyer intent examples

## Informational

- ▶ "mango varieties"

## Commercial

- ▶ "dried mango supplier"

## Supplier search

- ▶ "macadamia exporter Africa"

*You should focus on  
**buyer intent searches***

# Keyword strategy

## A keyword strategy answers:

- ▶ Which searches do we want to appear for?

## How does it work?

- ▶ We group keywords into **topics**.
- ▶ Each topic should have **one main page**.



# Keyword strategy framework

## Keyword Strategy Framework

1. Start with the product
2. Add Buyer Terms
3. Add market
4. Create clusters



# Keyword strategy framework: Step 1

## Start with the product

Example:

- ▶ Mango
- ▶ Fresh mango
- ▶ Dried mango
- ▶ Macadamia nuts

Product

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# Define audience: Who are we trying to reach?

## Who is your target audience?

- ▶ International buyers
- ▶ Importers
- ▶ Wholesalers
- ▶ Food manufacturers
- ▶ Distributors

Product

Buyer Terms

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# Keyword strategy framework: Step 2

## Add Buyer Terms

Buyers search using words like:

- ▶ Supplier
- ▶ Exporter
- ▶ Wholesale
- ▶ Bulk

Example:

- ▶ Dried mango supplier
- ▶ Macadamia nuts exporter



# Define market: Who are we trying to reach?

## What are your main markets?

- ▶ Middle East
- ▶ Southern Africa
- ▶ Europe
- ▶ USA
- ▶ China



# Important! Export market differences!

## Mango

- ▶ Fresh mango
  - Middle East
  - Southern Africa
- ▶ Dried mango
  - Europe
  - USA

## Macadamia

- ▶ Shelled kernels
  - Europe
- ▶ Raw nuts in shell
  - China

Product

Buyer Terms

Market

# Keyword strategy framework: Step 3

## Add Market

Example searches:

- ▶ macadamia supplier China
- ▶ dried mango supplier Europe
- ▶ mango exporters Middle East



# Keyword strategy framework: Step 4

## Create Keyword Clusters

Group related keywords together.

Primary keyword

- ▶ dried mango supplier

Supporting keywords

- ▶ dried mango exporter Africa
- ▶ bulk dried mango supplier
- ▶ dried mango supplier Europe



# Keyword strategy framework: Step 4

## Create Keyword Clusters

Group related keywords together.

Primary keyword

▶ macadamia supplier

Supporting keyword clusters

▶ macadamia exporter Africa

▶ macadamia nuts in shell supplier

▶ macadamia kernel exporter



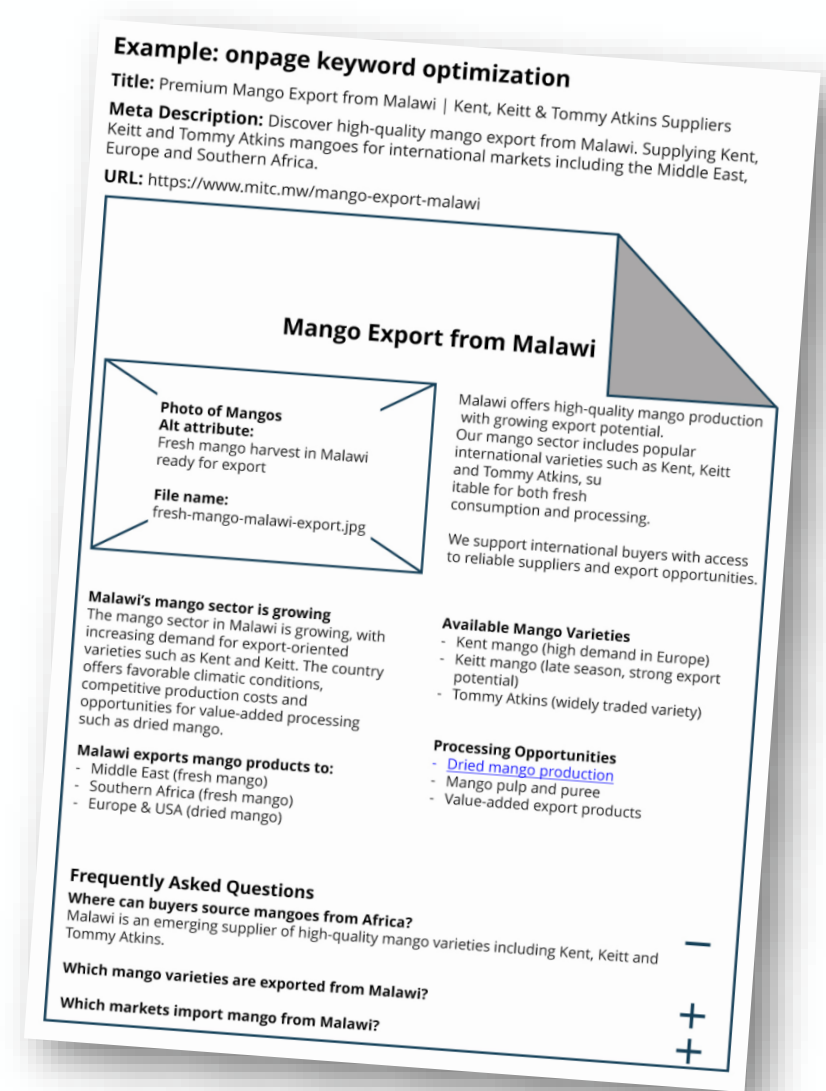
SEO is not about writing more content...  
It's about writing the **right content**  
for the **right search.**



