



Auditing hreflang tags

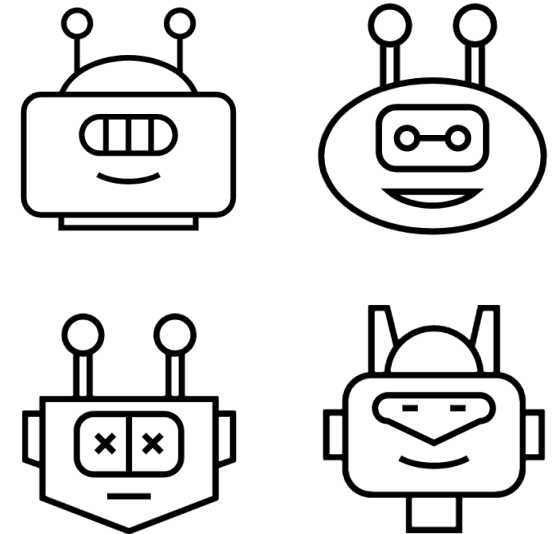
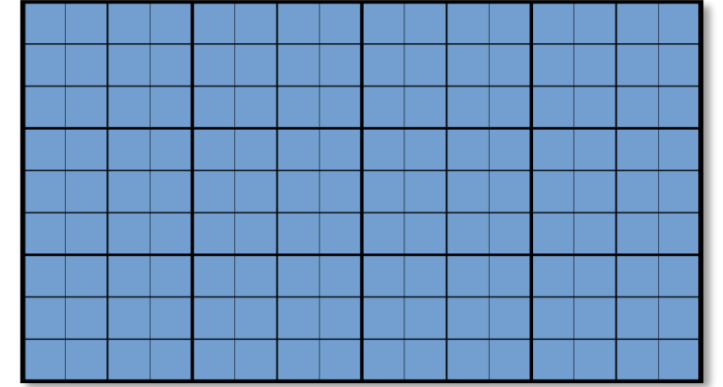


Trainer:

Mark Williams-Cook
Candour

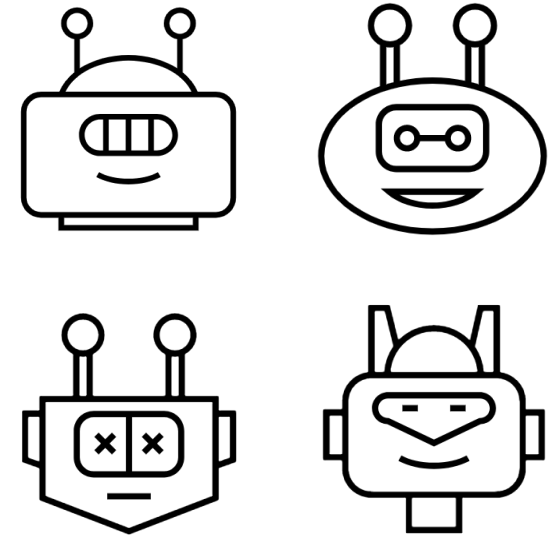
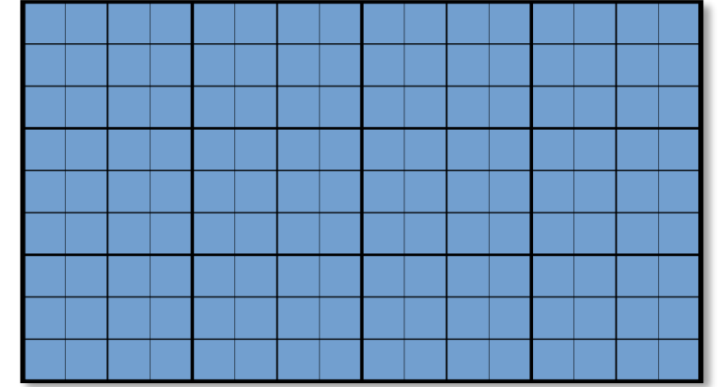


