



# Domain selection for international SEO



Trainer:

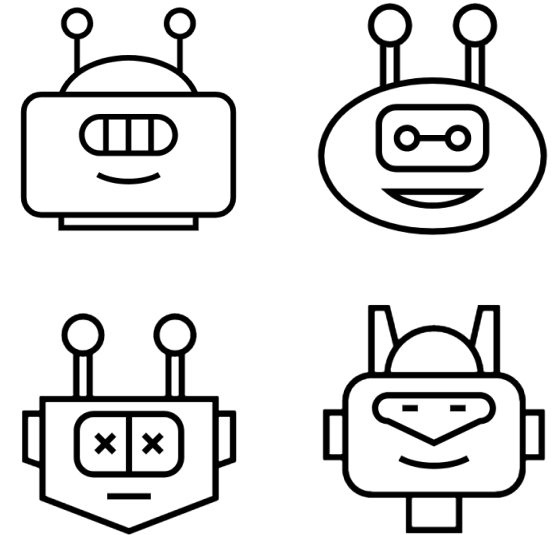
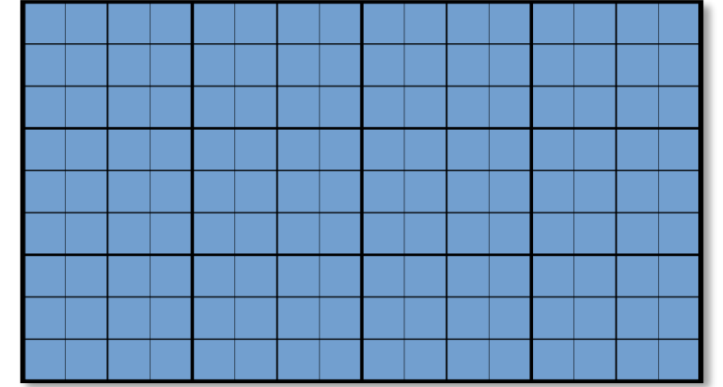
Mark Williams-Cook  
Candour



# What choices do we have?

## Separate ccTLDs

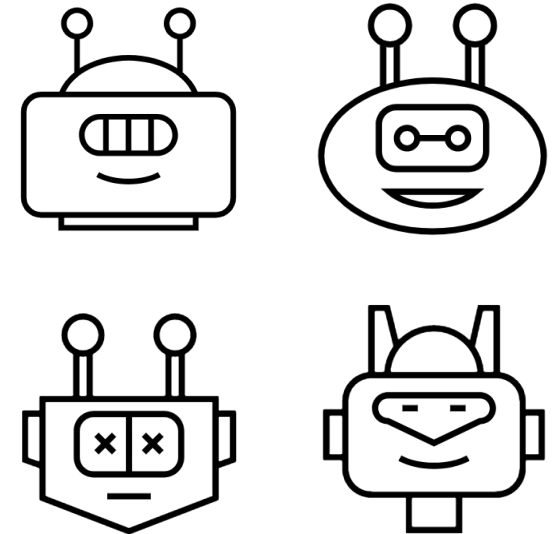
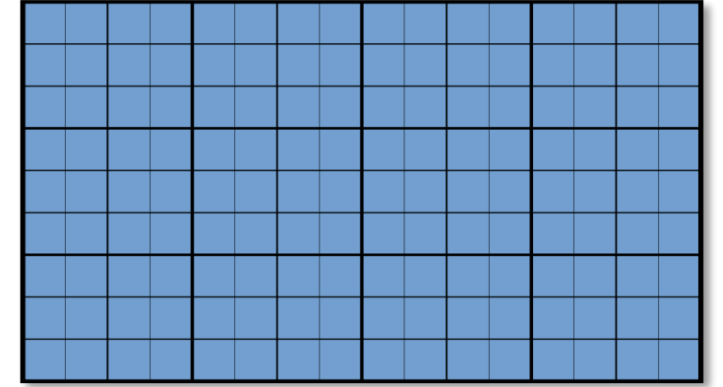
yourwebsite.co.uk  
yourwebsite.com.au  
yourwebsite.fr



