

SEO for International Markets



Obține trafic organic relevant pentru business-ul tău

Beneficiază de mai multă vizibilitate și autoritate în fața audienței tale prin strategii inbound de content marketing și servicii de optimizare pentru motoarele de căutare.

Contactează-ne pentru o ofertă

Founder & SEO Specialist



Analiză și Audit SEO

Analiza de cuvinte cheie și auditul SEO on-page te pot ajuta încă din prima lună să îți extinzi vizibilitatea website-ului în rezultatele Google.



Content Marketing & Digital PR

Strategiile de content marketing cresc relevanta și încrederea în brandul tău și te ajută să devii cunoscut ca un expert pe nișa ta.



Local SEO

Magazinul tău offline poate deveni o resursă importantă prin optimizarea pentru căutări online care generează rezultate locale.

Who am I (and what do I do)?

Ai pierdut trafic din cauza unei penalizări Google Penguin sau a unei acțiuni manuale? Te putem ajuta cu recuperarea website-ului!

International SEO? What?



“International SEO” meanings

SEOs

“Working with an international client”

Business Owners

“Expanding to an international audience”

“International SEO” for Business Owners

SEOs

“Working with an international client”

Business Owners

“Expanding to an international audience”



Who is your audience?

Multiple languages or multiple countries? (or both)



**Popular scenario:
Targeting multiple multilingual countries**



Create a strategy first!

Minimum plan for going INTERNATIONALLY

1. Root Domains vs Subdomains vs Subfolders
2. Geotargeting: gTLDs, ccTLDs and Webmaster Tools
3. HREFLANG: Multiple language versions for the same content
4. Adapting content for different countries / languages
5. Earning “local” links

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**ROOT DOMAINS & SUBDOMAINS &
SUBFOLDERS**



OH MY!

1. Root Domains, Subdomains & Subfolders

Root Domains

domain.com

domain.eu

domain.fr

domain.de

Subdomains

domain.com

eu.domain.com

fr.domain.com

de.domain.com

Subfolders

domain.com

domain.com/eu

domain.com/fr

domain.com/de

1. Root Domains, Subdomains & Subfolders

Root Domains

domain.com

domain.eu

domain.fr

domain.de

GOOD

Subdomains

domain.com

eu.domain.com

fr.domain.com

de.domain.com

BETTER

Subfolders

domain.com

domain.com/eu

domain.com/fr

domain.com/de

BEST

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WHAT DID YOU

GIF

JUST SAY?

2. Geotargeting: gTLDs, ccTLDs, Webmaster Tools

gTLD
(generic Top Level Domain)

domain.com

domain.eu

domain.org

domain.net

...



ccTLD
(country code Top Level Domain)

domain.fr

domain.de

domain.co.uk

domain.ro

...

2. Geotargeting: gTLDs, ccTLDs, Webmaster Tools

gTLD

(generic Top Level Domain)

ccTLD

(country code Top Level Domain)

**CAN BE
GEOTARGETED IN WMT**

(including subdomains & subfolders)

**AUTOMATICALLY
GEOTARGETED IN WMT**

**Directly
affects
ranking!**

Site Dashboard

Site Messages

Search Appearance 

Search Traffic

Search Queries

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Other Resources

International Targeting

Language

Country

Target users in: **United States** ▼

Save

Cancel

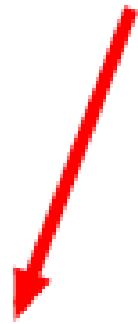
Manually geotargeting gTLDs

International Targeting

Language

Country

Your site's domain is currently associated with the target: Romania



International Targeting

Automatically geotargeted ccTLDs

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A close-up photograph of a man's face. He has a beard and is looking upwards with a frustrated or exasperated expression. His right hand is raised to his face, with his fingers covering his eyes. The background is a plain, light-colored wall.

