

candour

Hreflang tags

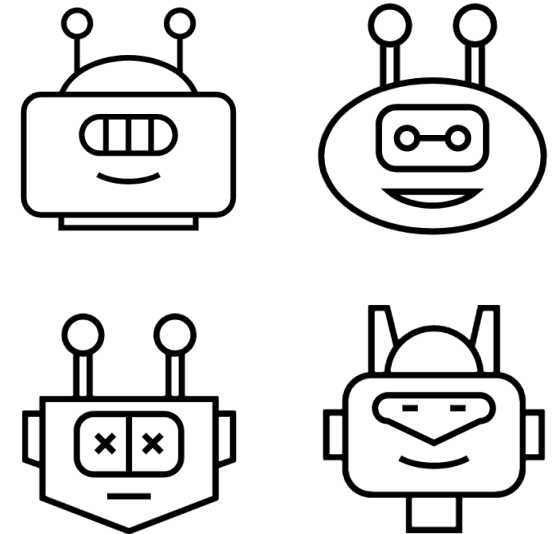
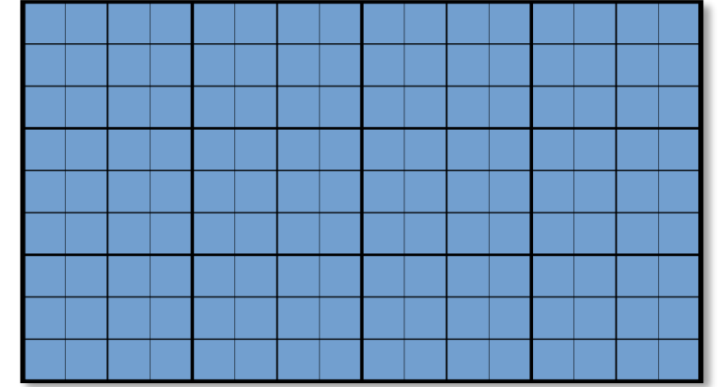


Trainer:

Mark Williams-Cook
Candour

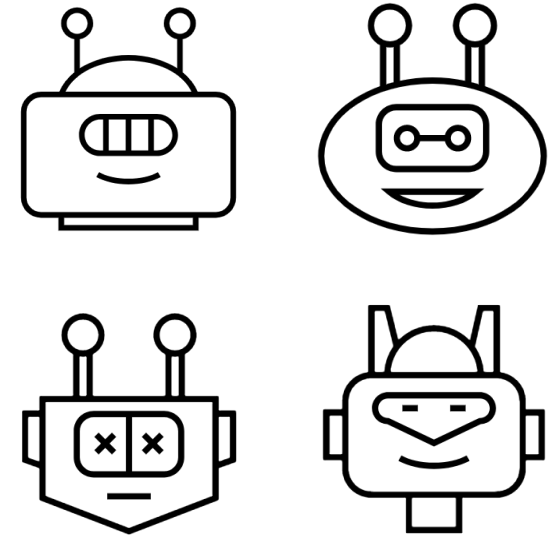
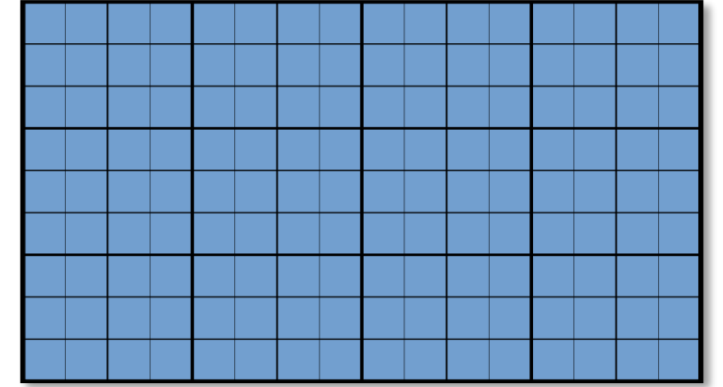


Hreflang tags



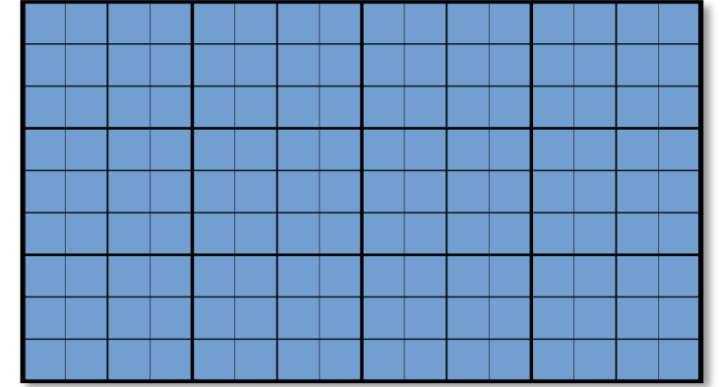
Hreflang tags

Hreflang tags are **hints** for search engines that give them specific information about the **language** and **region targeting** of a web page.