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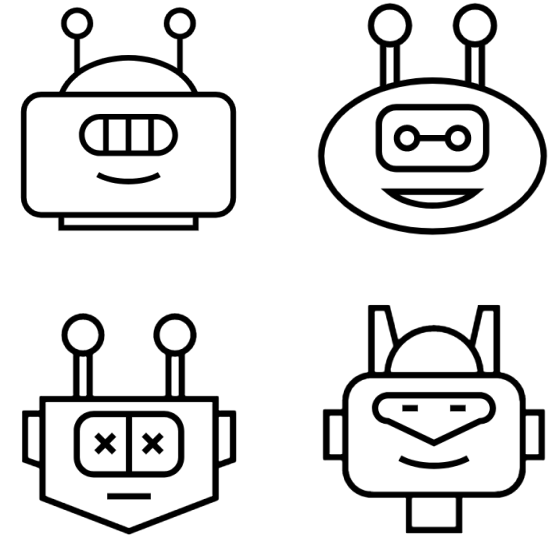
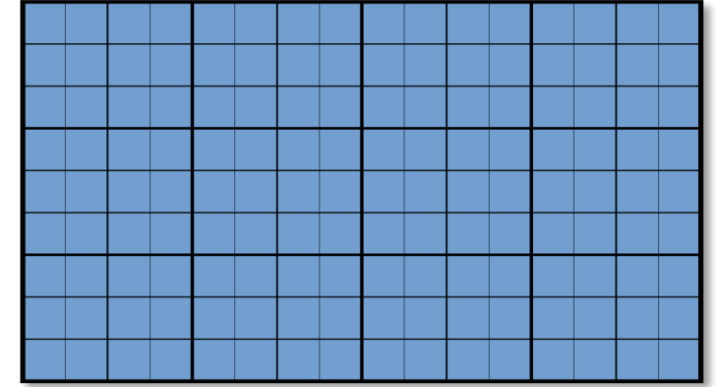
Auditing hreflang tags

1. Non-200 hreflang URLs



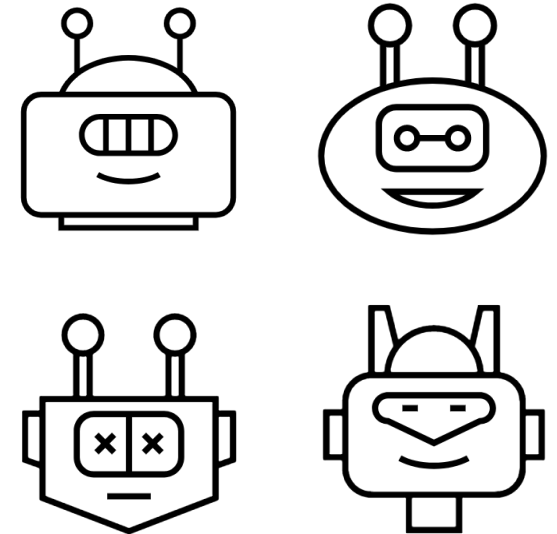
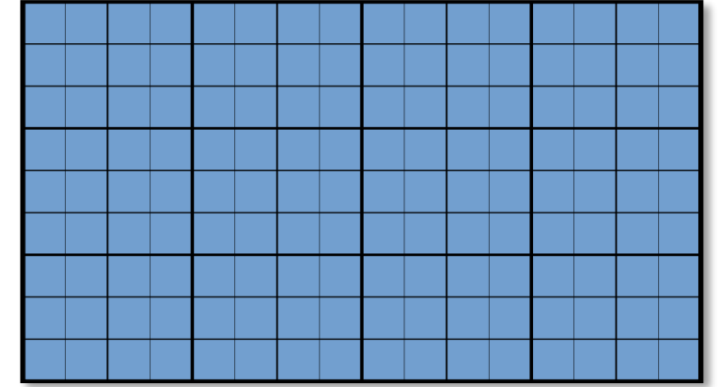
Auditing hreflang tags

