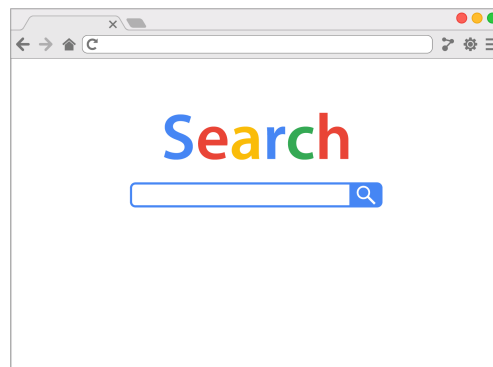


International SEO checklist



What is the secret behind international SEO? Follow this checklist to improve your international rankings.

Start by getting the technical aspects right. It's the foundation upon which you build your website.

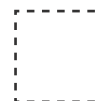
1 Choose the right domain name strategy

Will you choose ccTLD, subdirectories or subdomains? Evaluate the [pros and cons](#) of each option and select the one that fits your business strategy best.



2 Href lang tags: Targeting languages vs countries

Decide [whether or not borders matter](#) to your business. If not, you'll only need to target languages.



3 Use content delivery networks

You don't need to host your German website in Germany. Optimise the speed of the most used website assets with [delivery from a nearby location](#).



4 Mind the competition

Consider the level of competition in search results. Evaluating the success of your current keywords will help you decide on new target markets.



5 Pay attention to structured data

With [structured data](#), you're able to control the image and the text used for sharing in the local language. Do this! Your traffic metrics will thank you for it.



6 Localise SEO efforts

Compare home market rankings to other markets. Find the gaps and target a limited number of areas to focus your SEO efforts.



SEO success takes more than technical knowledge. If you want to rank high locally, your content needs to be better than the local competition. Search engines care about whether visitors are satisfied with the content they click on in search results. Here's how you can improve.

7 Choosing the right keywords

Know [which keywords](#) you aim to rank for in all languages by analysing and consulting local representatives. Remember: Only optimise one page for each keyword and use the local keywords in URL's, page titles, H1's, bold etc.



8 Don't forget the meta title and description

Create titles and descriptions for each language that [make the local user click through](#) to your page. Make sure you fulfil your promise in the title and description on your landing page.



9 Implement an SEO glossary or Termbase

When translating web content, a [Termbase](#) will help you ensure consistency and enhances the quality of your brand's communication.



10 Create valuable content

Begin by understanding your target audience's pain points. Then you can address their pains with solutions in an interesting and [easy to read](#) manner. Visitors will stay on your page longer and search engines will recognise this.



GET IN TOUCH

Contact us now to hear more about how we can optimise your multilingual content creation workflows and improve your bottom line. Contact us at [languagewire.com/en/contact](https://www.languagewire.com/en/contact).