# On-Page SEO Elements

## On page elements that influence ranking:

- ▶ Title tag
- ▶ Meta description
- ▶ Headings
- ▶ Text content
- ▶ Images
- ▶ Internal links



# Title Tag

- ▶ Includes most important keyword
- ▶ Includes product + market
- ▶ Max ±60 characters
- ▶ Unique for every page

 **Bad**  
Mango Page

 **Good**  
Mango Export Malawi | Kent & Keitt Supplier for Europe

## Meta Description

- ▶ Clear and compelling
- ▶ Includes keywords
- ▶ Summary of page content
- ▶ Max ±150 characters
- ▶ Unique for every page

### ✘ Bad

We provide information about mango production in Malawi.

### ✔ Good

Malawi exports high-quality mango varieties including Kent and Keitt to international markets such as Europe and the Middle East.

# Headings

- ▶ One H1 with main keyword
- ▶ Clear structure (H2, H3, ...)
- ▶ Easy to scan

## ✗ Bad

H1: Welcome  
H2: About  
H2: More info

## ✓ Good

H1: Mango Export from Malawi  
H2: Available Mango Varieties  
H2: Export Markets  
H2: Processing Opportunities

# Content

- ▶ Keywords used naturally
- ▶ Focus on target group intent
- ▶ Clear information

For export information:

- ▶ Includes markets, varieties, volumes

## ✘ Bad

Malawi has a good climate and produces fruit.

## ✔ Good

Malawi produces export-quality mango varieties such as Kent, Keitt and Tommy Atkins, supplying international buyers in Europe, the Middle East and Southern Africa.

# Image Optimization

## Keywords used in:

- ▶ Descriptive file names
- ▶ Alt text included

## Important: File size does matter!

- ▶ Large files sizes slow down website
- ▶ Slow website, less pages indexed

## ✗ Bad

IMG\_1234.jpg  
(no alt text)

## ✓ Good

*Filename:*

dried-mango-malawi-export.jpg

*Alt text:*

Dried mango slices prepared for export to Europe

## Questions / remarks on images during session

### What image types should we use?

- ▶ .jpg is often the smallest
- ▶ .png should be used for images with transparency

### TIPS:

- ▶ use <https://tinypng.com/> to compress images.
- ▶ Resize images into correct size before uploading

### What movie format should we use?

- ▶ .mp4 works okay.

### TIP:

Instead of uploading to your website, embedding from **YouTube** would even work better!

This helps your content being indexed and ranked faster.

# Internal Links

- ▶ Link to related pages
- ▶ Strengthens SEO structure
- ▶ Use keywords in links
- ▶ Add breadcrumbs  
Mango → Processing → Export markets

## ✗ Bad

- ▶ No links to other pages
- ▶ Read more...

## ✓ Good

- ▶ Macadamia Export
- ▶ Dried Mango Production
- ▶ Investment Opportunities

## FAQ Content (Important for GEO)

### FAQ (GEO Optimized)

- ▶ Include buyer questions
- ▶ Helps AI understand content

- ▶ **Did you know?**  
AI systems often use **FAQ sections as answers.**

### ✘ Bad

- ▶ No questions in content

### ✔ Good

- ▶ Where can buyers source mango from Africa?
- ▶ Which mango varieties are exported from Malawi?
- ▶ Does Malawi export to Europe?