# What choices do we have?

## Separate folders

yourwebsite.com/en-gb  
yourwebsite.com/en-au  
yourwebsite.com/fr-fr



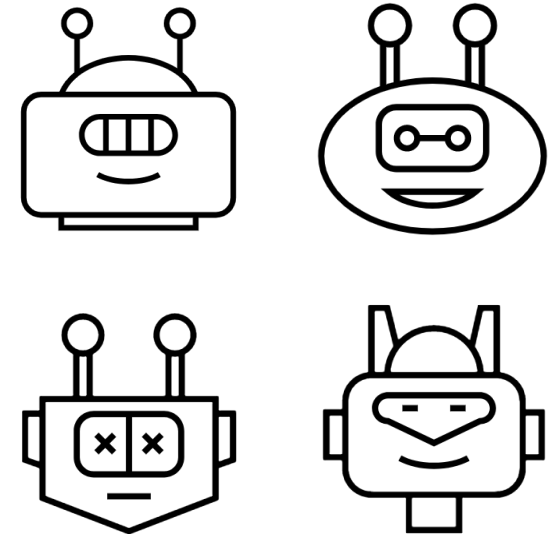
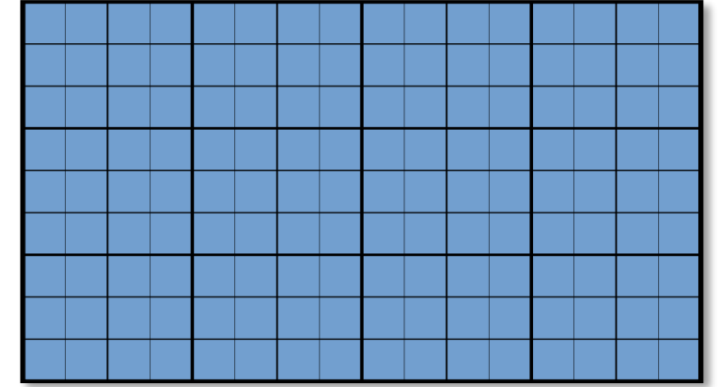
# What choices do we have?

## Separate subdomains

en-gb.yourwebsite.com

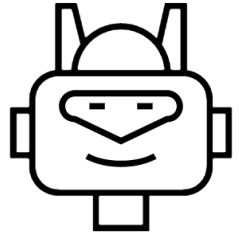
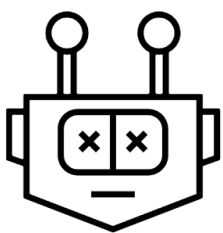
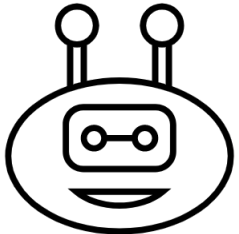
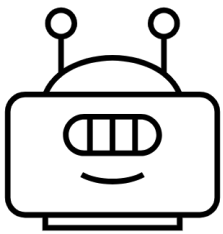
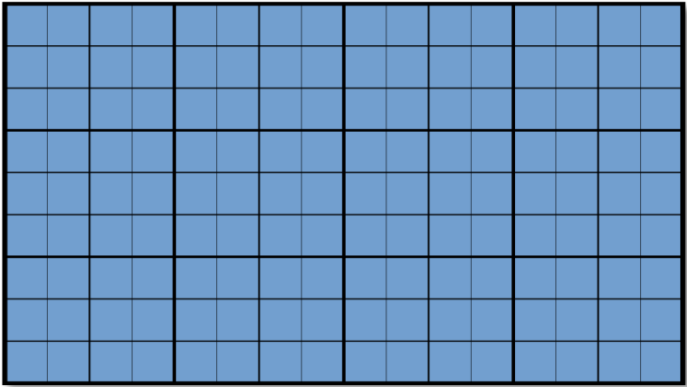
en-au.yourwebsite.com

en-fr.yourwebsite.com



# Pros and cons

Method	Pros	Cons
ccTLDs	Clearest targeting for local intent	Maintenance Each domain has its own reputation
Sub-folders	Easy to maintain Consolidates reputation	Weaker localised signals
Subdirectories	Easier to maintain than ccTLDs	Weaker signal to search engines May dilute reputation

