



2023 GUIDE



# How to Grow Your **International SEO Performance** in Four Steps



WEGLOT



SE Ranking

# Going Global: **A Step-by-Step Guide to Improving your SEO Performance Worldwide**

International SEO performance is critical for businesses looking to expand their reach beyond their home market.

However, achieving success requires more than just translating your website and targeting a global audience. Businesses need to ensure their website is optimized for international search engines.

This is where international SEO comes in, which is the process of optimizing a website to rank higher in search results in different countries and languages. It's different from regular SEO in that it requires a more focused approach to account for the different search engines and user behaviors in different countries.

To improve your international SEO performance, there are **four key steps to follow**.

## 01

**The first step is to choose which markets you want to target.** This involves conducting thorough research into the countries you want to target, including their languages, search engines, and user behavior.

## 02

Once you've identified your target markets, **the second step is to localize your website content.** This involves translating your content into the relevant languages and adapting it to the local culture and customs.

## 03

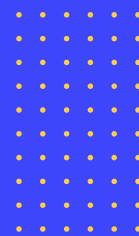
**The third step** in improving your international SEO performance **is to conduct a website technical setup and audit.** This involves ensuring that your website is technically optimized for search engines, including implementing hreflang tags, optimizing page load times, and ensuring that your website is mobile-friendly.

## 04

Finally, **the fourth step is to build local high-quality backlinks.** This involves reaching out to other websites in your target market and encouraging them to link to your website.

## ● STEP 1

# Choose Which Markets You Want to Target



Before you start optimizing your website for international search, it's essential to choose the right markets to target to achieve the best results. Here's why.

Firstly, choosing the right markets to target is crucial for maximizing your ROI. Every market has varying levels of demand and competition, making it essential to choose the ones that offer the most significant opportunities for growth. For instance, if you are an outdoor gear e-commerce business looking to expand internationally, countries with a high demand for outdoor products such as Canada, Norway, and New Zealand would be ideal markets to target. You can easily figure this out by conducting keyword research for various locations and comparing search volumes of the target groups of keywords. More on that — later.

To achieve a strong brand presence in new markets, it's also important to consider cultural nuances. For example, if you are a fashion brand looking to expand into the Middle East, you need to consider cultural sensitivities around modesty and dress codes. By adapting your product range and marketing messaging to suit the local culture, you can build a strong brand image that resonates with the local audience. This can help you build a loyal customer base and establish your brand as a leader in the local market.

The next thing to consider is optimizing your website for local search engines. Every country has its search engines and search behavior, and it's crucial to understand these differences to improve your website's visibility in the target market. For example, if you are a software company targeting the Japanese market, you would need to optimize your website for Yahoo Japan, as it's the most popular search engine in the country. Failure to do so could result in your website not appearing in search results and missing out on potential customers.

Lastly, choosing the right markets to target can help you stay ahead of your competitors. By focusing on markets with less competition, you can establish a strong presence and gain a competitive advantage. For instance, if you are a fintech company targeting the Southeast Asian market, you might face stiff competition from established players like Grab and Gojek. Targeting emerging markets like Vietnam, where the fintech industry is growing rapidly, and there's less competition, could help you gain a competitive edge.

Now, let's focus on a list of actions you need to take to choose the right markets to target.

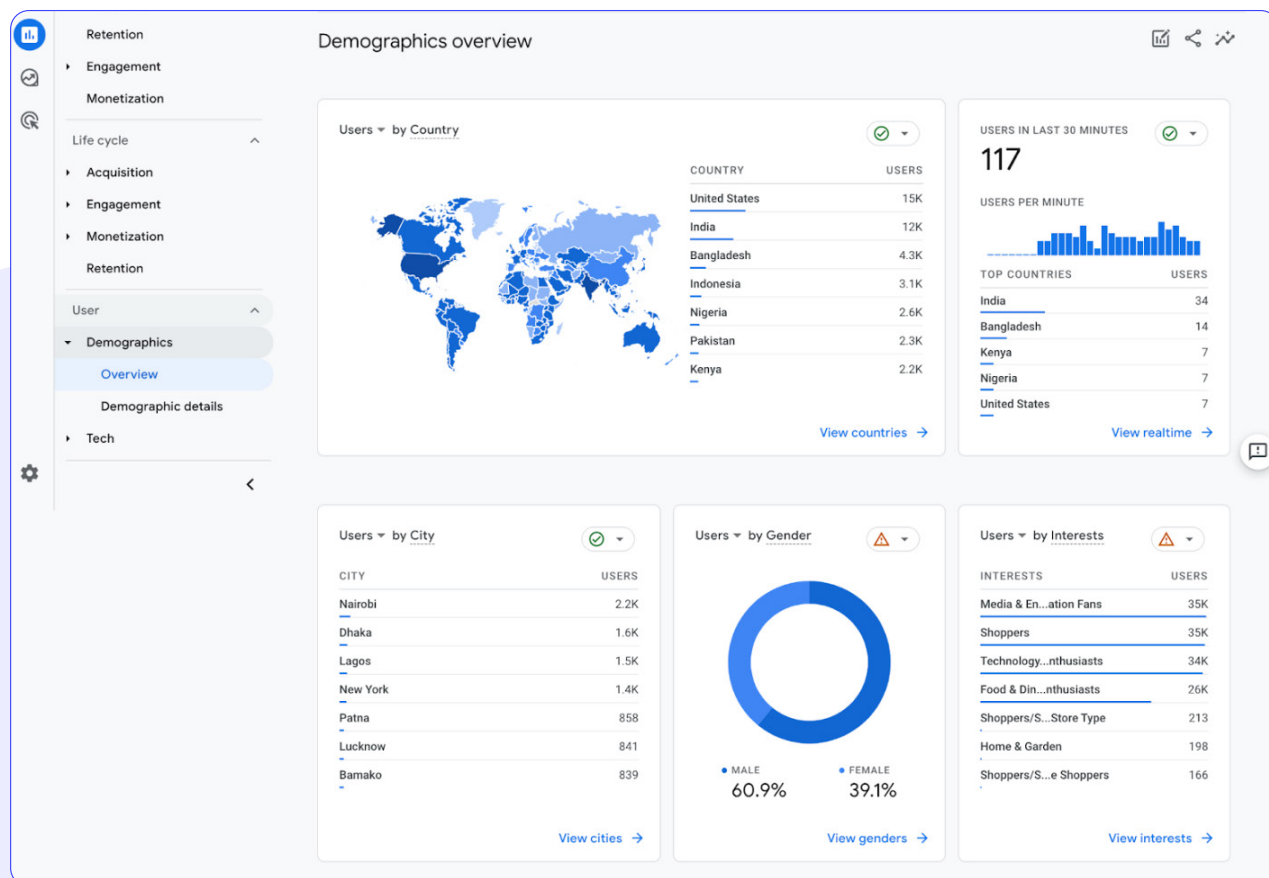
## Evaluate your current performance in different markets to determine where you get your traffic from

Before you tap into any new markets, it's worth checking if you already have any customers from the countries other than your home market.

You can use tools like Google Analytics to track your website traffic and identify foreign countries that are already generating traffic to your site, which means they're interested in your products and services.

