

Cross Border E-commerce Checklist

Selling your products to consumers in global markets can be a difficult and complex endeavor. This checklist highlights the primary elements involved in localizing your e-commerce business. It is important to become informed of and familiar with all of these topics.

Use this guide to help you craft your global commerce plan—asking the right questions of potential vendors and staying organized as you execute your strategy.

WEBSITE LOCALIZATION

- Geolocation
- Country toggle
- Catalog and product targeting by country
- Content translation

PRICING

- Pricing and currency display
- Landed cost calculation
- Taxes & duties by country

SHIPPING & LOGISTICS

- Delivery duty paid/unpaid
- Shipping options (free, tiered, threshold amount, etc.)
- Carrier choice
- Third-party logistics for order fulfillment

LOCAL PAYMENT OPTIONS

- Traditional credit cards
(Mastercard, Visa, American Express, etc.)
- Cash on delivery
- Alternative payments
(Mastercard, Visa, American Express, etc.)
- Cryptocurrencies

CUSTOMER SERVICE

- Returns and reverse logistics management
- Loyalty programs
- Customer care communications

MARKETING

- Create country specific marketing budget
- SEO
- Product and brand images
- Conversion optimization testing