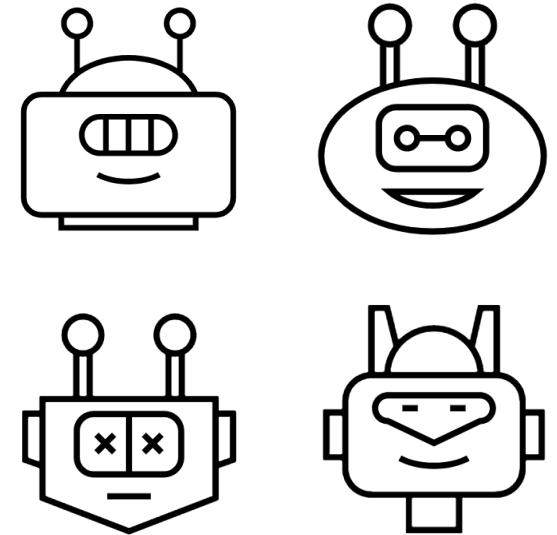
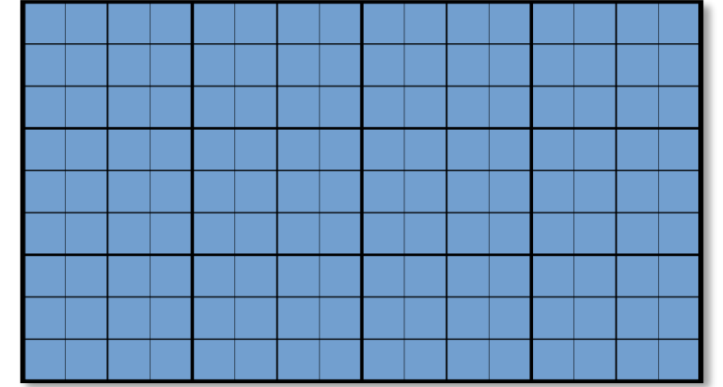


Key concept

Hreflang tags are currently not supported by Bing.
Bing use language tags and you can find out more
on the lecture resources link.



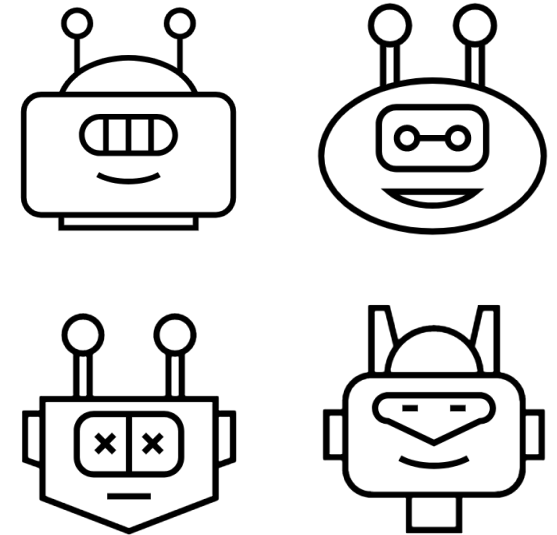
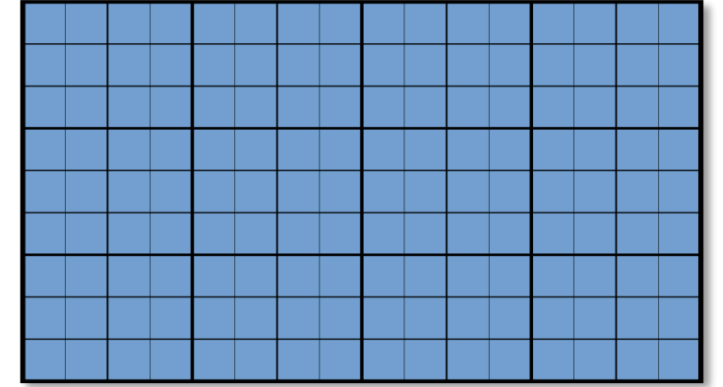
Why are they useful?