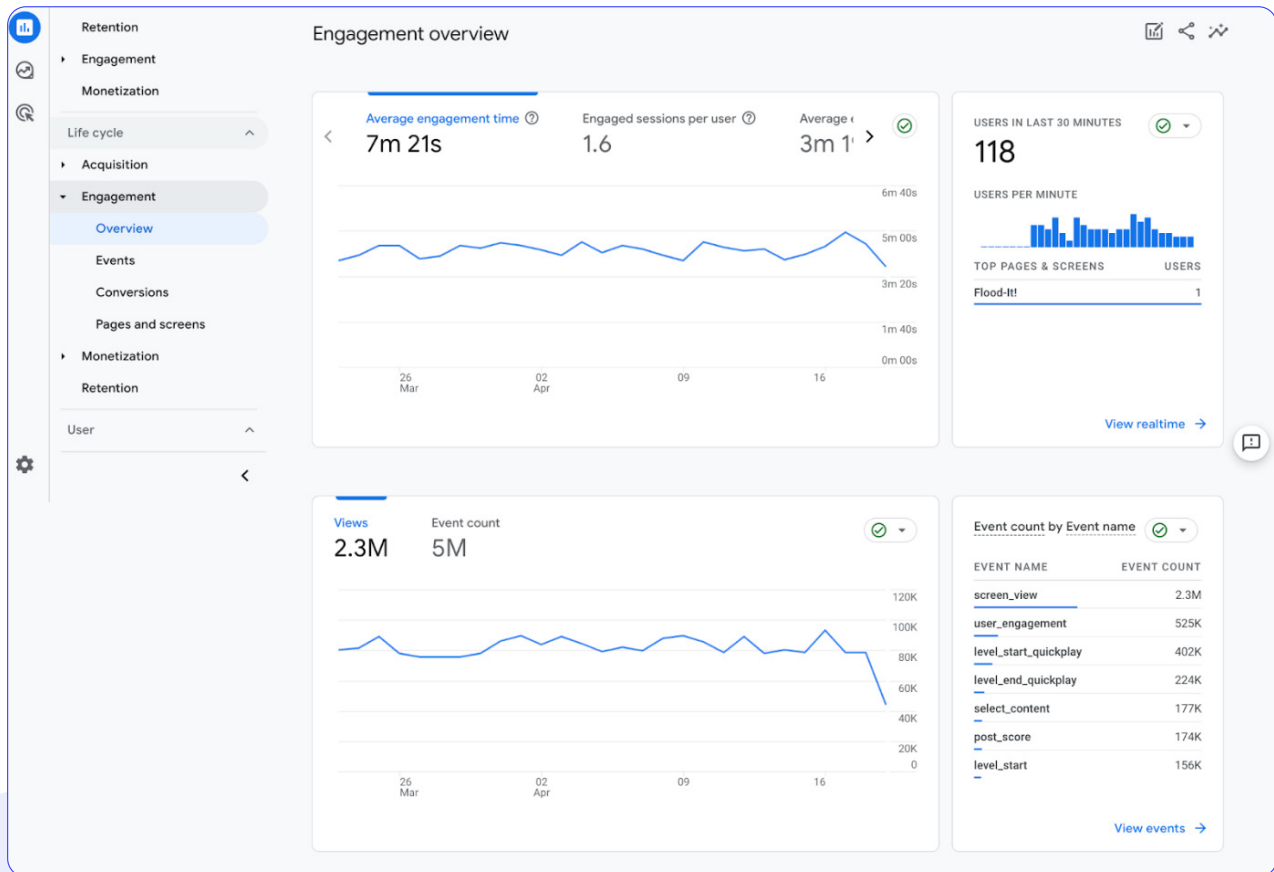
What's more, using this tool, you can use metrics like bounce rate, time on site, and pages per session to evaluate how engaged your international visitors are. This will help you to understand the preferences and behavior of your target audience in each market and develop a strategy that's tailored to their needs.

To identify the country, city, gender, interests, and age of your website visitors, all you need to do is go to Reports > Demographics in GA4.

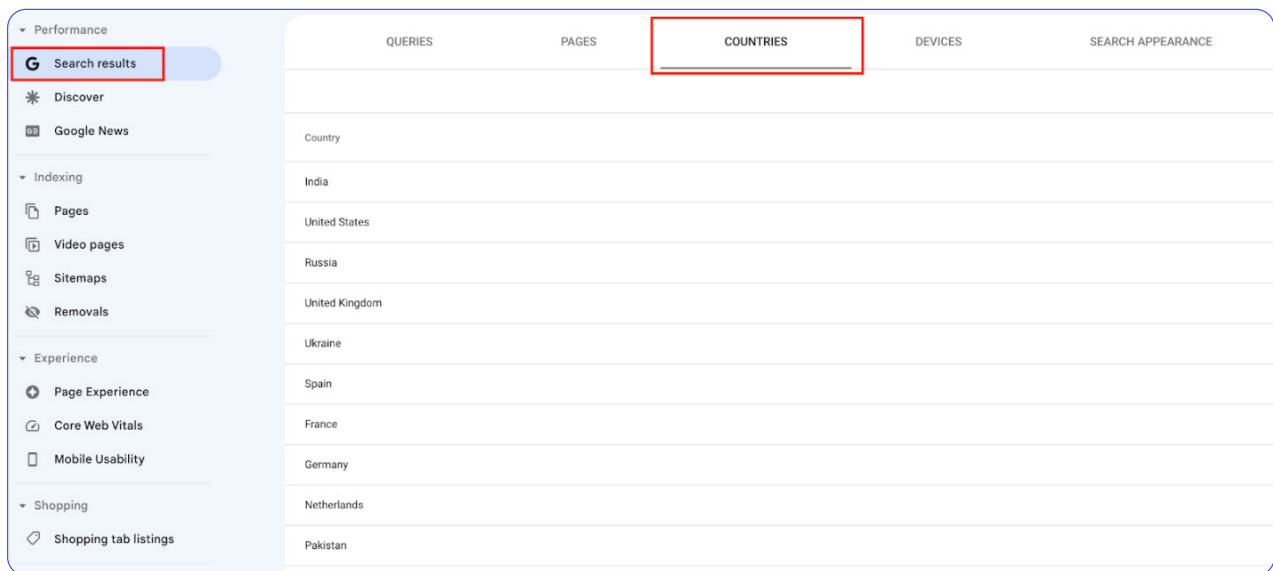


Besides, under the Demographics section, you can check the Language report and identify which languages your website visitors speak. Use this data to create multilingual content to reach a broader audience.

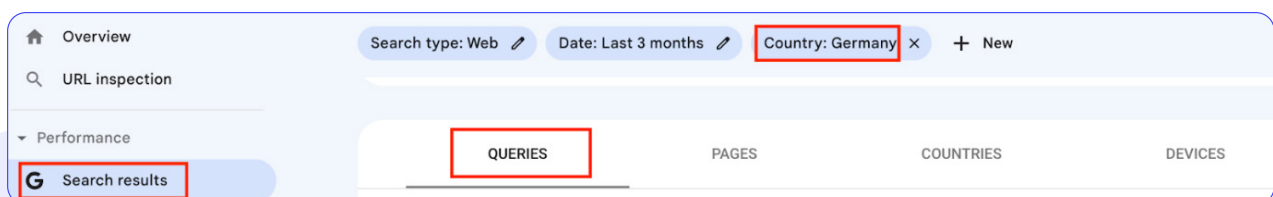
To dive deeper into engagement and bounce rates, make sure to check the Engagement Overview on your GA4 panel.



Moreover, by assessing your current performance, you can gain insight into how people are accessing your website. To do this, you can utilize GSC.



Afterward, with the country filter feature, you can obtain hints on how visitors from a specific country discover your website (including the search terms they use).



## | Perform in-depth keyword research

Performing in-depth keyword research is crucial for improving international SEO performance because it helps you understand how people in different countries search for products and services related to your business.

Without proper research, you may end up using keywords that aren't relevant or popular in a particular region or language, resulting in poor visibility and lower traffic to your website.

### **HERE ARE SOME EXAMPLES OF WHY KEYWORD RESEARCH IS IMPORTANT FOR INTERNATIONAL SEO**

#### **DIFFERENT LANGUAGES**

Suppose you want to expand your business to a new market in France, where the official language is French. In this case, you need to conduct keyword research to identify the most commonly used French keywords that people use to search for products or services related to your business. For example, if you're selling shoes, you'll need to research French keywords like "chaussures", "baskets", or "tongs" instead of using English words like "shoes" or "footwear".

#### **CULTURAL DIFFERENCES**

Even within the same language, there may be cultural differences that affect how people search for things. For example, in the US, people often use the word "apartment" to refer to a rented dwelling, while in the UK, people use the term "flat". Similarly, in some countries, people may search for products using slang or colloquial terms, which may not be obvious to non-native speakers.