1. Non-200 hreflang URLs
2. Unlinked hreflang URLs



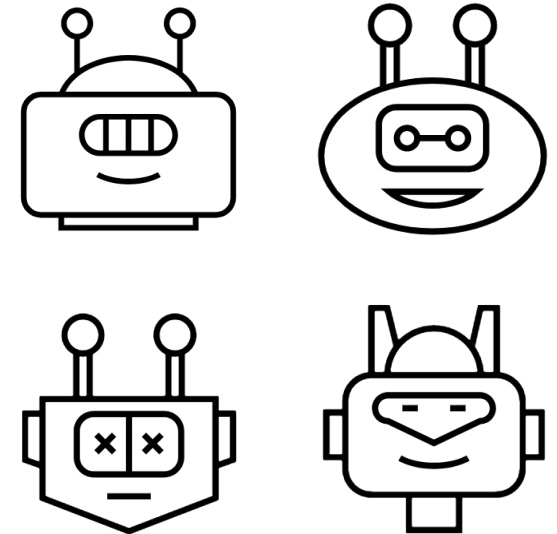
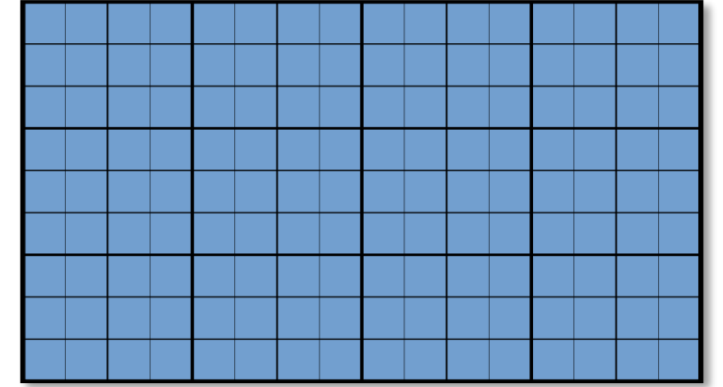
Auditing hreflang tags

1. Non-200 hreflang URLs
2. Unlinked hreflang URLs
3. Missing return links



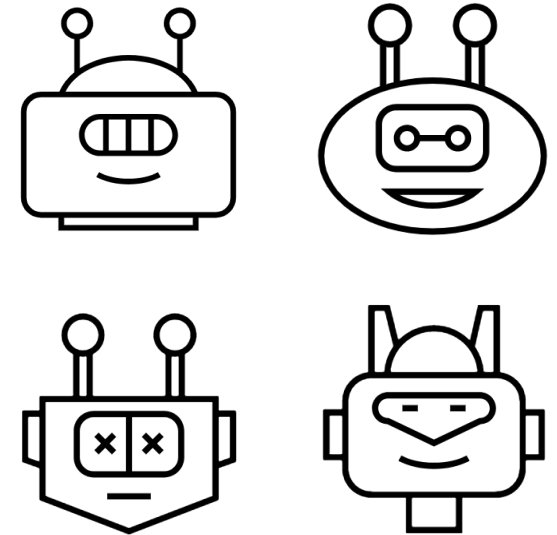
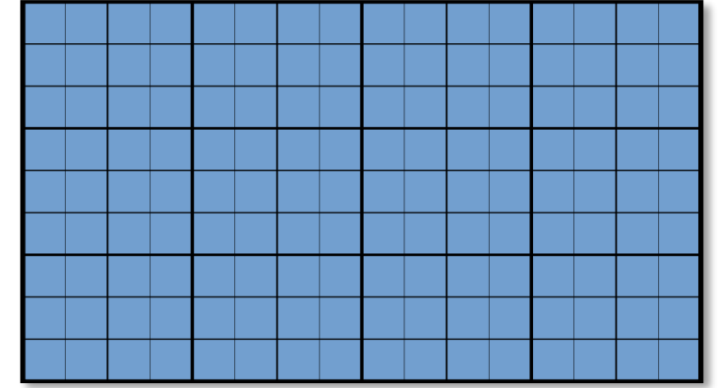
Auditing hreflang tags