Hreflang tags

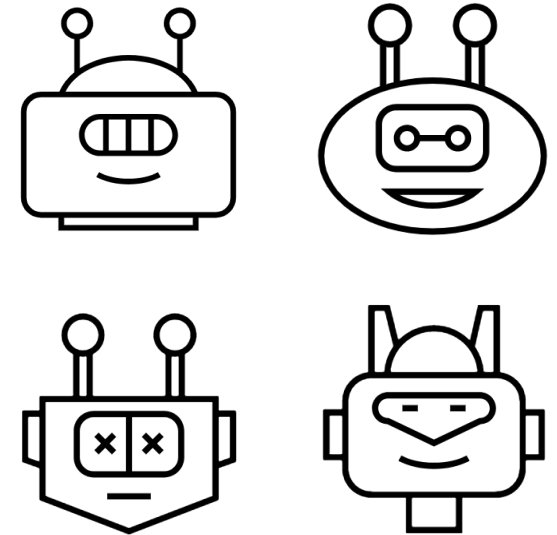
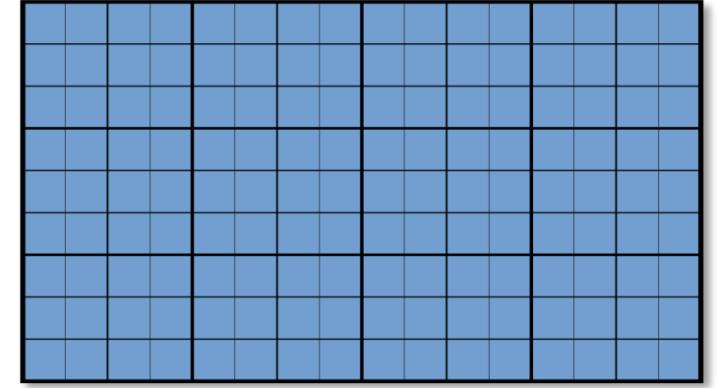
Why are they useful?

- 1) They can stop same-language content (e.g. US and UK) being filtered in search or showing the wrong version.



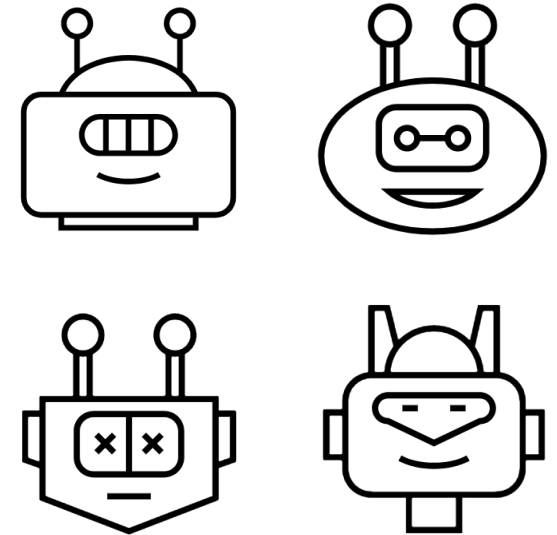
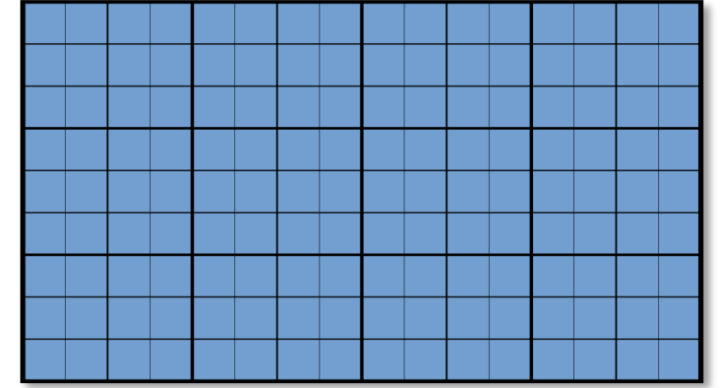
Why are they useful?

- 1) They can stop same-language content (e.g. US and UK) being filtered in search or showing the wrong version.
- 2) They will consolidate link signals between different pages or even different domains.



Why are they useful?

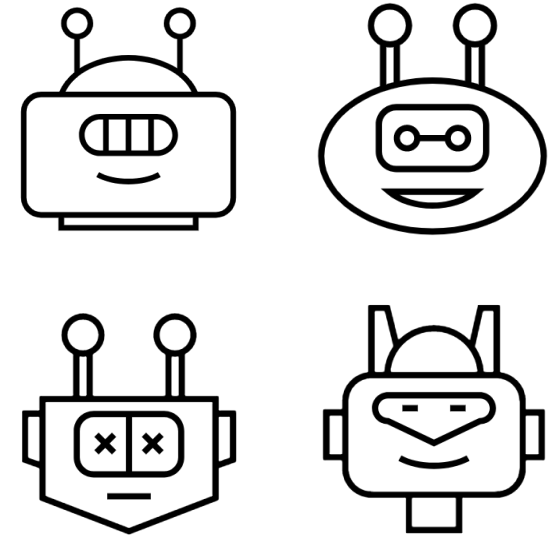
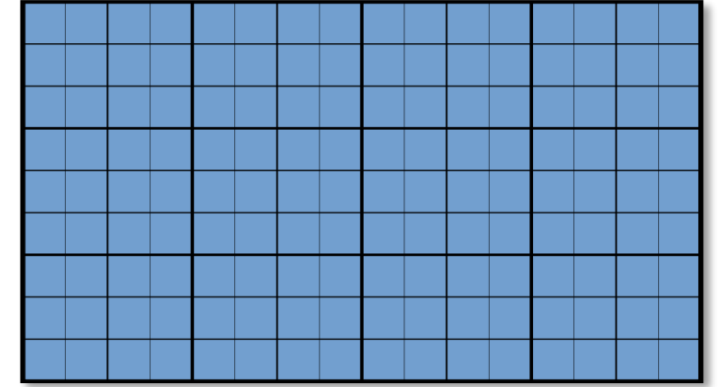
- 1) They can stop same-language content (e.g. US and UK) being filtered in search or showing the wrong version.
- 2) They will consolidate link signals between different pages or even different domains.
- 3) They help tackle issues where you need to show a different page to a different region in the same language.