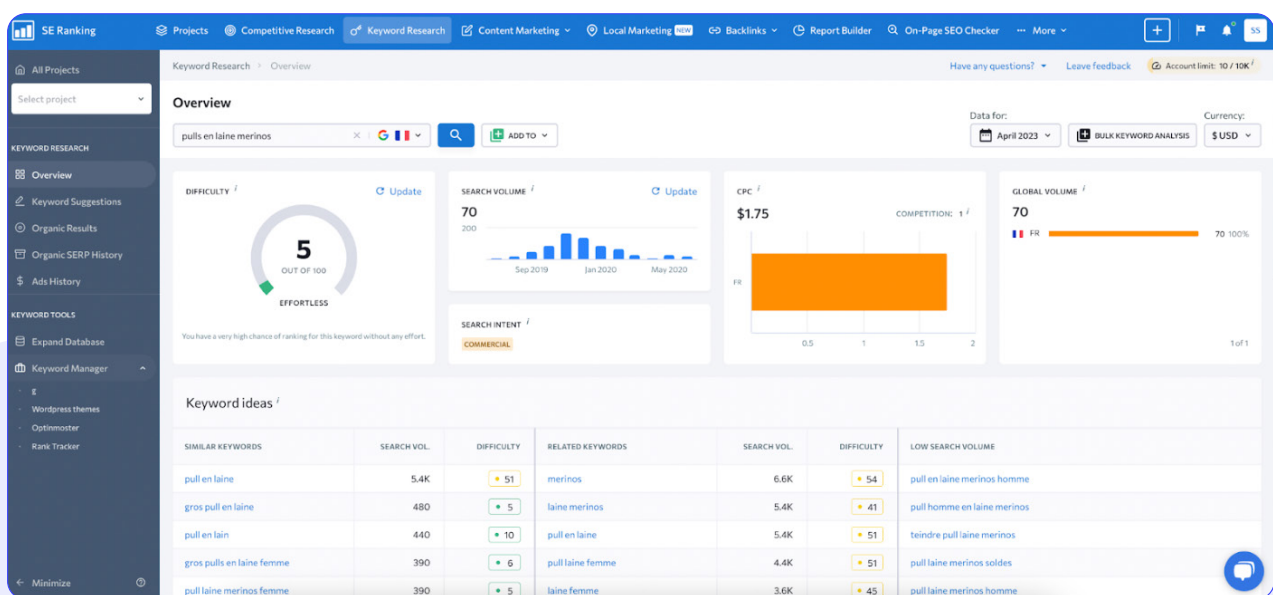
#### **COMPETITION**

Keyword research can also help you identify high-traffic keywords that your competitors are using in a particular region. By analyzing your competitors' keywords, you can identify gaps in their content and find new opportunities to optimize your own content for those keywords. It can also help you learn who you compete with. For example, if you are a restaurant owner, you may want to research keywords like "best restaurants in Tokyo" to see which of your competitors are ranking for that term and what type of content they're creating to target that audience.



There's a variety of tools you can use to conduct keyword research, including Google Keyword Planner, which is a part of Google Ads environment. It provides data on search volume range, competition, and suggested bids for each keyword.

Alternatively, with all-in-one SEO solutions like [SE Ranking's Keyword Research tool](#), you can gain significant insights in one place including comprehensive data on its difficulty, search volume fluctuations during different seasons, search intent, cost per click, and a list of sites ranking for this keyword (currently and historically). This information will enable you to identify which keywords are worth targeting in specific regions and prioritize your efforts accordingly.

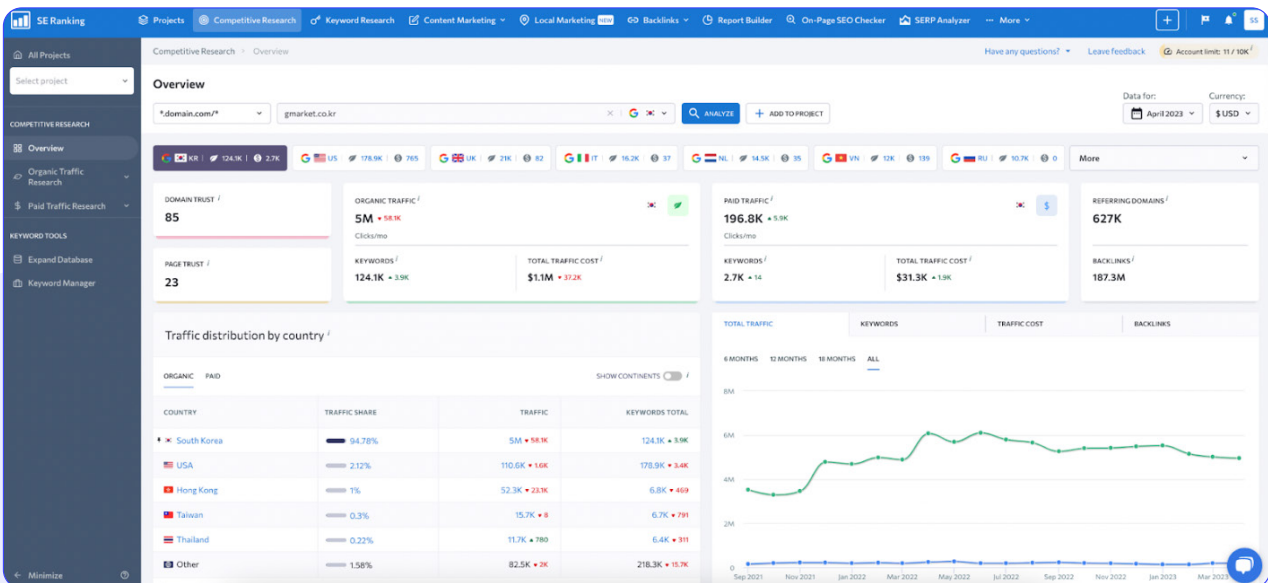


# Conduct comprehensive competitive niche research

Competitive niche research is a crucial step in growing your international SEO performance. By analyzing your competitors in each market, you can identify their strengths and weaknesses and develop a strategy that's designed to outperform them. Competitive niche research involves identifying the competitors in each market, analyzing their website traffic and engagement metrics, and evaluating their SEO strategy.

## TOP TIP

To find out the key players in each market, you can use SEO tools like SE Ranking's [Competitive Research](#). It will help you to identify the websites that are ranking for your target keywords in each market and the tactics they are using to drive traffic and engagement.



## HYPOTHETICAL CASE

Suppose you're a UK-based company that sells organic beauty products and you're targeting the German market.

By analyzing your competitors, you might discover that there's a gap in the market for organic beauty products that are specifically formulated for sensitive skin.

You could develop a strategy to fill this gap by optimizing your website and product descriptions with keywords that highlight the benefits of using organic products on sensitive skin and by creating localized content that educates German consumers about the importance of using natural products.

Additionally, by analyzing your competitors, you might identify that language barriers and cultural differences are challenges in the German market.

You could develop a strategy to overcome these challenges by offering a website that is available in German and by tailoring your marketing and advertising campaigns to the cultural preferences and nuances of German consumers.

This could include partnering with German influencers or celebrities to promote your products and using images and colors that are culturally relevant and appealing to the target audience.

Last but not least, competitive niche research can help you customize your product/service based on the target market's trends, preferences, and behaviors. For instance, a Christmas promotion may not work in Asian markets as it would in other regions.

Alternatively, if your website sells barbecue sets, it would be wise to tailor your product selection to the cooking preferences of each market. In North America, indirect heating barbecues are popular, while in other regions, barbecuing usually involves the direct application of heat to grill food over hot coals or a gas fire.

## Evaluate your resources

When expanding your business through international SEO, it's crucial to evaluate your resources such as budget and human resources. This evaluation will help you determine which markets you can target and how much effort and investment is required to achieve your goals. As a result, you should be able to make informed decisions and allocate your resources efficiently.

To evaluate your budget, start by estimating the costs associated with international SEO. Consider the costs of creating multilingual content, hiring a professional translator, or using special tools for localizing your website. You may also need to allocate funds for PR and link building activities in the targeted markets. Once you have a clear idea of the costs, compare them to your available budget and identify which markets are feasible for your business.

