How to Avoid International SEO Mistakes With RankActive

International SEO are the actions you take to launch your website on different languages and countries and optimize for them.

Mistakes to avoid:

- Duplicate content
- Confusing redirects for crawlers
- Targeting a country but not the language
- Tracking wrong directories and subdirectories
- Not using hreflang and canonical tags
- Not using JavaScript to allow users to switch languages
- Using IP-serving

NOPE

How to do the right International SEO:

- Use hreflang and canonical tags to define the master page, avoiding duplicate content
- Target a country and its language
- Create separate projects with different versions of your website to track rankings and manage them correctly with our platform
- Use JavaScript to help users switch between the languages and then enable browser caching and use cookies to remember their choice
- Choose subfolders because it's cheap and easier to maintain
- Choose ccTLDs and subdomains to point them to separate nameservers and build a better country presence
- Optimize each page for each country and language accordingly to serve the most relevant content for users

International SEO isn't a child's play. It has high risks and, if done correctly with a grounded research and market analysis, high profits. There are different ways to follow when launching your website in various languages and for different countries. As you can see from IBM's example, they have chosen a subfolder, some JavaScript, hreflangs and canonical tags rather than having separate websites (ccTLDs). However, each approach has its pros and cons, and it's up to you which one to choose.

MISSION: make your products and content easily available for every user on the web.

MISSION

GOAL: deliver products and engaging content on a more personalized and user-friendly level.

How to use hreflang tags?

- Identify which versions of your website you want to connect to which countries.
- Specify the language and the country or the language only.
- Map your main page and set your hreflang = "x default" accordingly if you use IP redirects or users can manually select a language on your page.
- Place the full set of tags for each page (that you want to be indexed) on your website.

You can choose one of the three options to set your hreflang tags:

- Place them as a link attribute in the <head> section of your web page.
- Have your website communicate them in the page's HTTP protocol header.
- Put them in a sitemap where you need to list all the language variants that are verified in the Google Search Console.

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