How can they be implemented?

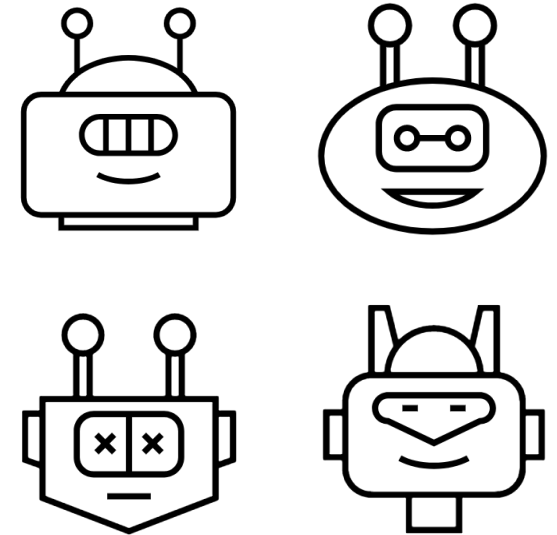
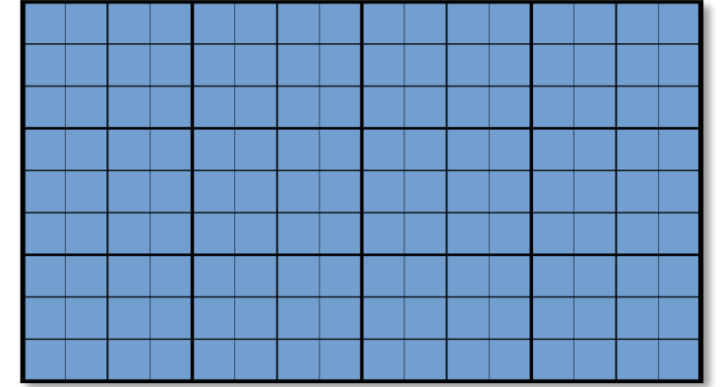
- 1) On-page HTML tags
- 2) Within XML sitemap
- 3) Via HTTP headers

Implementation details in lecture resources link



What do they look like?

```
<link rel="alternate" hreflang="en" href="https://withcandour.co.uk">  
<link rel="alternate" hreflang="es" href="https://withcandour.co.uk/es">
```



Challenge



One quick way to check if you have HTML tags for hreflang present is to view your rendered DOM (F12 in Windows in Chrome) and use Find (Ctrl+F) in Windows to search for “hreflang”

What do they look like?

```
<head>
```

```
<link rel="alternate" hreflang="en" href="https://withcandour.co.uk">
```

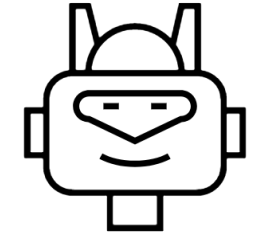
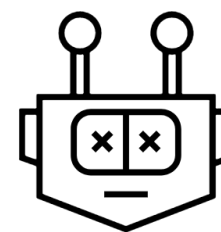
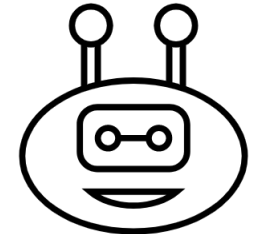
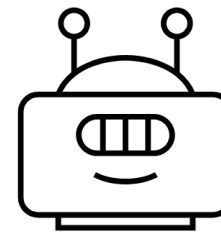
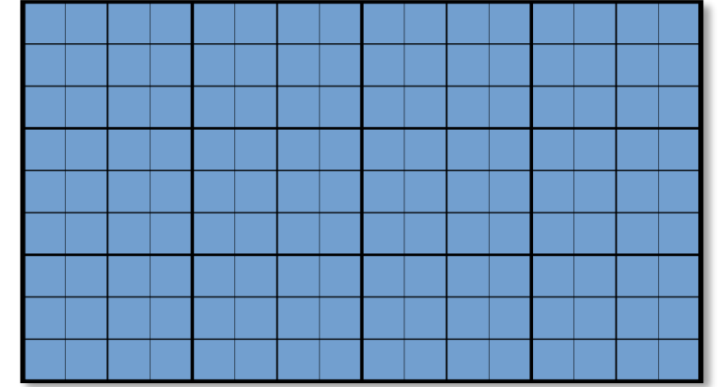
```
<link rel="alternate" hreflang="es" href="https://withcandour.co.uk/es">
```

```
</head>
```