Human resources are also essential when expanding internationally. Consider the size of your team and their expertise in international SEO. You may need to hire additional staff or work with a specialized agency to develop an effective international SEO strategy. Evaluate your team's language proficiency and cultural awareness, which are essential for creating content that resonates with your target audience.

Evaluating your human resources will help you determine which markets are realistic and which require additional resources to execute.

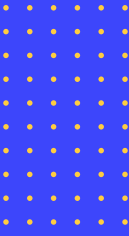


### PRO TIP

When evaluating your resources for international SEO, don't forget to consider the scalability of your strategy. Think about whether your approach can be adjusted to accommodate different levels of investment required for each market. By starting with a smaller market that requires less investment, you can gradually scale up your strategy as you gain more experience and resources. This approach allows you to be more flexible and adaptable to different market conditions and ensures that your resources are being used effectively and efficiently.

## ● STEP 2

# Localize Your Website Content



In order to achieve international SEO success, you need to translate your website. But where does that fit in with international SEO? If your site isn't translated (or doesn't have the right URL structure, but we'll get to that later), then you'll most definitely not rank in your chosen new markets.

And, interestingly, even if you're targeting the same language but in different markets, take the US and the UK as an example, there are still some **localization steps** required (amongst other technical things) to work on to ensure you're targeting the right keywords.

In this chapter, we'll take a look at what you need to do when translating your website and why it's an important step in your international SEO strategy.

## How localization is different from translation

We just mentioned the term localization, but what's the actual difference between translation and localization, and do you really need both when it comes to international SEO?

Translation can be defined as **adapting your message**. It's what breaks the language barrier between your website and your new target audience. By giving the closest possible meaning to the reader, your message can be understood easily.

However, what translation lacks is the impact cultural differences play, which is an important part of nailing your marketing in a new country.

Localization focuses on words, colors, clothing, cultural symbols, and everything else that will make your brand fit in with your diverse new customer base. In other words, localization is about modifying the experience to adapt to what resonates best with your target market.

So how are they related? Translation falls under the umbrella of localization and it plays a **big role** in the overall localization process since logically adapting your site to different countries implies taking into account the local language.

## Why is website localization important for international SEO?

Website localization plays an important role in your overall international SEO strategy because it allows you to better target your website for global visitors and of course, international search engines.

Ensuring your content “speaks” to your target audience using the correct language terms, cultural nuances and notably, the right keywords, sets your international SEO strategy on the right course for success.

We can again see this in our US and UK markets example. On the surface, we know both these markets speak the same language, but you can quickly see the impact localization can have.

“Trainers” and “sneakers” are both used to describe a type of casual footwear but are very specific to the individual market. Use the wrong one in your English speaking target market and it’s unlikely you’ll appear in search results.

This is a great example of how proper localization can help you to excel at international SEO and allow you to adjust your translations for better results using the keyword research carried out in the first step of this guide.

# How to Speed Up the Localization Process

Website localization can be taxing, especially considering the number of pages on your site and how many languages you want to add.

The traditional process would involve using a translation agency and enlisting your website development team to create new web pages of the translated versions.

You may have already tried this method yourself and seen the numerous drawbacks. It can quickly become unmanageable regarding internal resources required and budgeting for professional translators.

But, [website translation software](#) has changed the game. It allows you to centralise your translation project, collaborate with team members, and best of all, translation software takes care of both parts of the website translation puzzle: translating and displaying the content.

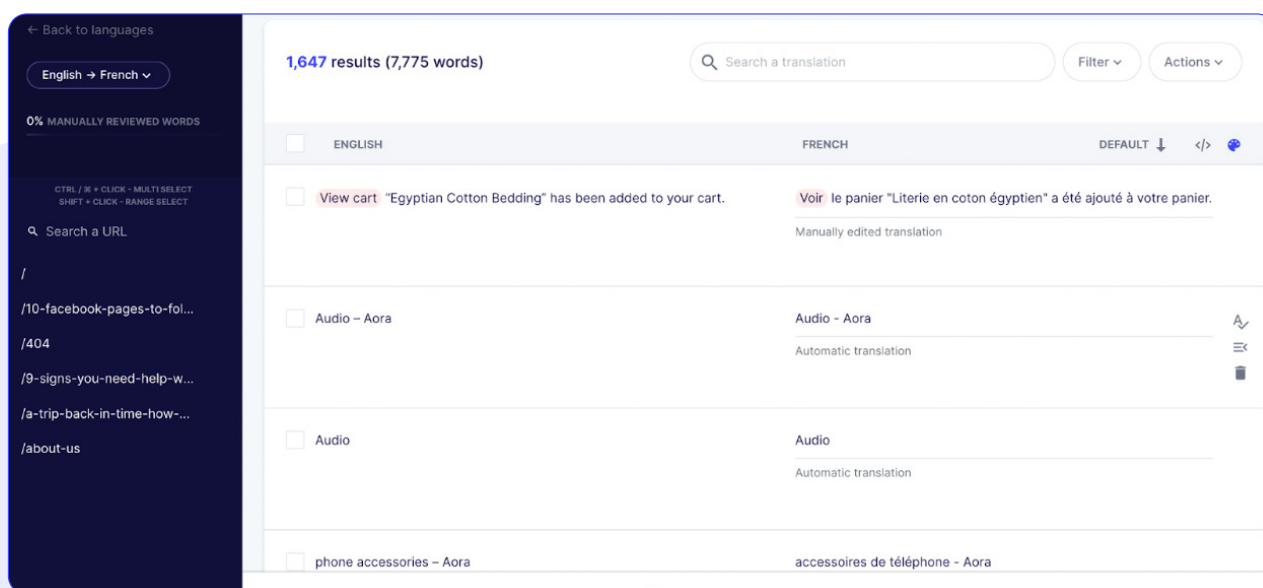


## How does website translation software work?

One such leading website translation software is [Weglot](#). Weglot works by detecting 100% of your website's content, translating it using a first layer of leading neural machine translation, and then displaying that content under language subdomains or subdirectories, depending on your international SEO strategy.

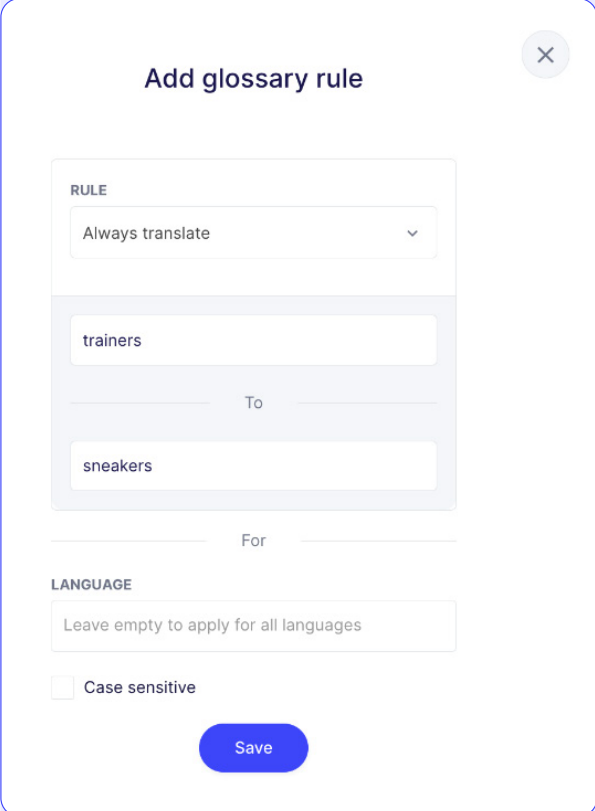
Then, for that localization editing impact, you get full editing control over all your translations. While machine translation will undoubtedly speed up your overall website translation project, and to a high degree of accuracy, being able to edit these translations with localization and keyword optimization in mind is what's going to set your international SEO strategy apart.

Weglot's collaborative dashboard allows you to manage your translations outside of your CMS (this means collaborators cannot touch or change your original content) and centralizes them for quick and easy translation management.



