International SEO Roadmap

Action	In Charge	Suggestions	Phase 1	Phase 2	Phase 3
SEO Potential					
Evaluate current traffic - country and language		With Google Analytics determine the number and trend of visits and conversions by nation/language	☐	☐	☐
Check organic visibility from other countries		Find the queries and pages that are appearing in search results in the targeted country	☐	☐	☐
Understand your target audience's behavior and characteristics		Pay attention to global and local search trends. Get to know your audience and become a brand that appeals to their needs and wants	☐	☐	☐
Identify and analyze your international competitors		It is important to understand the search habits of your new target audience. Different countries may use a crawler different to google. Ex: Baidu, bing, yahoo, among others	☐	☐	☐
Evaluate results		"Do the potential traffic and conversions compensate to develop a new web presence? **Yes:** Let's do International SEO **No:** It might be too early! In the meantime, you can 1. Secure the ccTLDs for the countries with higher potential. 2. Create a custom alert in Google Analytics for the most important countries and languages, so you're notified when they bring you enough traffic - source: moz.com"	☐	☐	☐
Tech SEO					
Optimize URL structure		Consider URLs based on ccTLDs, subdomains, or subdirectories. Your decision depends on whether you are country targeting or language targeting	☐	☐	☐
Optimize URL semantics		Create a proper hierarchy so the crawlers understand the structure and priorities of your website. Ex: domain.de/category1/subcategory1/page	☐	☐	☐
Hreflang attribute		Include the hreflang tag to help google and other crawlers to identify what language the content uses and guide them on the audience's location. <link rel="alternate" href="https://aurorasolar.com/" hreflang="de-de" />	☐	☐	☐
Host content locally		When you host a website in one nation for users in another, page speed may suffer. The use of content distribution networks, or CDNs, can help distributing this load	☐	☐	☐
Make it easy for users to switch languages		IP addresses don't indicate a user's location or preferred language for viewing information. Make sure your website visitors can easily access the different versions of your site, so users will stay on the website longer	☐	☐	☐
Content SEO					
International keyword research		Find out how popular the relevant keywords are locally in each location and language	☐	☐	☐
Translate content		Avoid relying on machine translation only. Make the work quicker and less resource-intensive by using machine translation software that can translate, display, and let you manage and edit the material. A human native-speaking expert will validate your final draft after editing to guarantee that there are no linguistic or cultural errors	☐	☐	☐
Translate metadata		Many businesses overlook metadata optimization because they believe that translation will suffice. Remember to include a proper number of characters and keywords	☐	☐	☐
Identify new content needs		Audit your current content and identify new opportunities of addressing your new target audience with quality relevant content	☐	☐	☐
Off-Page SEO					
Link building from local sources		When your website receives a large number of backlinks from local URLs, search engines believe it's relevant to users in that nation and will give it a local SERP ranking	☐	☐	☐
Localize Content		Your content will link to other websites and reliable sources, if these sources are local and are written in your primary language, they are less likely to resonate with your target audience. Make a note of any links that need to be updated	☐	☐	☐