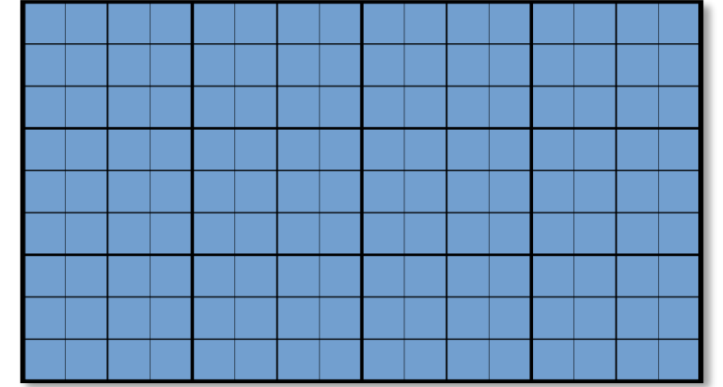
```
<body>
```

```
...
```

```
</body>
```



Key concept

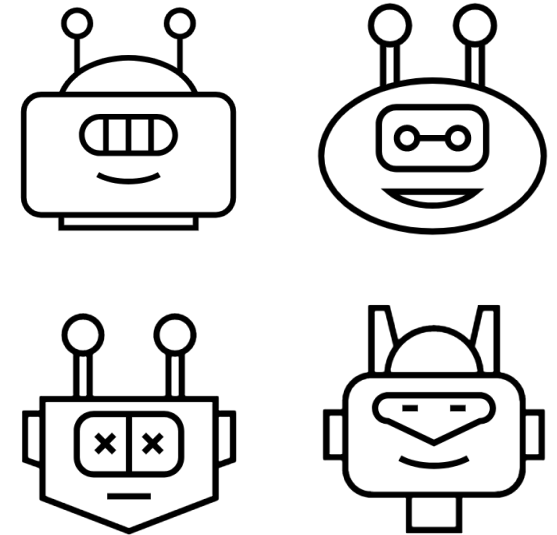
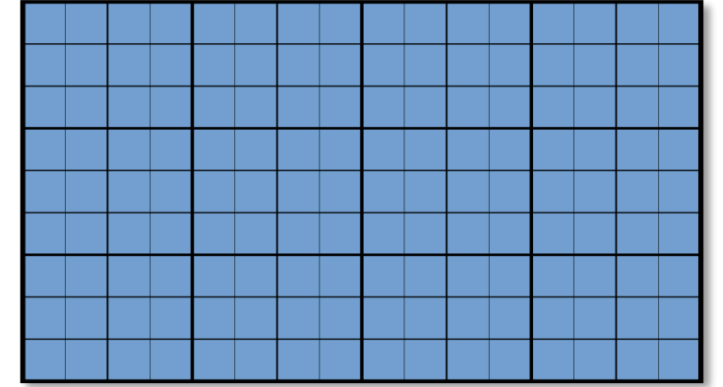


When hreflang HTML tags are used they should be put within the <head> tags of a page

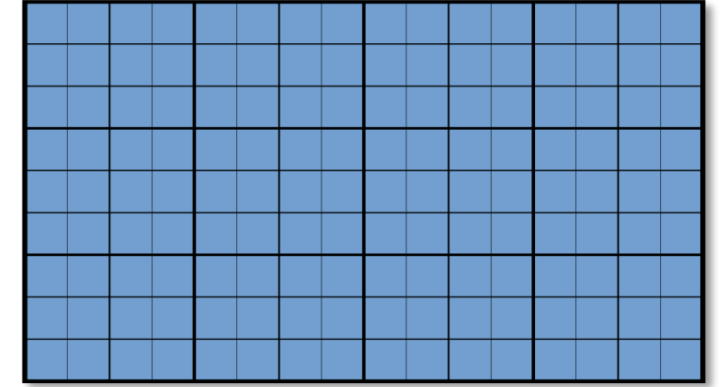


What do they look like?

```
<link rel="alternate" hreflang="en" href="https://withcandour.co.uk">  
<link rel="alternate" hreflang="es" href="https://withcandour.co.uk/es">
```



What do they look like?

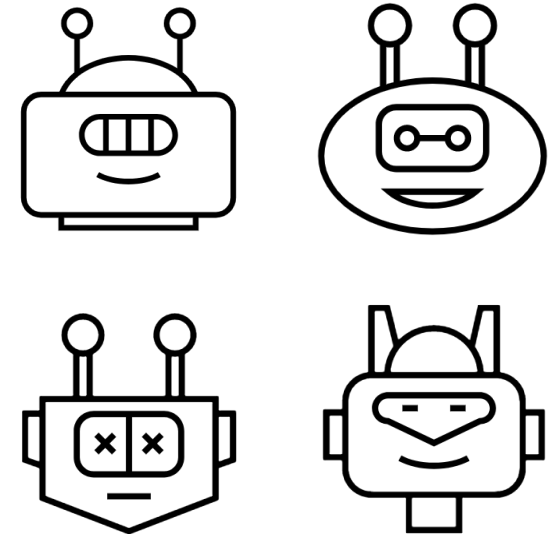


English version of page:

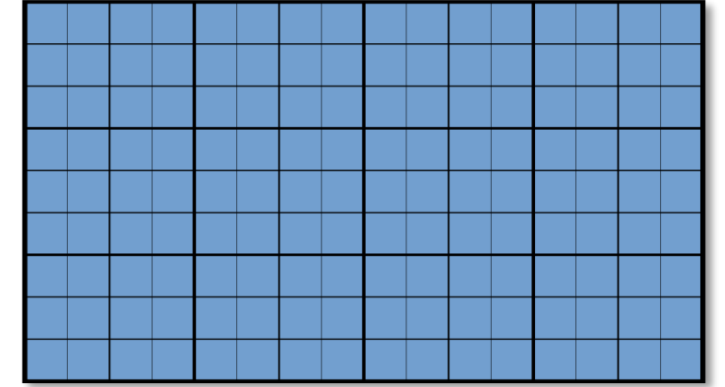
```
<link rel="alternate" hreflang="en" href="https://withcandour.co.uk">
```

Spanish version of page:

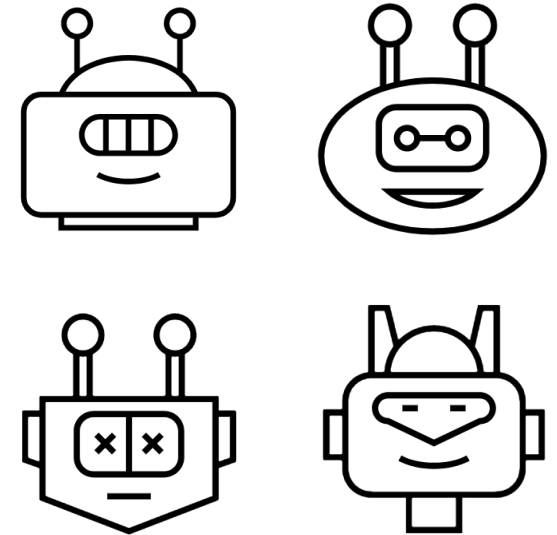
```
<link rel="alternate" hreflang="es" href="https://withcandour.co.uk/es">
```



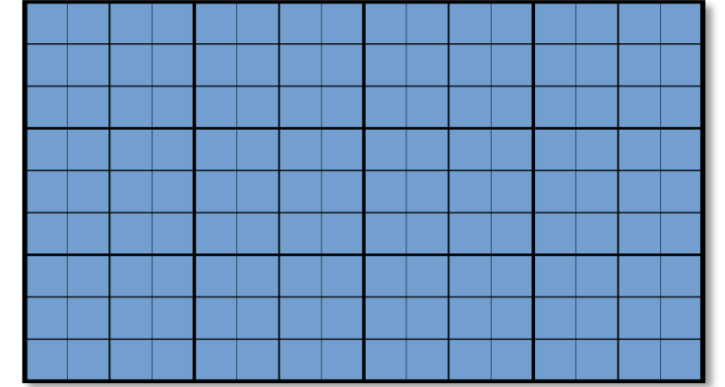
What do they look like?



```
<link rel="alternate" hreflang="en" href="https://withcandour.co.uk">  
<link rel="alternate" hreflang="es" href="https://withcandour.co.uk/es">  
<link rel="alternate" hreflang="de" href="https://withcandour.co.uk/de">  
<link rel="alternate" hreflang="fr" href="https://withcandour.co.uk/fr">  
<link rel="alternate" hreflang="lv" href="https://withcandour.co.uk/lv">
```



What do they look like?

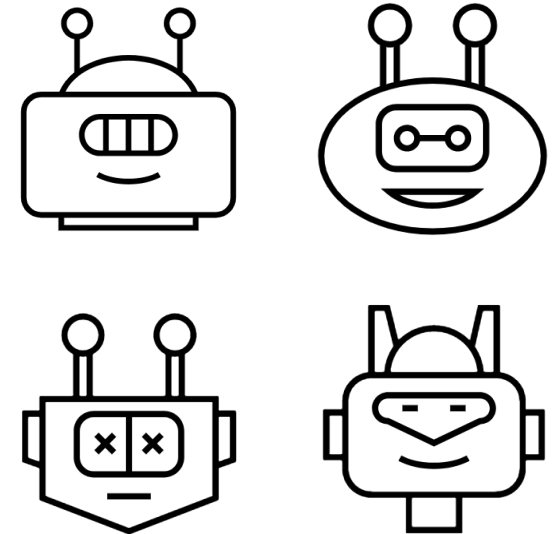


English version of page:

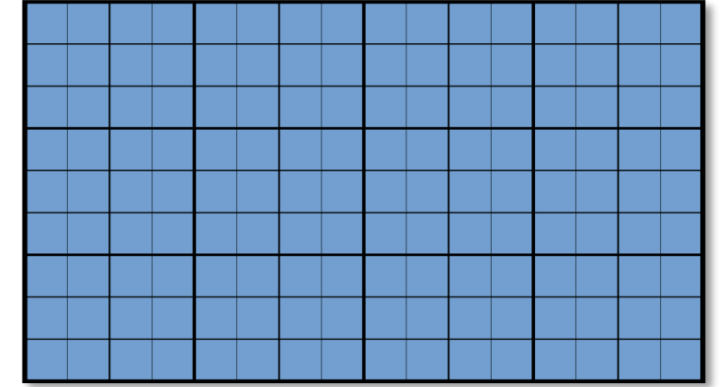
```
<link rel="alternate" hreflang="en" href="https://withcandour.co.uk">
```

Spanish version of page:

```
<link rel="alternate" hreflang="es" href="https://withcandour.co.uk/es">
```



What do they look like?



English version of page:

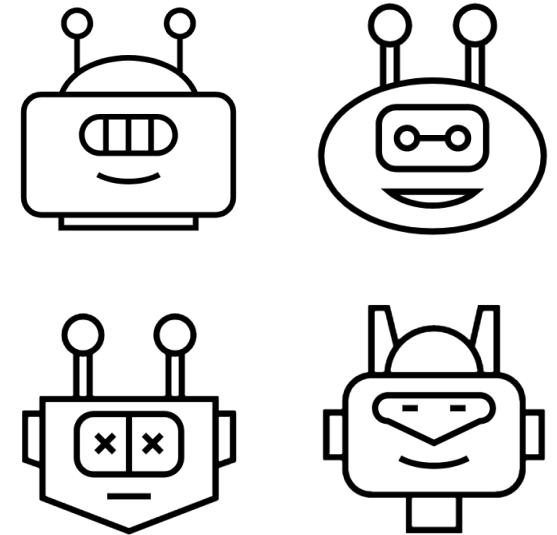
```
<link rel="alternate" hreflang="en" href="https://withcandour.co.uk">
```

Spanish version of page:

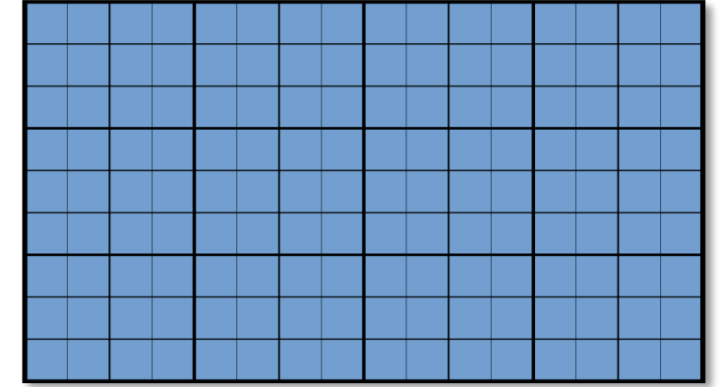
```
<link rel="alternate" hreflang="es" href="https://withcandour.co.uk/es">
```

hreflang="language"

hreflang="language-region"



What do they look like?



English version of page:

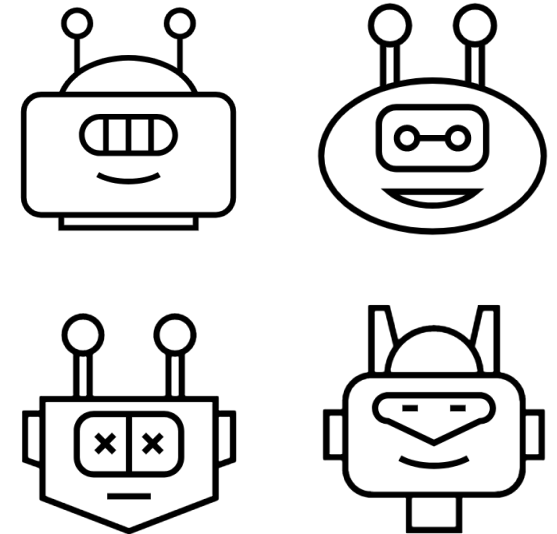
```
<link rel="alternate" hreflang="en" href="https://withcandour.co.uk">
```

Spanish / Spain version of page:

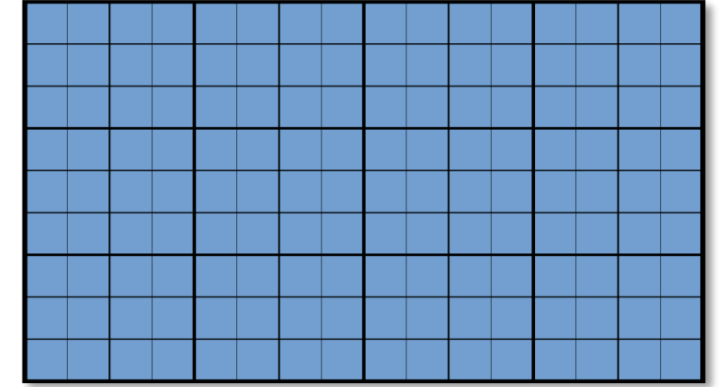
```
<link rel="alternate" hreflang="es-es" href="https://withcandour.co.uk/es">
```

Spanish / Mexico version of page:

```
<link rel="alternate" hreflang="es-mx" href="https://withcandour.co.uk/mx">
```



Key concept



You can specify a language code on its own, or a language and region. It is not valid to specify a region on its own.