1. Non-200 hreflang URLs
2. Unlinked hreflang URLs
3. Missing return links
4. Inconsistent language/region return links



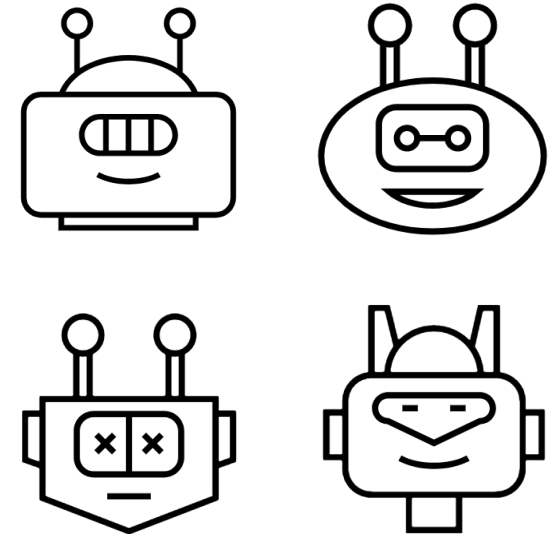
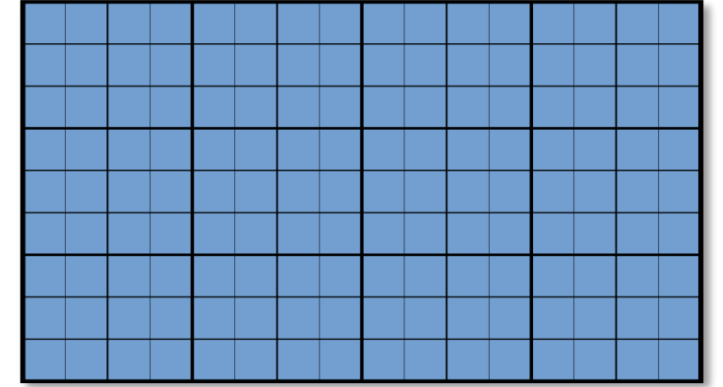
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1. Non-200 hreflang URLs
2. Unlinked hreflang URLs
3. Missing return links
4. Inconsistent language/region return links
5. Non-canonical return links



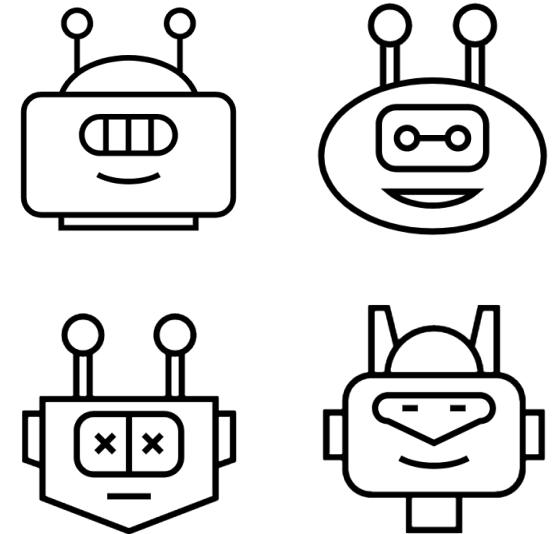
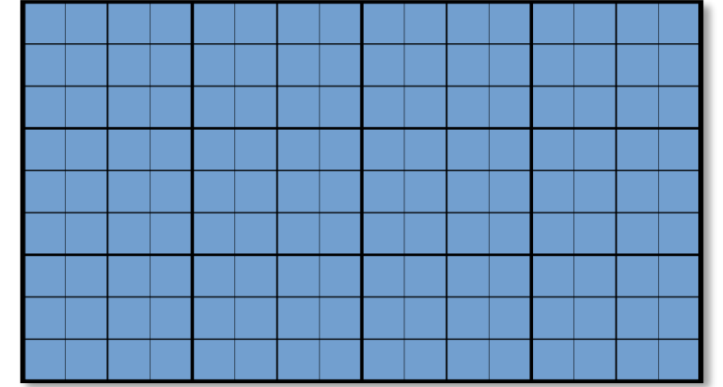
Auditing hreflang tags

1. Non-200 hreflang URLs
2. Unlinked hreflang URLs
3. Missing return links
4. Inconsistent language/region return links
5. Non-canonical return links
6. Noindex return links