It's at this exact stage that you can get involved in fully localizing your content for improved international SEO and start editing and adding in the targeted keywords we discussed in chapter 1.

There's also a glossary feature where you can create translation rules across your site, for example, you can add "always translate" "trainers" to "sneakers".



The screenshot shows a modal window titled "Add glossary rule" with a close button (X) in the top right corner. The form contains the following elements:

- RULE**: A dropdown menu currently set to "Always translate".
- From**: A text input field containing the word "trainers".
- To**: A text input field containing the word "sneakers".
- For**: A section for language targeting.
  - LANGUAGE**: A text input field with the placeholder "Leave empty to apply for all languages".
  - ☐ **Case sensitive**: A checkbox that is currently unchecked.
- Save**: A blue button at the bottom right.

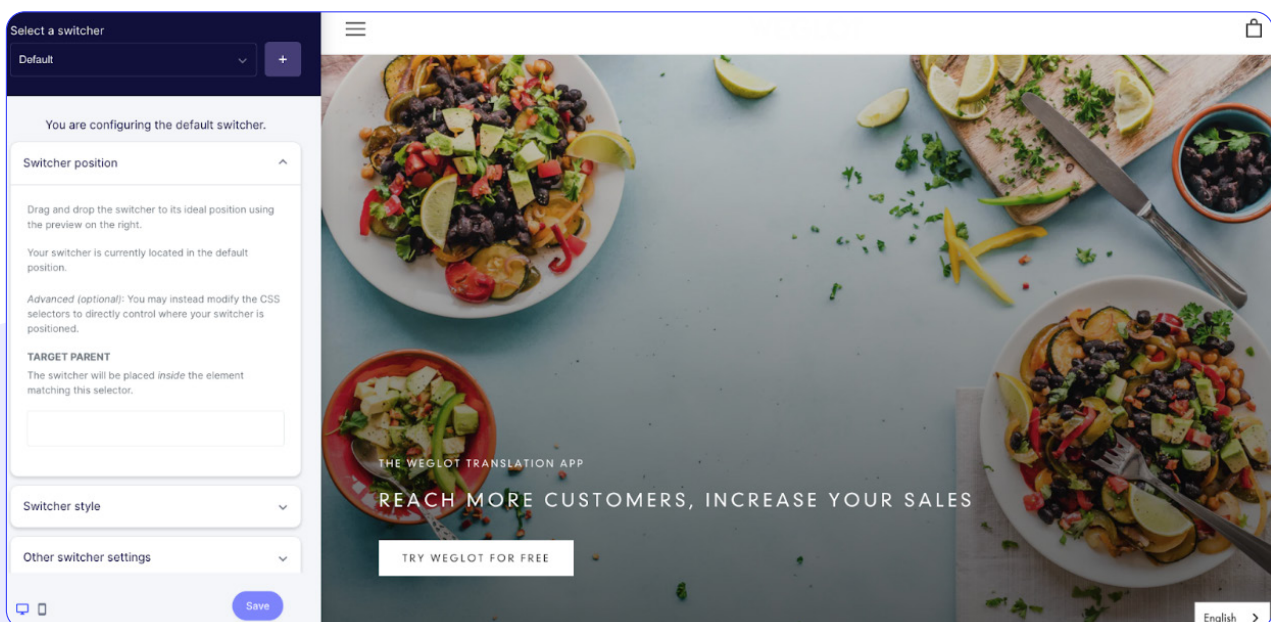
What's more, when translating a website there are some more technical aspects that need to be taken into account that are key to your international SEO strategy.

Weglot automatically implements notoriously tricky [hreflang tags](#), translates your metadata, and automatically creates a language URL structure.

## | Add a language switcher

The final step of website localization is to ensure you add a language switcher to your website. This can significantly improve its international SEO performance by providing a better user experience and allowing your website visitors to select their preferred language.

This can increase engagement with the content, keep them on the site longer, and convert them into customers. After you've installed Weglot, it will automatically add a language switcher to your front website, and with a visual language switcher editor, you can choose the style and position to fit your website.



# What Else is Involved in Website Localization?

We've primarily discussed translating content, but there are other elements that make up a successful [localization strategy](#).

This includes, but isn't limited to:

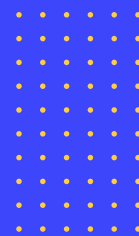
- Adapting images, videos, graphics, and even emojis to resonate with the target culture
- Modifying website design, layout, and formatting to allow for translated texts that read from right-to-left
- Offering local currencies and units of measure
- Localizing date formats and phone numbers
- Using the correct naming conventions, as different languages put first and last names in different orders

While these aren't concrete steps of an international SEO strategy, they are certainly important for overall user experience and how different markets respond to your content.

That in turn, can have an impact on how search engines perceive your pages and how long a website visitor spends on your site, a good indicator that your content is relevant to its audience and follows Google's E-E-A-T criteria.

## ● STEP 3

# Conduct Your Website's Technical Setup and Audit



Conducting a website's technical setup and audit is crucial for increasing international SEO performance for several reasons. It allows you to:

### 1. LOCALIZE YOUR WEBSITE

By conducting a technical audit of your website, you can ensure that it's set up to be easily localized for different regions and languages. This includes ensuring that your website's language tags, URLs, and other technical elements are properly configured to enable search engines to understand your content and serve it to the appropriate audience.

### 2. IMPROVE SITE PERFORMANCE

A technical audit can also help you identify and fix any technical issues that may be affecting your website's performance, such as slow loading times, broken links, incorrect server response codes, and accessibility to search engines. Strengthening your website's performance can improve your search engine rankings, as search engines prioritize sites that provide a good user experience.

### 3. OPTIMIZE FOR MOBILE

People now search more on mobile than on desktop, which is why Google has made the switch to mobile-first indexing. So, it's essential that your website is optimized for mobile devices. You can start by using [Google's Mobile-Friendly Test](#) to check if your website is optimized for mobile devices and improve its mobile usability if necessary. But still, you'll need to conduct a technical audit to identify any issues with your website's mobile optimization and provide you with recommendations on how to improve it.

Now, let's go over how to set up and audit your website's technical aspects to achieve the best possible results from your international SEO efforts.

## | Decide on the URL structure

You have several options to choose from when it comes to the URL structure of your localized pages.

You can get a brand-new local domain (e.g. [www.localizedsite.fr](http://www.localizedsite.fr)), use subdomains ([www.fr.yoursite.com](http://www.fr.yoursite.com)) or subfolders ([www.yoursite.com/fr](http://www.yoursite.com/fr)), resort to gTLD with language parameters ([www.yoursite.com?lang=fr-fr](http://www.yoursite.com?lang=fr-fr)). You also need to choose between translating the URLs, or using the same URLs as the English version.

Here are some guidelines to help you make the best decision:

### CONSIDER THE SIZE AND SCOPE OF YOUR WEBSITE

If you have a large, complex website with a lot of content, it may be better to use subfolders for different language versions of your site. This will help keep your site organized and make it easier for search engines to understand the structure of your site.

### THINK ABOUT YOUR TARGET AUDIENCE

Consider where your target audience is located and what language(s) they speak. If you have a significant number of users in different regions, it may be beneficial to use local subdomains (e.g. [yourlocalizedsite.fr](http://yourlocalizedsite.fr) for French-speaking users in France) to improve relevance and trust. On the other hand, if your audience is more spread out (e.g. targeting francophone audiences in France, Canada, Belgium, etc.) and speaks a variety of languages, it may be better to use subfolders and translate the URLs.

### CONSIDER THE TECHNICAL IMPLEMENTATION

Using subdomains can be more technically challenging than using subfolders, as it requires setting up separate DNS records and hosting accounts. Additionally, some content management systems may not support subdomains, so it is important to ensure that your chosen platform can accommodate your desired URL structure.

#### TOP TIP

If you're using Weglot as your website translation solution, it automatically creates language subdomains or subdirectories for you, removing this technical step from your workload.