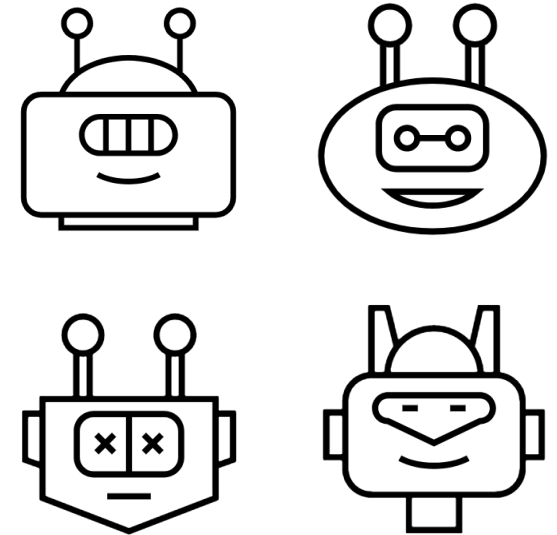
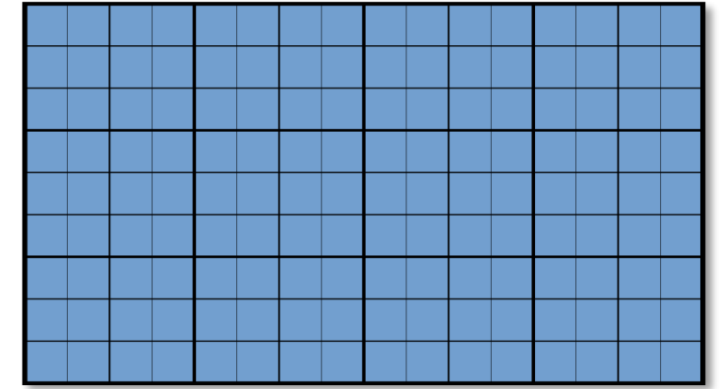
Language and country coding

Hreflang tags use:

ISO 639-1 codes for languages

ISO 3166-1 alpha-2 codes for regions

Links are in the lecture resources



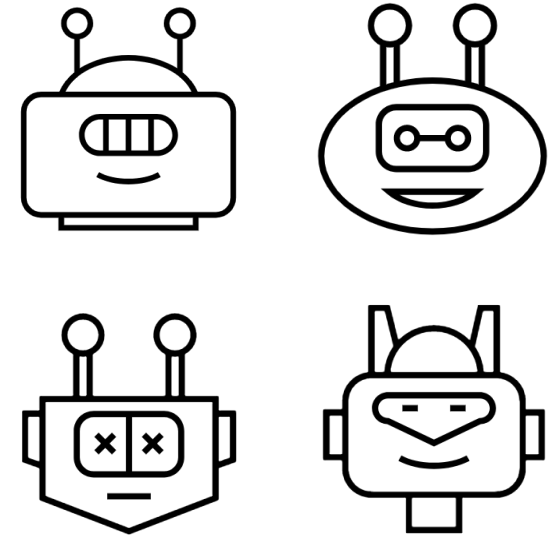
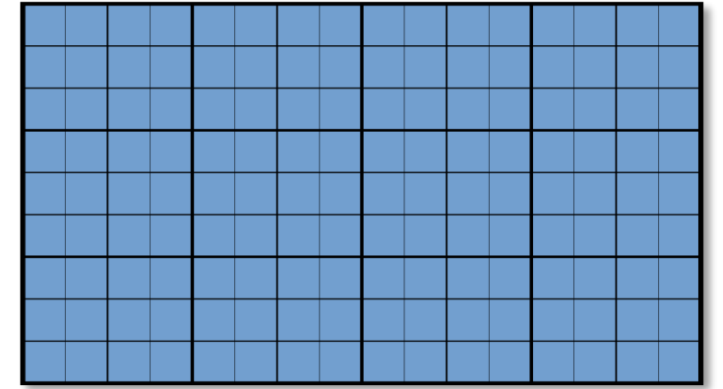
Hreflang tags

Language and country coding

hreflang="en-gb" ✓

hreflang="en-uk" ✗

hreflang="gb-uk" ✗



Key concept

Using incorrect codes in the wrong order will
invalidate your hreflang tags