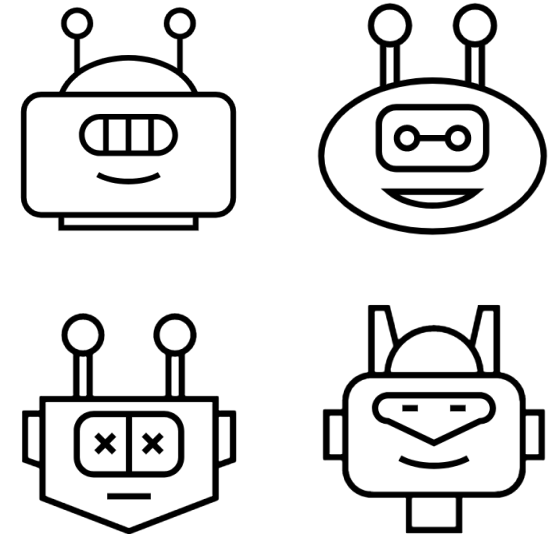
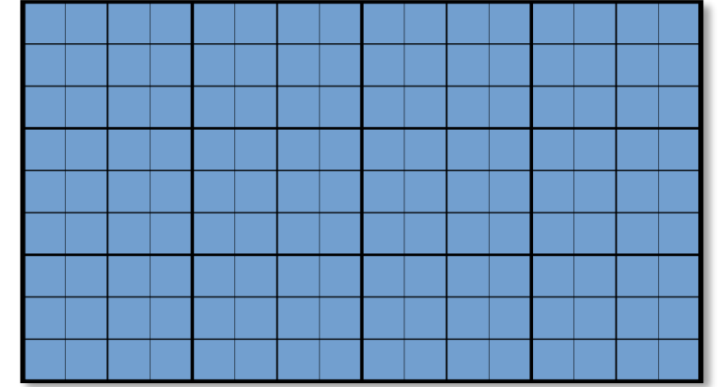
Auditing hreflang tags

1. Non-200 hreflang URLs
2. Unlinked hreflang URLs
3. Missing return links
4. Inconsistent language/region return links
5. Non-canonical return links
6. Noindex return links
7. Incorrect language & region codes

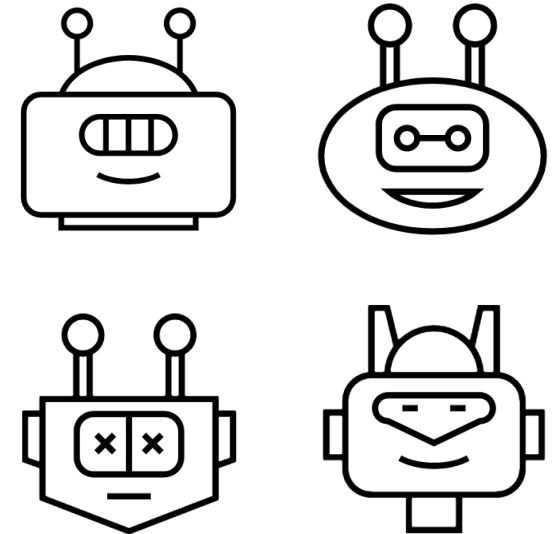
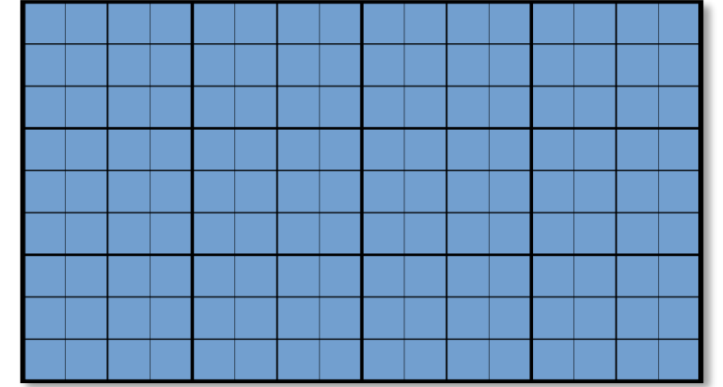


Auditing hreflang tags

1. Non-200 hreflang URLs
2. Unlinked hreflang URLs
3. Missing return links
4. Inconsistent language/region return links
5. Non-canonical return links
6. Noindex return links
7. Incorrect language & region codes
8. Multiple entries

