

Checklist

Multilingual SEO

Multilingual SEO requires some additional practices beyond traditional SEO that can impact the performance of your website significantly.

Let's discover the most important steps you can take to optimize your multilingual website.

1. Use language-specific URLs

Indicate the language of your pages in your subdomains/subdirectories to avoid duplicate content penalties.

- **Original**
(e.g. www.example.com)
- **French Subdomain**
(e.g. www.fr.example.com)
- **French Subdirectory**
(e.g. www.example.com/fr/)

2. Apply hreflang tags

Make sure search engines know what language your website is in.

- **Example**
`link rel=»alternate»`
`href=»http://example.com»`
`hreflang=»en-us» />`

3. Stick to one language per page

For a seamless user experience, translate the entirety of your pages.

- **Commonly missed sections**
Navigation, user-generated content, links, media files

4. Translate your metadata

Translate your metadata as carefully as you do the visible portion of your website.

- **Common metadata elements**
Title tags, image tags, structured data, alt text, etc.

5. Optimize your website's speed

Improve your ranking on international search results by making your website faster.

- **Common practices**
Enable page caching, integrate CDN, optimize image sizes

Read our full guide [→](#) to learn the key considerations and proven strategies in detail.



Who are we?

Weglot is a no-code website translation solution that allows you to launch a multilingual website instantly.

Weglot applies the best multilingual SEO practices automatically to ensure your website's performance.

Ready to start your website translation project?

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