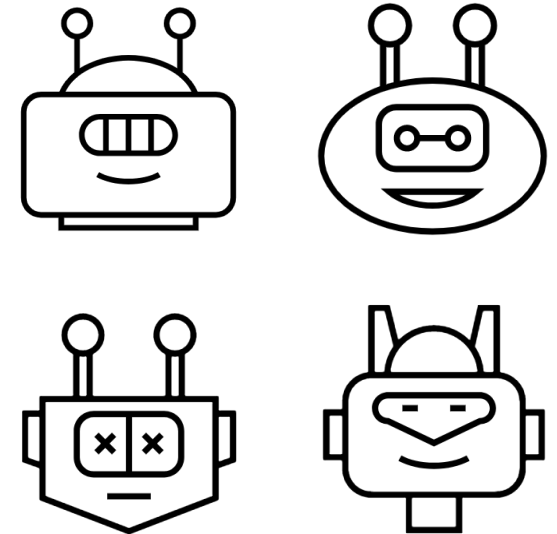
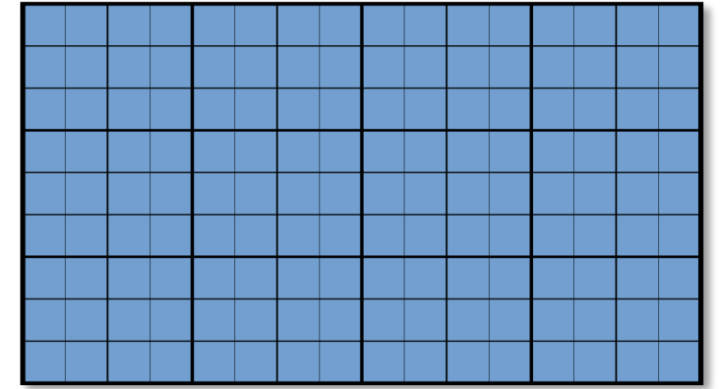


# Considerations

If your business has strong local intent, e.g:

- There are local branches in those regions
- The offer changes significantly by region
- Many searches are geo-graphic in intent

**A ccTLD approach is may be a good option**

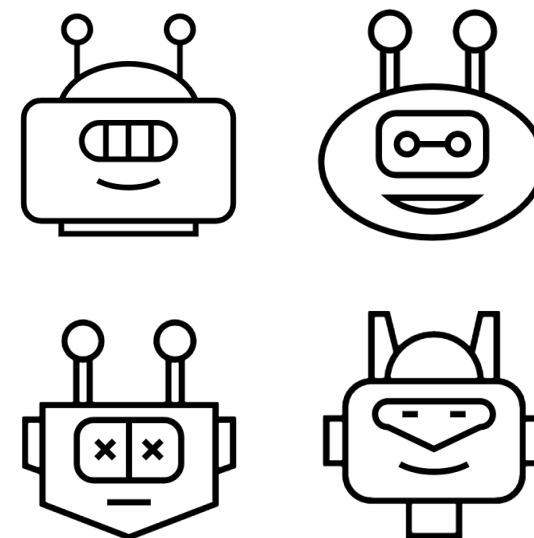
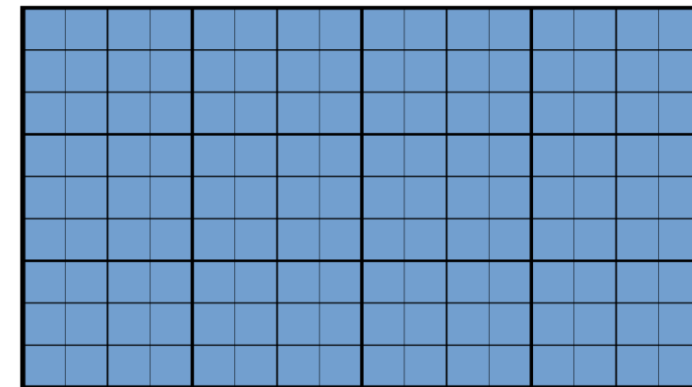


# Considerations

If your business is international but has low local intent, e.g:

- It's a SaaS tool
- The searches are not geographic in nature
- There is no physical presence

**A subfolder approach may be a good option**



# Challenge



What is your tech debt? Do you have specific services on your site that restrict you from taking one of these approaches?