Ready to Go Global?
A Roadmap for Expanding Your
Shopify Store Internationally

1. Identify your target markets

- ☐ Go into Shopify analytics and review the "sessions by locations" data
- ☐ List the top 5 countries in terms of the number of sales and amount of traffic
- ☐ Based on your findings, choose 1-2 to start targeting

2. Offer prices in your target markets' currencies

- ☐ Research your target markets' currencies
- ☐ Navigate to Shopify Payments settings > add a new country/region
- ☐ Install **Shopify's Geolocation app** and enable the widget to pop up at the center of shoppers' screens
- ☐ Navigate to Shopify Payment settings > tax calculations, then check the "include or exclude tax based on your customer's country" and "charge tax on shipping rates" boxes

3. Set up international shipping

- ☐ Check your shipping carrier's international rates and options
- ☐ Create a new shipping zone in your Shipping settings
- ☐ Add shipping speeds to your international shipping options
- ☐ Limit international shoppers' ability to purchase bulky items with expensive shipping
- ☐ Experiment with higher product prices with cheaper international shipping and vice versa

4. Translate your store

- ☐ Research **Shopify apps** that automatically translate your store for international shoppers
- ☐ Or hire a **Shopify translation partner** (focusing on your high-traffic products and pages first)
- ☐ Enable the relevant languages based on your chosen target markets

5. Create your global marketing strategy

- ☐ Brainstorm in-language regional marketing campaigns or localize existing campaigns
- ☐ Research what the international customer funnel looks like
- ☐ Make sure all dynamic ads that target international shoppers use their specific language and show prices in their currency