

INTERNATIONAL SEO CHEAT SHEET: 3 STRATEGIC TOOLS FOR B2B DECISION MAKERS

TOOL #1: 5 KEY QUESTIONS TO ASK AN SEO PARTNER

Before expanding into new foreign markets, test potential agencies with these specific questions. A competent partner will avoid vague promises and provide technically sound, business-focused answers.

#	The Strategic Question	The Correct Answer (What to look for)	The Danger Signal (Red Flag)
1	How will you handle keyword research and mapping for the new target market?	"We do a full local search volume and user intent analysis. Direct translation doesn't work because search habits differ culturally, and B2B terminology varies by region."	"We'll just translate your existing Estonian keywords into English/local language using AI or a standard translation tool."
2	Which domain strategy do you recommend for our international expansion?	"We'll analyze the trade-offs. For most Baltic/Nordic B2B exporters, a subdirectory structure (brand.com/de/) is best as it consolidates and transfers existing domain authority immediately."	"You must buy local country-coded domains (.de, .fi) for every market." (Ignoring the immense separate link-building and maintenance costs).
3	How do we measure success and ROI during the first 6-12 months?	"Year 1 is a capital investment (CapEx). We measure technical health, indexing, target keyword position growth, and impressions. Cash flow ROI typically starts in Year 2-3."	"We guarantee 1st-page rankings and massive inbound B2B sales leads within the first 3 to 6 months."
4	How do you optimize our site to appear in new AI search tools (ChatGPT, Claude, Perplexity)?	"By implementing Generative Engine Optimization (GEO): structured Schema markup, creating citation-worthy original data, and securing authoritative third-party industry mentions."	"AI searches are just like Google; standard SEO keywords will automatically take care of it."
5	What real internal resource commitment is required from our own team?	"We need 10-20 hours from your web developer initially, 2-3 hours/mo from your product expert to verify technical terminology, and monthly strategic alignment with the CMO/CEO."	"We manage 100% of everything. Your team doesn't need to spend a single minute on this project."

SEO + CRO = SECRO

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TOOL #2: SELF-ASSESSMENT MATRIX - ARE WE READY FOR INTERNATIONAL SEO?

Use this internal assessment to ensure your organization has the necessary infrastructure and mindset before committing financial budget to international organic search acquisition.

Pillar	Organizational Readiness Criteria	Self-Assessment Checklist
IT & Development	You have an internal developer or an active agency partner who can implement technical SEO changes (hreflang tags, structured Schema, and core web vitals optimization) within 1-2 weeks.	☐ Has developer access ☐ Fast execution workflow
Content & Localization	You have access to native-speaking copywriters or industry-specific translators. Pure AI-translated text or raw translations without localized terminology will hurt brand authority and conversion.	☐ Native proofreaders/writers ☐ Industry-specific glossary
Sales & Lead Gen	Your sales team is fully trained and operationally ready to handle foreign inquiries, phone calls, and technical B2B requests in the target market's language.	☐ Multilingual sales staff ☐ Localized follow-up templates
Financial Patience	The CFO and board understand that international SEO is structured as CapEx. Year 1 builds the digital infrastructure; substantial recurring pipeline and ROI manifest in Years 2 and 3.	☐ CapEx mindset accepted ☐ 12-month budget guaranteed

TOOL #3: RESOURCE & RESPONSIBILITY ALLOCATION

A successful international SEO campaign requires clear division of labor between your internal team's deep product/market expertise and SECRO's execution team.

Internal Role	Responsibilities / Involvement	Time Commitment (Est.)
Chief Marketing Officer / CEO	Strategic goals, brand voice guidelines, target market positioning alignment, and monthly review of high-level KPIs.	4-8 hours / month
Web Developer / IT Specialist	Implementing technical SEO requirements: site speed fixes, URL structure setup, hreflang tags, and Schema markup.	10-20 hours (initially) 2-4 hours / month (maintenance)
Product / Sales Expert	Reviewing technical terminology, industry jargon, and product descriptions on the localized pages to ensure perfect domain accuracy.	2-3 hours / month

SECRO Solutions Team	Complete execution: target country keyword research, SEO strategy, technical audit, detailed content briefs, GEO optimization, and reporting.	Fully Managed Service
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