**OH GREAT, HERE HE GOES
AGAIN**

3. HREFLANG: Multiple language versions for the same content

```
<link rel="alternate"
```

```
href="URL"
```

```
hreflang="language"
```

```
/>
```



Affects UX!
(which can
affect ranking)

3. HREFLANG: Multiple language versions for the same content

URL: every page featuring the same content adapted for a certain language (including the current page)

HREFLANG: language code (ISO 639-1) and, optionally, region code (ISO 3166-1)

3. HREFLANG: Multiple language versions for the same content

SCENARIO: Subfolders + 2 languages

```
<link rel="alternate"  
href="http://domain.com/en/"  
hreflang="en" />
```

```
<link rel="alternate"  
href="http://domain.com/ro/"  
hreflang="ro" />
```


3. HREFLANG: Multiple language versions for the same content

SCENARIO: Subfolders + 2 countries & 3 languages

```
<link rel="alternate"  
href="http://domain.com/us/en/"  
hreflang="en-us" />
```

```
<link rel="alternate"  
href="http://domain.com/ro/en/"  
hreflang="en-ro" />
```

```
<link rel="alternate"  
href="http://domain.com/ro/ro/"  
hreflang="ro-ro" />
```

WHAT IF YOU

COMBINE THEM!

3. HREFLANG: Multiple language versions for the same content

SCENARIO: Subfolders + 2 countries & 3 languages + Geotargeting!

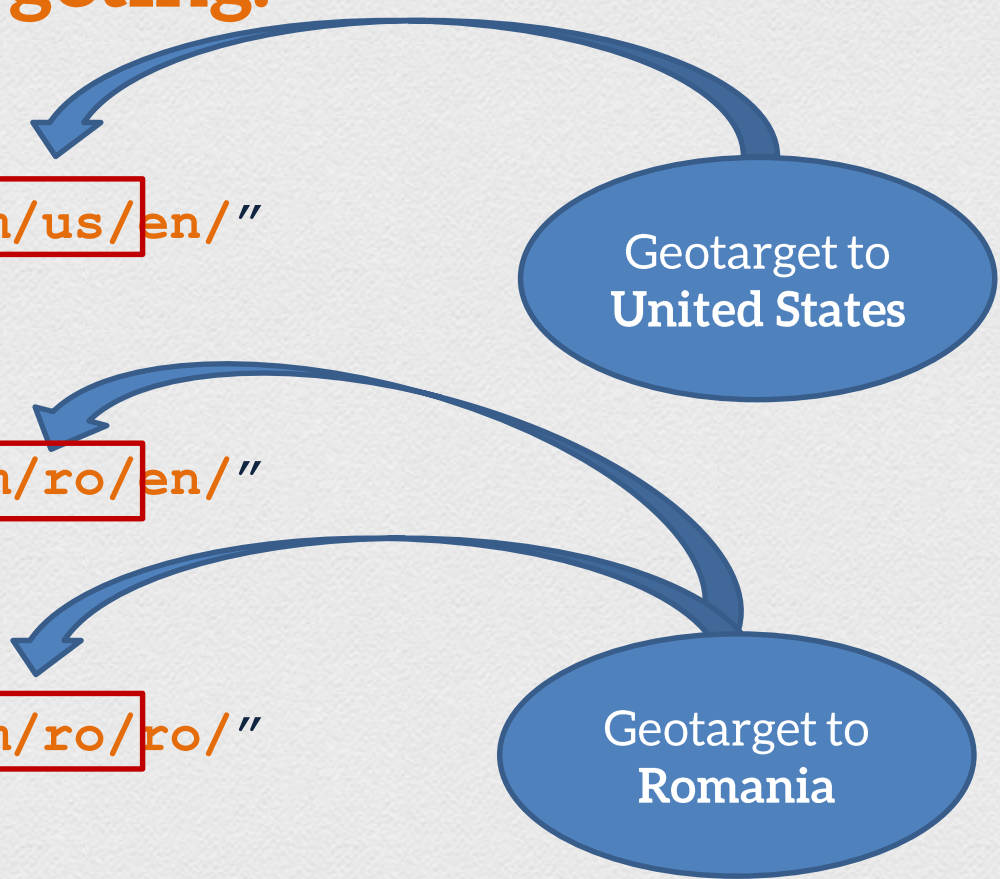
```
<link rel="alternate"  
href="http://domain.com/us/en/"  
hreflang="en-us" />
```

```
<link rel="alternate"  
href="http://domain.com/ro/en/"  
hreflang="en-ro" />
```

```
<link rel="alternate"  
href="http://domain.com/ro/ro/"  
hreflang="ro-ro" />
```

