

Compte-rendu de conférence WAQ 2019

International SEO

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Très peu de notes lors de cette conférence, j'ai surtout noté beaucoup d'exemples d'outils et de tips. Si le SEO vous intéresse, et par extension la manière de développer son SEO sur un site international, je vous conseille vraiment d'écouter le talk référencé dans le dossier et de parcourir les slides en même temps : c'est à peu de choses près exactement le même.

Si vous vous lancez ou si vous avez déjà un site international, n'hésitez pas à consulter la checklist pour vérifier que toutes les bonnes pratiques sont respectés.

Expand in different countries and languages is a hard task : there's many challenges.

- Lack of resources to create an optimize content
- Not being able to rank well with the cosen international web structure
- Not attracting enough traffic with targeted queries
- Ranking in international search results with the wrong pages

Here's how to do :

- Prioritize your international targeted market
- Assessing and selecting the best international web structure for you
- Localizing your content based on your audience preferences
- Correctly geolocating your international web pages

Checklist

The International SEO Checklist

1 Do you have International SEO Potential?

- Check your site current (total & organic) traffic from other countries and languages.**
Identify the (volume and trend) along the used (keywords and pages) of the (visits and conversions) per (country and language) with Google Analytics.
- Check your site current organic search visibility from other countries.**
Identify the (queries and pages) getting search results visibility in the already identified countries with Google Webmaster Tools, SEMRush, SearchMetrics.
- Do a keyword research with the countries and languages you have already identified.**
Identify the local search volume for the relevant keywords in each country & language with the keyword tool of most used search engine of the country --Google Keyword Tool, Yandex Keyword Stats, Baidu Index, etc.--, and others like Google Trends, Ubersuggest and Moz keyword difficulty tool.

Do the potential traffic and conversions coming from additional countries & languages 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.

2 How can you target your International Web Audience?

Identify your International Web targeting.

Is location a factor that influence your Web goals, products or services?

Yes **No**

Is there's enough traffic and conversion potential to target each country?

Yes **No**

You can start with

Country Targeting Language Targeting

! Keep in mind that targeting each country is the ideal from an audience perspective, although might not be always possible due to business, technical and resources constraints.

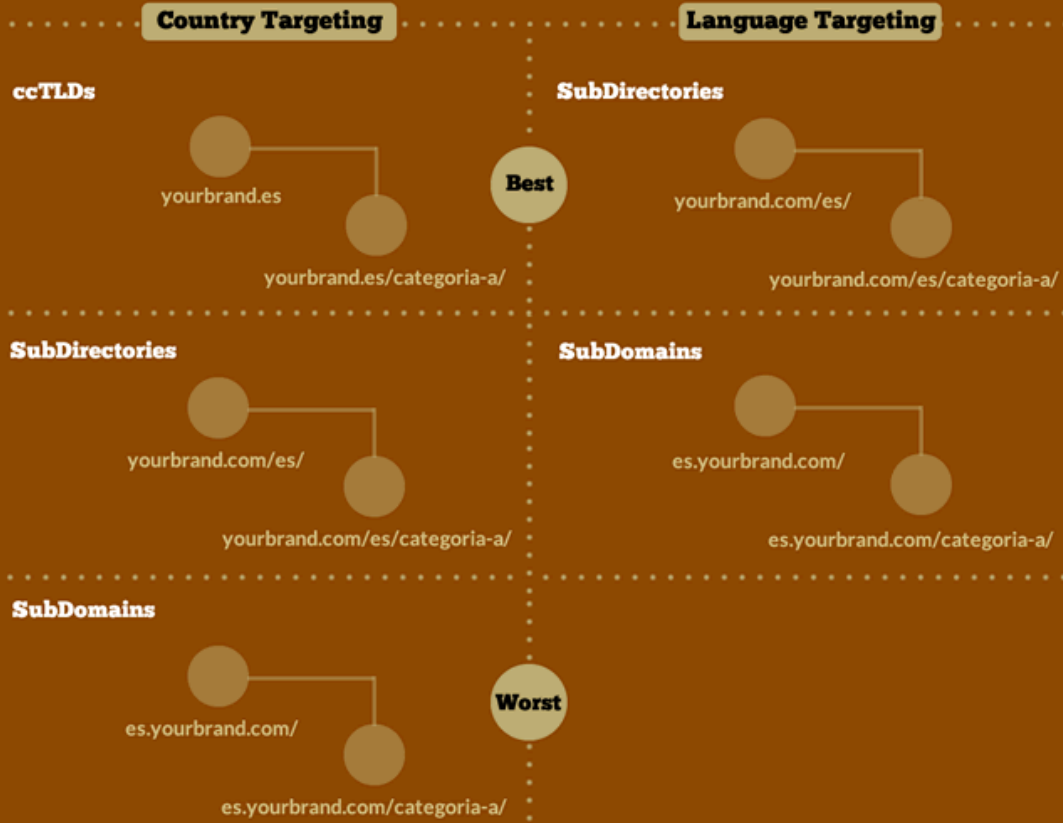
Understand your international audiences behavior and characteristics.
Their linguistic and cultural profile, demographics, seasonality. Use studies and tools like Google GDN Research, TNS Digital Life, Comscore Data Mine.

Identify and analyze your international industry and competitors.
Your industry competition level and your competitors behavior and characteristics in each of your international markets. Use Alexa Top Sites, Rnkrnk, SimilarWeb.



How can you develop an Internationally targeted site?

Choose an International site structure based on your targeting and characteristics



! Each language or country version should be featured through their own Web structure, so they can be all crawled, indexed and ranked. Don't use cookies or scripts to show your language versions in the same URL.

Localize your site content and structure

The URL

Title
Meta Description
Navigation
Headings
Text
Images
Currency
Address
Phone
Time
Weather

Make your International Web structure findable and easy to navigate



Link between your different language / country versions with a crawlable and very visible menu, don't automatically redirect your users to a specific version, it's better to suggest .

Use the rel="alternate" hreflang="x" annotations



Specify the language (and country, if you're country targeting) of your content by adding the hreflang annotations in your HTMLs <head>, HTTP header or Sitemap. Use the hreflang Sitemap tool of The Media Flow to do it easier.

Use the meta content language



Specify the language (and country, if you're country targeting) of your content by adding the "content-language" meta tag in your HTMLs <head>.

Promote within your International community to earn local popularity



Identify and connect with your international community, build popularity and trust. Identify your international competitors most popular content and networks with Social Crawlytics and influencers with Followerwonk.

If you're country targeting

Geolocate



Use the Geotargeting option of the main search engines Webmaster Tools in your market (Google Webmaster Tools, Bing Webmaster Tools, Yandex Webmaster, etc) and specify the target country.

Use a Local IP Address



If possible, host your site with a local IP address.



4 How can you measure your International SEO Process

Track each of your International Web versions independently



Make sure to create individual profiles in Google Webmaster Tools (or the Webmaster tool of the targeted search engine) and Google Analytics (profiles for subdirectories and subdomains and properties for ccTLDs). You can configure to track internal activity between your different international versions.

Follow-up with your International Search Visibility



From Moz to Advanced Web Rankings or Authority Labs, most of the SEO tools with rank tracking functionalities allow you to do it in international search engines. Track with them your keywords for international search results too.

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Si vous avez des questions et/ou voulez parler de cette conférence, venez me voir !

Jules.