

Localisation Strategie

(from Google) **Not Acceptable** Not matching the concept auf bauhaus

	PRO	CON
Accept-Language Header	<ul style="list-style-type: none">- Easy to set up- Not in url	<ul style="list-style-type: none">- IMPORTANT: We continue to support and recommend using separate locale URL configurations and annotating them with rel=alternate hreflang annotations.- Not crawled by default- Language cannot be changed
example.com/?lang=de	<ul style="list-style-type: none">- Not recommended	<ul style="list-style-type: none">- URL-based segmentation difficult- Users might not recognize geotargeting from the URL alone- Geotargeting in Search Console is not possible
example.de/ (Google recommended)	<ul style="list-style-type: none">- Clear geotargeting- Server location irrelevant- Easy separation of sites	<ul style="list-style-type: none">- Expensive (can have limited availability)- Requires more infrastructure- Strict ccTLD requirements (sometimes)- Not easy to setup
example.com/de/ (Google recommended)	<ul style="list-style-type: none">- Easy to set up- Can use Search Console geotargeting- Low maintenance (same host)	<ul style="list-style-type: none">- Users might not recognize geotargeting from the URL alone- Single server location- Separation of sites harder
Cookie	<ul style="list-style-type: none">- Not in URL	<ul style="list-style-type: none">- Not crawled at all
de.example.com (Google recommended)	<ul style="list-style-type: none">- Easy to set up- Can use Search Console geotargeting- Allows different server locations- Easy separation of sites	<ul style="list-style-type: none">- Not easy to setup- Users might not recognize geotargeting from the URL alone (is "de" the language or country?)