



International Website Preparedness Checklist

Clarity

- Can a visitor understand what you do within 5 seconds?
- Is it clear who you serve?
- Is your location clearly stated (important for trust and logistics)?
- Are your products/services clearly described without jargon?
- Are your calls-to-action obvious? (Buy, Book, Contact)

Language & Translation Check

- Are your sentences simple and direct?
- Have you avoided slang, idioms, or culturally specific phrases?
- Are key details written as text (not embedded in images)?
- Are headings clear and structured?
- Have you tested your site using Google Translate (Chrome)?

Mobile & Usability

- Does your site load quickly on mobile devices?
- Are buttons large, clear, and easy to tap?
- Is navigation simple and intuitive?
- Is important information easy to find without digging?

Trust & Security

- Is your site secure (HTTPS)?
- Do you have visible trust signals? (policies, contact info, branding)
- Are fraud protection tools enabled?
- Is 2-factor authentication turned on for your accounts?

Checkout & Form Experience

- Are forms usable for non-U.S. customers? (No “ZIP code only” restrictions, flexible address fields)
- Are country options available in dropdowns?
- Is pricing visible before checkout?
- Are shipping costs or estimates clearly communicated?
- Are return, refund, and delivery policies easy to find?

Payment Systems

- Do you have a supported payment gateway? (Shopify Payments, Stripe, PayPal)
- Have you confirmed your system works for international customers?
- Do you offer globally accepted methods? (credit cards, digital wallets)
- Can customers view prices in their local currency?
- Can they check out in their local currency?

Real World Test

- Test your website as if you are an international customer Change your location (VPN or browser tools if possible)
- Walk through the full checkout process
 - Check:
 - Currency display
 - Payment options
 - Clarity of messaging
 - Shipping and delivery expectations