## CHECK FOR DUPLICATE CONTENT

If you're using the same content across different language versions of your site, it is important to use canonical tags or hreflang attributes to avoid duplicate content penalties from search engines. If you're translating content, it may be necessary to use different URLs to avoid confusion.

Ultimately, the best approach to URL structure for international SEO will depend on the specific needs and goals of your website. It's important to consider all of the above factors to ensure that you're making the best decision for your site.

## Implement hreflang tags after publishing your localized content

When you publish content in different languages or target different regions, search engines may have difficulty determining which version of your content is most relevant for each user's search query. This can lead to the wrong version of your content appearing in search results, resulting in a poor user experience.

Hreflang tags provide a signal to search engines about which language or regional version of your content is intended for which audience. When implemented correctly, they can improve the accuracy of search results, increase click-through rates, and ultimately drive more traffic to your localized content.

To implement hreflang tags, you'll need to add a code snippet to the header section of each page on your website that has a localized version. The code snippet should include the language and/or region code for the content on that page.

For example, if you have a page in French for users in Canada, the hreflang code would be:

```
<link rel="alternate" hreflang="fr-ca" href="https://example.com/fr-ca/page"/>
```

## HERE ARE SOME ADDITIONAL TIPS FOR IMPLEMENTING HREFLANG TAGS

- Use the ISO language and region codes to ensure compatibility with search engines.
- Make sure each version of your content has a unique URL.
- Implement hreflang tags on all pages with localized content, including alternate versions of the homepage and subdomains.
- Use the “x-default” hreflang tag to indicate a default language or region when the user’s language or region is not available.
- Check for errors and inconsistencies using the hreflang tag validation tool in Google Search Console.

## TOP TIP

Weglot automatically adds the correct hreflang tags to your site.



## **Additional tech setup details to consider**

When tuning for international search, there are a few more critical technical factors to consider:

### **SERVER LOCATION**

The physical location of your web server can impact your website's performance in different countries. If your target audience is primarily in a specific region, consider hosting your website on a server in that region to reduce latency and improve website speed.

### **CONTENT DELIVERY NETWORK (CDN)**

A CDN can help improve website speed and reduce latency by distributing your website's content across multiple servers in different geographic locations. Consider using a CDN to improve website performance for visitors in different countries.

### **IP ADDRESS**

Your website's IP address can impact its visibility in different countries. Consider using a country-specific IP address to improve your website's performance in that country's search results.

### **LANGUAGE DETECTION**

Language detection is the process of identifying the language of your website's content automatically. This can be achieved using browser settings, IP address, or other methods. Ensure that your website's language detection is accurate and optimized for the target audience.

## Audit your site to make sure the setup is correct

Once you're done with the setup, it's time to check if everything works properly.

Fortunately, there are many tools that you can use to detect and fix any possible issues. For instance, Google Search Console and all-in-one SEO platforms like SE Ranking are some of the most effective and widely used.

### TOP TIP

SE Ranking's [Website Audit tool](#) provides a thorough analysis of a website's performance in different countries and regions, helping businesses identify technical issues that may be hindering their international search engine visibility.

The screenshot displays the SE Ranking Website Audit tool interface. On the left, a sidebar lists various audit categories: Redirects, Internal Links, External Links, Localization (selected), Images, JavaScript, CSS, Mobile Optimization, Performance, and AMP. The main panel shows the 'Localization' audit results for the website https://www.tesla.com/. It includes a summary table of issues and a detailed table of specific hreflang-related problems.

Localization				
ISSUES	PAGES	FIXED	NEW	ACTION
Invalid language code	56	0	0	Reset
Hreflang page doesn't link out to itself	4	0	0	Reset

URL	REFERRING PAGES	CANONICAL URL	HREFLANG TAGS	HREFLANG	IS IN SITEMAP
https://www.tesla.com/model3/design	3	https://www.tesla.com/model3/design	1	["zh-CN": "https://www.tesla.cn/model3/design"]	⊙
https://www.tesla.com/models/design	7	https://www.tesla.com/models/design	1	["zh-CN": "https://www.tesla.cn/models/design"]	⊙
https://www.tesla.com/modely/design	2	https://www.tesla.com/modely/design	1	["zh-CN": "https://www.tesla.cn/modely/design"]	⊙
https://www.tesla.com/modelx/design	2	https://www.tesla.com/modelx/design	1	["zh-CN": "https://www.tesla.cn/modelx/design"]	⊙

EXPORT				
ISSUES	PAGES	FIXED	NEW	ACTION
Hreflang to non-canonical	569	0	0	Reset
Hreflang and HTML lang do not match	0	0	0	
Confirmation (return) links missing on hreflang pages	126	0	0	Reset
Multiple language codes for one page	7	0	0	Reset
Invalid HTML lang	2	0	0	Reset
Language duplicates in hreflang	0	0	0	
HTML lang missing	0	0	0	
X-default hreflang attribute missing	8	0	0	Reset

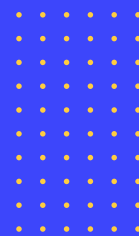
In the Issues report, you'll find a whole section dedicated to localization. The tool will spot if you have any problems with hreflang tags, language codes, and canonical tags implementation. For example, it will flag pages where your hreflang attributes point to non-canonical pages or pages that miss x-default hreflang attribute. You'll get the complete list of pages where an error was spotted, as well as recommendations on how to fix them.

In addition to localization issues, the tool also checks:

- Domain metrics
- Technical parameters (security, page load time, HTTP status codes, redirects)
- Page indexation status
- Page breakdown (meta tags, links, etc.)
- Page resources (images, CSS, JavaScript)
- Internal and external links

## ● STEP 4

# Build Local High-Quality Backlinks



To build local high-quality backlinks, it's important to understand that the process involves more than just randomly reaching out to local websites and requesting links. Building local backlinks requires research, creating high-quality content, and effective outreach strategies.

## 4 simple steps to build backlinks to improve international SEO performance

### 1. Researching relevant niche-specific websites in the market you aim to target

When researching these websites, it's essential to consider factors such as website authority, traffic, and relevance to your industry.

By analyzing them, you may find link building opportunities that you may not have considered before. For example, you may discover that a certain news outlet is interested in publishing guest posts, which may include link placements on their website.

SE Ranking's [Backlink Checker](#) helps you to quickly see your overall backlink situation by analyzing the following metrics:

#### DOMAIN TRUST & PAGE TRUST METRICS

- These metrics can predict a site or page's ranking potential in search engines.

### **REFERRING DOMAINS**

- The total number of websites that link back to the analyzed site. It's also essential to look at the share of domains that link to the homepage versus other pages on the site.

### **BACKLINKS**

- The total number of links that point back to the website. Similar to referring domains, it's important to examine the share of backlinks that direct traffic to the homepage versus other pages on the site.

### **DOFOLLOW/NOFOLLOW BACKLINKS**

- It's also crucial to evaluate the distribution of dofollow (links that pass link equity) versus nofollow (links that do not pass link equity) backlinks.

### **UNIQUE ANCHORS**

- The total number of unique words or phrases used in the anchor text of backlinks.

### **UNIQUE IP ADDRESSES AND SUBNETS**

- The number of unique IP addresses and subnets that the backlinks originate from.

### **REFERRING .EDU AND .GOV DOMAINS**

- The total number of referring domains that end in .edu or .gov, which are often considered high-quality links.

All you need to do is specify the URL of the website or page you want to get backlink data on and wait several minutes until you get a detailed report on every found backlink, referring domain, and link to page.

## 2. Creating high-quality content to attract links organically

To create high-quality content that resonates with your target audience, you need to understand their needs and interests.

Conducting keyword research and analyzing your competitors' content can help you identify gaps and opportunities for creating unique, valuable content for a particular market.

### EXAMPLE

If you're a real estate agent, you could create a comprehensive guide to buying or selling a home in a particular country area. This guide could include information on characteristics of the real estate market there, required paperwork, local legal restrictions, etc. Such content would be valuable for your target audience and attract links from local websites.

## 3. Reaching out to local websites for link building opportunities

When reaching out to local websites, it's important to personalize your outreach efforts and highlight the value of your content.