# Schema.org - <https://schema.org/FAQPage> (also check other markup types)

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "Where can I source dried mango from Africa?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Malawi is an emerging supplier of high quality dried mango, exporting to international markets such as Europe and the United States."
      }
    },
    {
      "@type": "Question",
      "name": "Which mango varieties are exported from Malawi?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Malawi produces and exports mango varieties including Kent, Keitt and Tommy Atkins, suitable for both fresh consumption and processing."
      }
    },
    {
      "@type": "Question",
      "name": "Which markets import macadamia nuts from Malawi?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Malawi exports macadamia nuts mainly to Europe and China, with shelled kernels going to Europe and raw nuts in shell exported to China."
      }
    }
  ]
}
```

## Keyword rich URL

- ▶ Use **keywords in URL**
- ▶ Keep it **short & readable**
- ▶ Use **hyphens (-)** not underscores
- ▶ Avoid unnecessary words
- ▶ Keep everything on **one main domain**

✗ **Bad**

<https://www.mitc.mw/page123>

✓ **Good**

- ▶ <https://www.mitc.mw/mango-export-malawi>
- ▶ <https://www.mitc.mw/dried-mango-supplier>
- ▶ <https://www.mitc.mw/macadamia-export-china>

# Duplicate Content

## Avoid duplicate content

- ▶ Duplicate content is hard to rank

## When can duplicate content happen?

When the same content is available via:

- ▶ Multiple domains
- ▶ Sub domains  
(check www vs. non-www)
- ▶ Unsecure and secure connection  
(http:// vs. https?)



# 301 Redirects

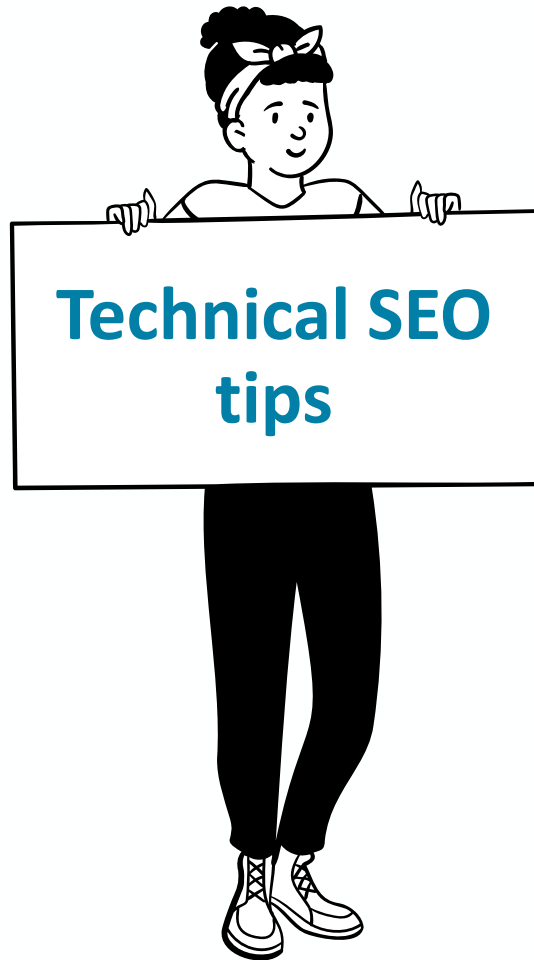
## When pages move or are deleted

- ▶ Avoid 404 errors
- ▶ Use a **301 redirect**
- ▶ Old page → New page

## Why?

This keeps SEO value.





## Check regularly

- ▶ Broken links
- ▶ Mobile usability
- ▶ Page speed
- ▶ Sitemap (XML sitemap)
- ▶ HTTPS (secured connection)

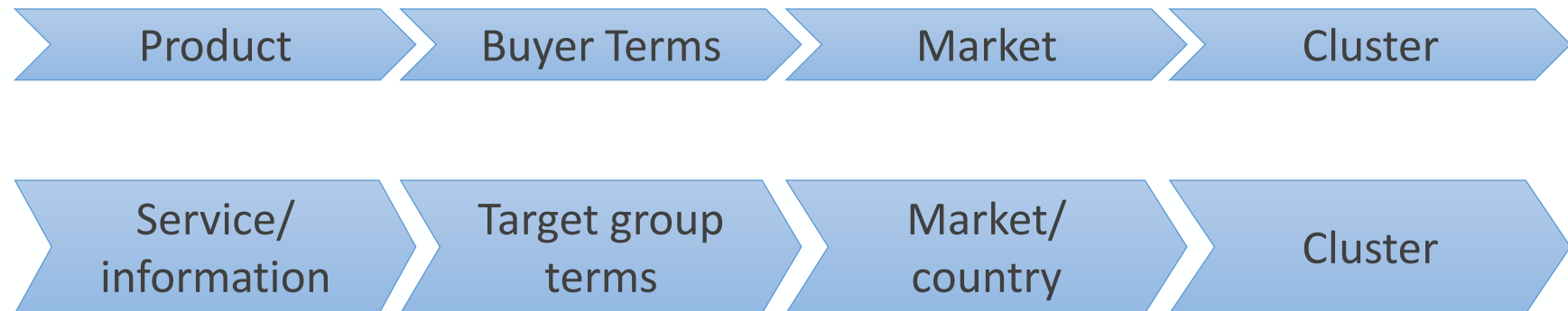
# Assignment: Website + SEO/GEO Self-Assessment

## ASSIGNMENT

- ▶ For participants without a website, assess an existing digital home base.

(For those with a website, identify the top gap)

- ▶ Your keyword strategy:



What's your key highlight of session 3?



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