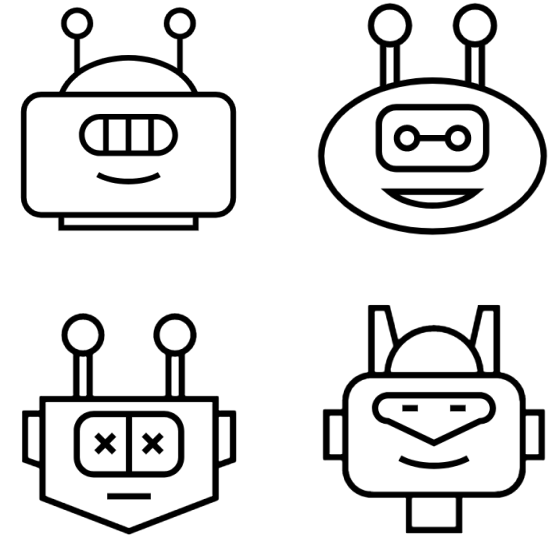
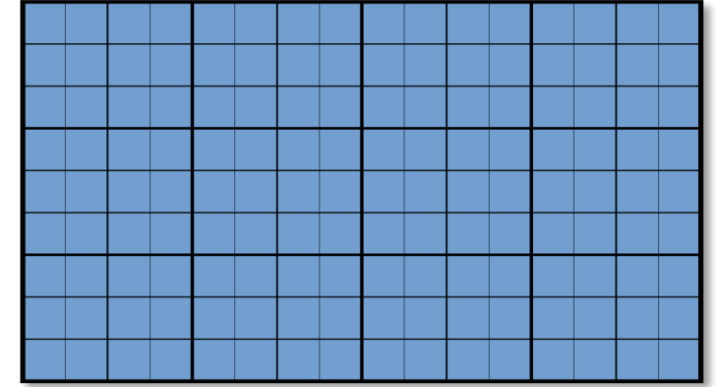


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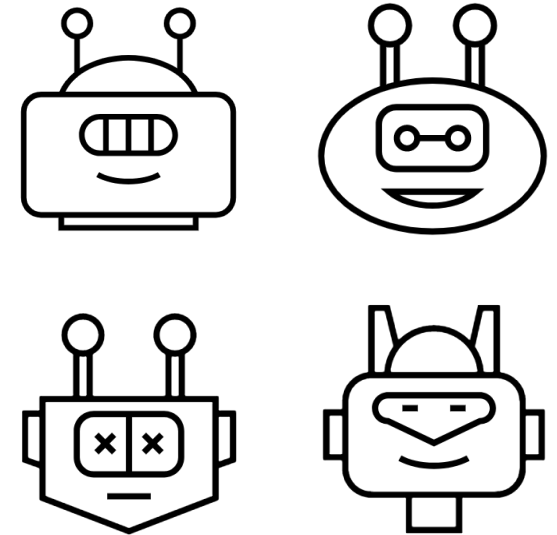
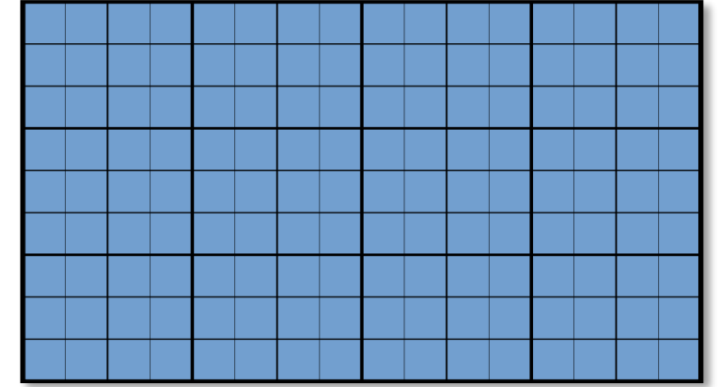
Auditing hreflang tags