Your outreach email should be concise, clear, and demonstrate why your content is relevant to their audience.

### EXAMPLE

Instead of sending a generic outreach email, you can mention specific articles or sections of the website that your content would be a good fit for. Explain how your content adds value to their website and why it would be of interest to their audience.

## 4. Utilizing local directories

Online directories can be an excellent source of local backlinks, as they often provide a more targeted audience and a stronger connection to the local community.

For instance, directories like [11880.com](https://www.11880.com/), which may not be as well-known globally as some of its counterparts, can be crucial for businesses looking to establish a presence in a particular market, such as Germany. By listing a business on local directories like 11880.com, it not only increases visibility to potential customers in that region but also helps build valuable backlinks to the business's website, which can improve its search engine rankings.

## Best Practices for Local Link Building

Here are some additional insights and tips to help you navigate the world of local link building:

### CREATE LINK-WORTHY RESOURCES

- Creating link-worthy resources such as industry reports, whitepapers, and case studies can help you establish your brand as an authority in your target market and generate high-quality backlinks from relevant websites.

### UNDERSTAND THE IMPORTANCE OF ANCHOR TEXT

- When building links, it's important to use relevant and descriptive anchor text to help search engines understand what the linked page is about. Avoid using generic or spammy anchor text, as this can harm your website's SEO. When appropriate, use target keywords in a particular language or ones you've selected for every specific market.

### BUILD RELATIONSHIPS WITH INDUSTRY ASSOCIATIONS

- Joining industry associations and building relationships with local business organizations can help you establish your brand and generate high-quality backlinks.

These organizations often have websites with high domain authority and can provide valuable link opportunities.

### IMPLEMENT A LINK RECLAMATION STRATEGY

- A link reclamation strategy involves identifying mentions of your brand or content online that do not include a link to your website and reaching out to the website owners to request a link. This can be an effective way to generate high-quality backlinks from relevant websites.

### FOCUS ON QUALITY

- While it may be tempting to pursue quantity over quality when building international links, it is important to prioritize high-quality links from relevant websites. This not only improves your website's search engine rankings but also ensures that your content is reaching the right audience.



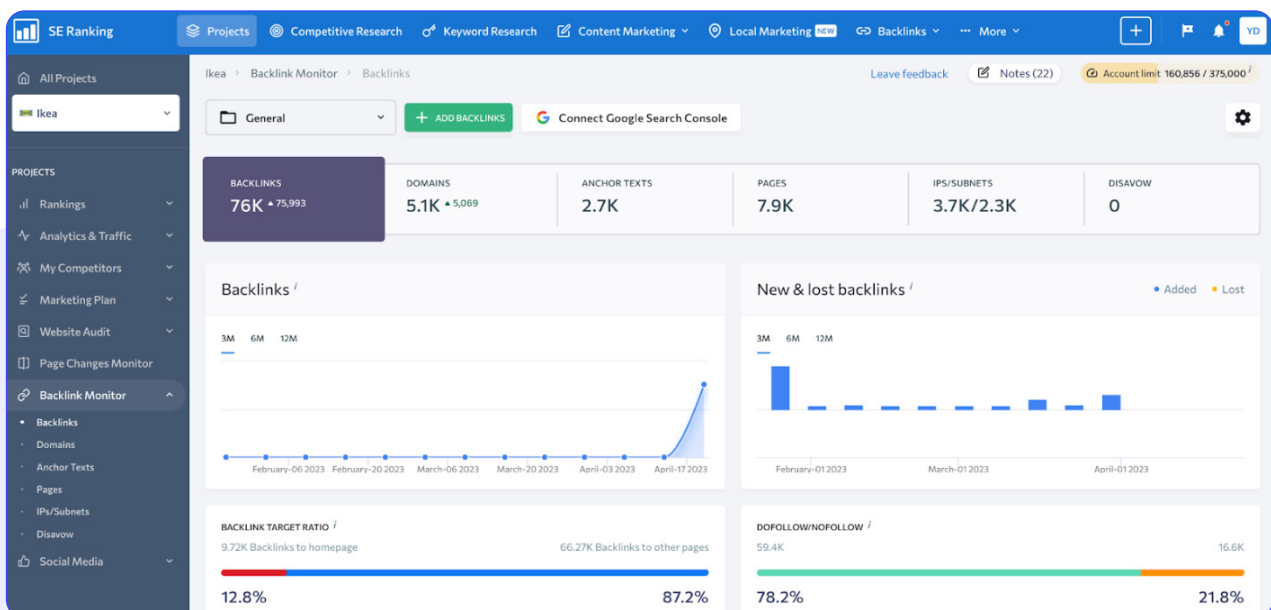
## Keep an Eye on Local Backlinks

Needless to say, local backlinks are essential for establishing your online presence, building your authority, and improving your search engine rankings.

However, it's not enough to simply build backlinks. You must also track and analyze their impact on your website's search rankings.

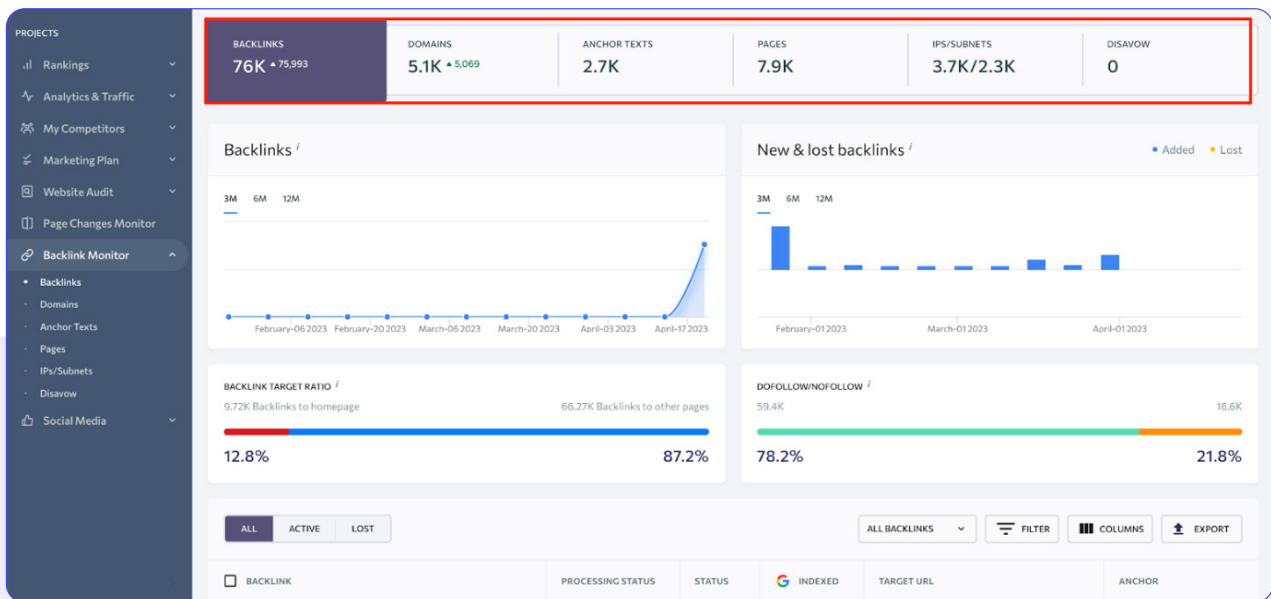
To measure and monitor your local backlinks, you can use a [backlink monitoring tool](#). You have several options for adding backlinks to the tool: you can do it manually, import them from Search Console, or use the Backlink Checker tool.

Once you have added your backlinks, the tool will start tracking them and will notify you in cases some of the links go missing. The tool also provides a comprehensive overview of their performance. You can view graphs that display the total number of backlinks, their growth dynamics, the number of backlinks gained and lost in the previous 3, 6, and 12 months, the ratio of backlinks leading to your homepage and other pages, and the ratio of dofollow and nofollow backlinks.



Additionally, you can further analyze your backlinks by clicking on the referring domains, anchors, pages, IPs/subnets, or disavow headings.