Geotarget to
United States

Geotarget to
Romania



3. HREFLANG: Multiple language versions for the same content

What about the others?

```
<link rel="alternate"
```

```
  href="URL-for-everyone-else"
```

```
  hreflang="x-default"
```

```
/>
```

(same URL can be used x-default AND a certain language)

Aproximativ 30.700.000 (de) rezultate (0,52 secunde)

Sfat: Căutați numai rezultate în limba **română**. Puteți specifica limba pentru căutare în [Preferințe](#)

WhatsApp Messenger - Aplicații Android pe Google Play

<https://play.google.com/store/apps/details?id=com.whatsapp&hl=ro> ▾

★★★★★ Evaluare: 4,5 - 22.415.894 de voturi - Gratuită

WhatsApp Messenger is a smartphone messenger available for Android and ...

WhatsApp Inc. - Aplicații Android pe Google Play

<https://play.google.com/store/apps/developer?id=WhatsApp+Inc.&hl=ro> ▾

WhatsApp Inc. **WhatsApp Messenger**. Precomandat. **WhatsApp Messenger** ·

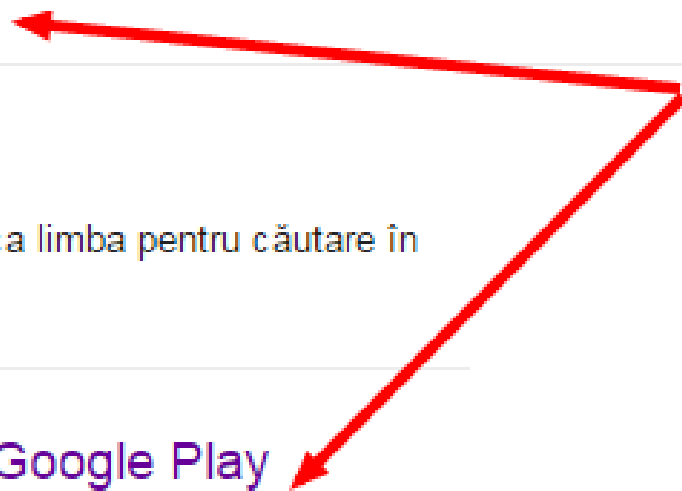
WhatsApp Inc. 1. Gratis. **WhatsApp Messenger** is a smartphone messenger ...

WhatsApp Messenger - Android (free) - Download Latest ...

<en.kioskea.net/.../download-22096-whatsapp-m...> ▾ Traducerea acestei pagini

★★★★★ Evaluare: 3,7 - 3 voturi

Instant messaging apps (**WhatsApp Messenger** - Android). 5 ... files that you can play



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NO.. NO..



NO SPEAK ENGLISH

4. Adapting content for different countries / languages

- Specific content / products (GEOTARGETING)
- Currencies (GEOTARGETING/HREFLANG)
- Translated content (GEOTARGETING/HREFLANG)
- Word Spelling (GEOTARGETING/HREFLANG)

4. Adapting content for different countries / languages

Keyword	INT Vol.	US Vol.	US Diff.	UK Vol.	UK Diff.	CA Vol.	CA Diff.	AU Vol.	AU Diff.
cheap glasses	33,100	22,200	45%	5,400	38%	1,600	44%	720	37%
designer glasses	12,100	4,400	44%	6,600	33%	390	41%	390	35%
sunglasses online	12,100	880	57%	720	43%	320	53%	4,400	41%

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5. Earning “local” links

Local links -> higher relevancy -> better ranking

- **Large audience:** more competition but less effort to earn links
- **Small audience:** less competition (usually), but more effort to earn links

The End.



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[Check out my **Man of SEO** presentation on how to become an SEO specialist](#)

[Check out **8 SEO Related Things You Might Not Know**, with experts' advice](#)