1. Missing self reference



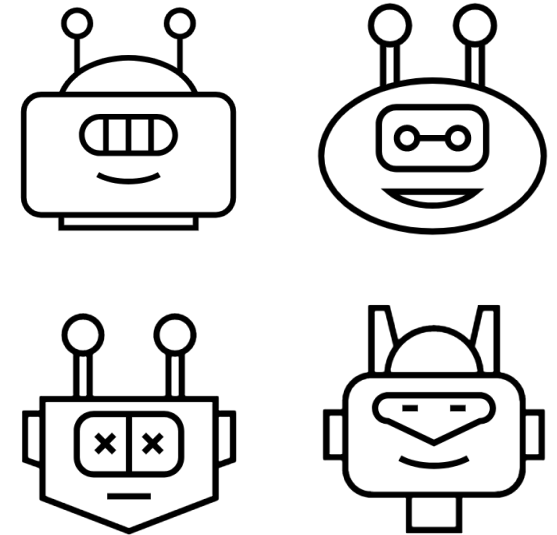
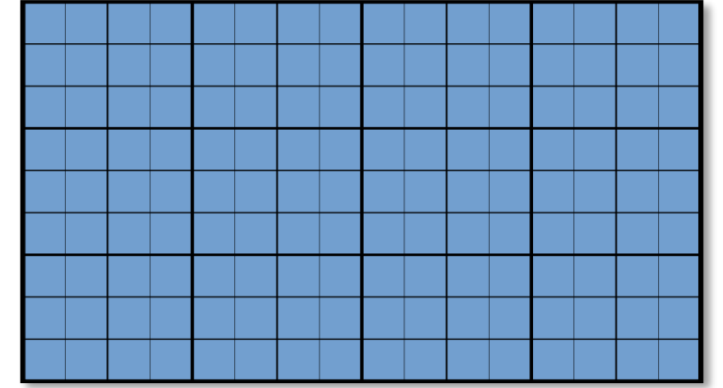
Auditing hreflang tags

1. Missing self reference
2. Not using canonical



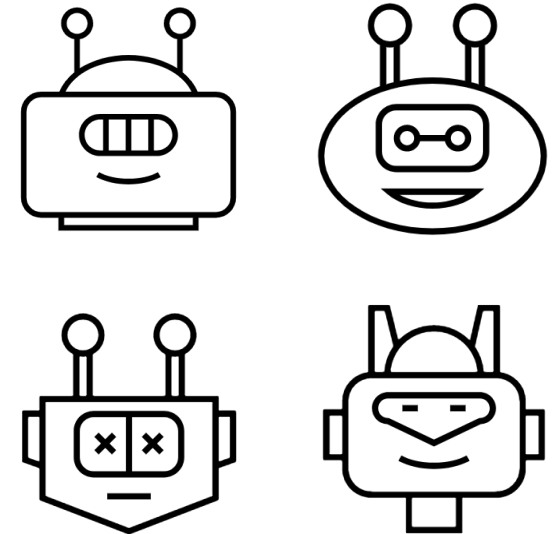
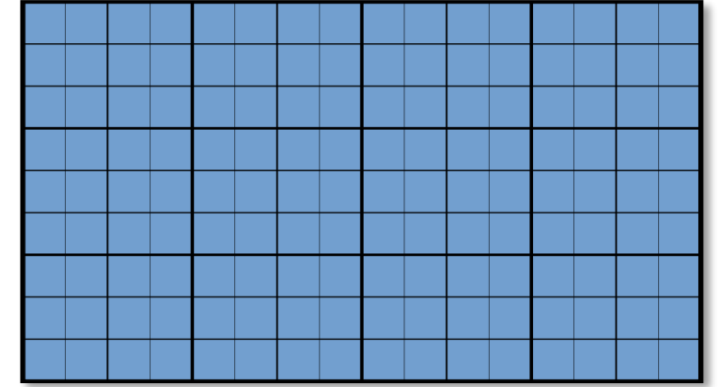
Auditing hreflang tags

1. Missing self reference
2. Not using canonical
3. Missing x-default

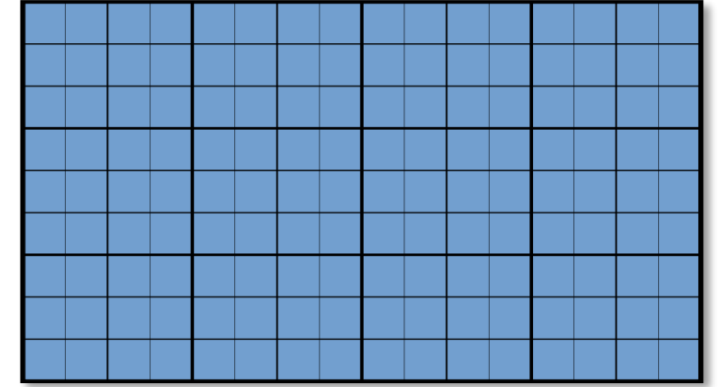


Auditing hreflang tags

1. Missing self reference
2. Not using canonical
3. Missing x-default
4. Missing



Key concept



It is important to be able to distinguish which are hreflang **errors** and which are **potential issues**.