The tool also allows you to filter out specific types of backlinks, such as noindex or nofollow links, to focus on the most relevant ones.



Moreover, the tool enables you to flag any suspicious backlinks that you want Google to disavow. The tool generates a ready-to-go disavow file, which you can submit to Google. This way, you can ensure that your backlink profile remains strong and free from any low-quality or spammy links.

## ● BONUS TIPS

# Monitor Your International SEO Results

Simply executing an international SEO strategy is not enough to guarantee success.

Companies must also monitor their results to ensure that their efforts are yielding the desired outcomes. This involves tracking website traffic, keyword rankings, and other performance metrics to identify areas of improvement and adjust their strategy accordingly.

By using the right tools and techniques, you can gain valuable insights into your website's traffic and search engine rankings, allowing you to make data-driven decisions and improve your results over time.

## | GA and GSC setup

When it comes to GA and GSC, it's essential to ensure that the tools are collecting data accurately for the newly created language versions of the website.

If the new language versions of your website are implemented via subfolders (e.g., [example.com/es/](https://example.com/es/) for the Spanish language version), no additional actions are needed. However, if the new language versions are implemented via subdomains (e.g., [es.example.com](https://es.example.com)) or regional domains (e.g., [example.es](https://example.es) for a Spanish version targeting Spain), then separate properties need to be created in GA and GSC to collect data for these language versions.

Once you set everything up, check relevant GSC and GA reports regularly to ensure you're moving closer towards your goals. Let's figure out how exactly you can find the most helpful insights.

## Google Analytics 4 to track international SEO results

To monitor your international SEO results using Google Analytics 4, you can follow these steps:

### 1. CHECK WHICH SPECIFIC LOCALIZED PAGES BRING IN TRAFFIC WITH THE HELP OF THE “PAGES AND SCREENS” REPORT

Click on the “Add Filter” button at the top of the page and select “Country” from the dropdown menu. Then, select the specific country or countries you want to analyze. The results will show you the pages that are receiving traffic from the selected country or countries.

### 2. IDENTIFY VISITOR ORIGIN AND BEHAVIOR UNDER THE DEMOGRAPHICS SECTION

Use this data to determine if your content attracts potential customers and adapt it to the most promising markets.

### 3. FIND OUT WHICH SEARCH ENGINES DRIVE TRAFFIC TO YOUR SITE

For this, go to Acquisition > Traffic Acquisition and choose Sessions source/medium as the main dimension. Next, use the search bar to filter out any traffic from sources other than organic. The resulting table displays statistics for users, sessions, and conversions originating from various search engines.

## Google Search Console to track international SEO results

Google Search Console is an essential tool for tracking the performance of your website's international SEO.

In particular, using it, you can get valuable data on how your website is performing in different countries.

By examining the “Performance” report in GSC, you can see how your website is performing in terms of clicks, impressions, and click-through rate (CTR) in each targeted country. This can help you identify which countries are driving the most traffic to your website and which countries may require additional optimization efforts.

Another way to sort out the data is by page. This method is useful when you want to analyze the performance of a particular page in different locations altogether. For instance, if you have a page in French and you want to examine how well it's doing across both France and Canada, you can use this approach.

In addition, GSC provides insights into the keywords and search queries that are driving traffic to your website from each targeted country. By analyzing this data, you can optimize your website's content to better align with the interests and needs of your international audiences.

Finally, you can use the GSC to identify any technical issues that may be affecting your website's performance in specific countries. In turn, if there are technical issues specifically related to URLs such as [website.com/de/](#), it's reasonable to assume that these issues may affect the search performance of the website in Germany. It's recommended to address such issues to optimize the website for better international SEO results.

## Enhance website analysis with SE Ranking + GA and GSC integration

Even with GA and GSC in place, it can be difficult to get a clear picture of your website's performance in international search results.

This is where a tool like SE Ranking can be incredibly helpful. By integrating with both GA and GSC, SE Ranking provides even more accurate ranking data, allowing you to see how your website is performing across a variety of search engines and geographic locations.

One of the most significant benefits of integrating SE Ranking with Google Analytics and Google Search Console is the ability to access all your essential SEO data in a single, streamlined interface. Instead of juggling multiple tabs and platforms to gather data on your website's international SEO performance, you can easily view rankings, traffic, and search query data all in one place.

Upon completing the integration, you'll be able to access data on your website's visitors (sessions, pageviews, session duration, and geographic location), as well as all keywords that lead people to your website in the Analytics & Traffic Module.

In addition, this tool allows you to project the potential outcomes of your SEO efforts. By simply clicking on the SEO Potential tab, you can leverage this prediction in two ways: first, to validate the ROI of your efforts and to allocate budgets more efficiently for your SEO campaigns, and second, to generate an estimate for your current and prospective clients.

Still, even if you don't integrate GA and GSC with SE Ranking, you can gain lots of valuable insights on your international performance in SERPs by simply utilizing its [Keyword Rank Tracker](#).

It is a powerful tool that enables you to check your website's ranking on multiple search engines, including Google, Yahoo, Bing, and YouTube. You can specify your target location by country (or down to the zipcode level, if needed) which is extremely important in terms of international SEO monitoring.

Besides, by monitoring your progress and comparing your keyword positions with those of your competitors over time, you can gain a complete understanding of your website's ranking performance. Additionally, the tool allows you to view cached SERP copies and recheck positions on demand, providing 100% accurate ranking data at all times.

## ● KEY TAKEAWAYS



To enhance your international SEO performance, you should go through a systematic process that entails optimizing different aspects of your website.

These include choosing target markets, customizing website content to cater to local audiences, conducting a technical audit, and earning high-quality local backlinks.

Starting with comprehensive research is extremely important when selecting target markets and adjusting the content for the local audience. In fact, without thorough research, you risk wasting resources and effort on ineffective marketing strategies or entering markets that may not be a good fit for your offerings.

Next, translating your website and making the content more relevant to the locals, for instance, by using local keywords and phrases with regard to cultural nuances, goes a long way in creating a satisfying user experience and building trust with the local market.

The third step, which is performing a technical setup and audit, helps to make sure that your website is search engine friendly and provides a smooth user experience on various devices and platforms. By fixing technical issues such as slow page speed, lack of mobile responsiveness, and poor site structure, you can enhance your search engine rankings and attract more international traffic.

Finally, earning backlinks from credible local sources is crucial to demonstrate the relevance and authority of your website in the local markets. This signals to search engines that the website deserves higher rankings and attracts more relevant traffic.

By following these steps and continuously monitoring and optimizing your international SEO strategies, you can successfully expand your reach and grow your business globally.



SE Ranking is an all-in-one SEO platform that provides a complete set of tools for SEO professionals, marketing agencies, and business owners to optimize their websites and improve their search engine rankings.

SE Ranking enables you to conduct website audits, track keyword rankings, analyze competitors, monitor backlinks, perform keyword research, produce SEO-friendly content, and way more. Agency users appreciate SE Ranking's automated reporting capabilities and intuitive environment designed for teamwork—the learning curve is short and users seats are already included in subscription packages.

SE Ranking is trusted by over 800,000 users worldwide, offering flexible pricing plans that cater to businesses of all sizes, from small startups to large enterprises.

**Start your 14-day free trial today and see how SE Ranking can help you grow your online business.**

## WEGLOT

Weglot is a no-code website translation solution that allows you to launch a multilingual website instantly. It both translates and displays the content of your website removing the pain of having to manage multiple websites for multiple markets.

Manage the translation of your website translation project in days not months with a first layer of machine translation for speed and automation, then use Weglot's post-editing features for complete control over the quality of your translations.

Easily collaborate with teammates, order professional translators from the Weglot Dashboard, or add your own translator.

Complete the website localization process by translating more than just the words on your website, including images, metadata, and content coming from outside of your website.

Weglot is powering 60,000+ multilingual websites around the world. Some of our customers include Microsoft, HBO, Steve Madden, Murad, Crabtree & Evelyn, and Volcom.

**Learn more about Weglot and start your 10-day free trial.**



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 **SE Ranking**