



Internationalisation

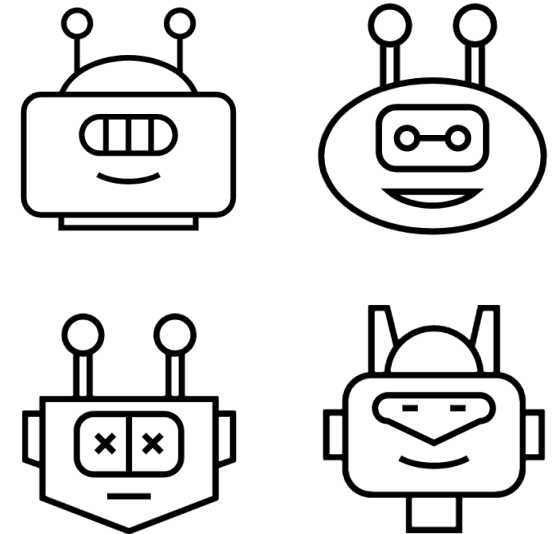
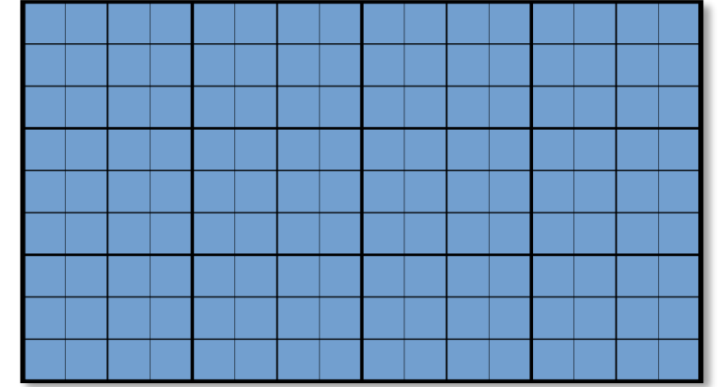


Trainer:

Mark Williams-Cook
Candour

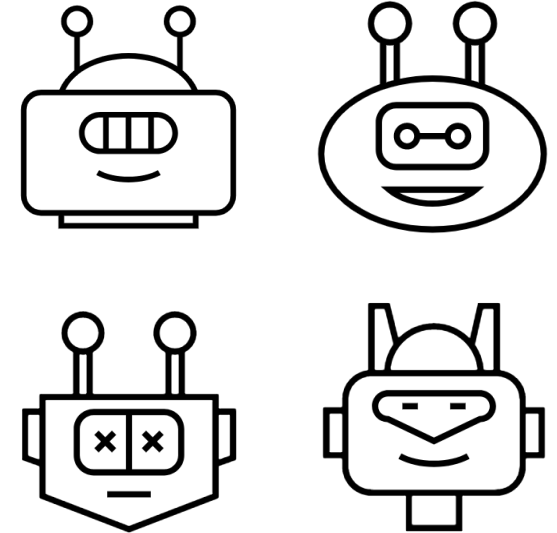
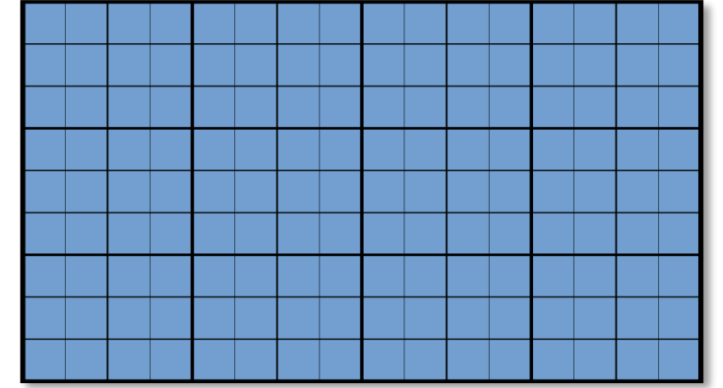


Internationalisation

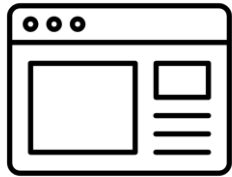


Internationalisation

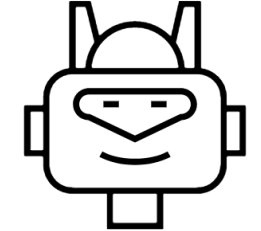
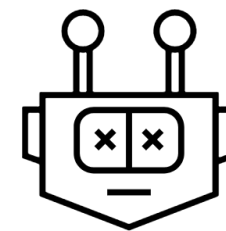
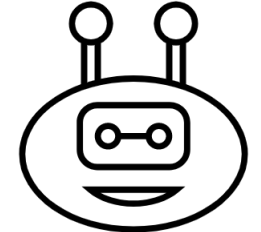
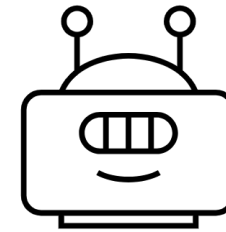
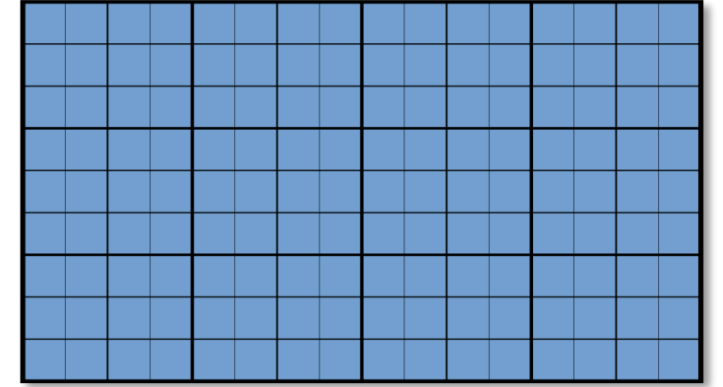
Is the process of making your website present and optimised for different locations and languages.



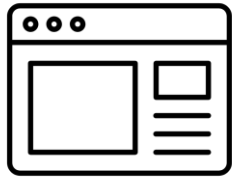
Internationalisation



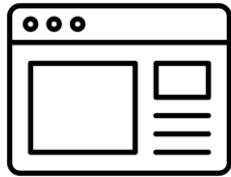
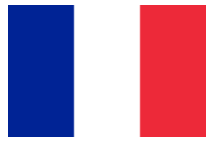
GB



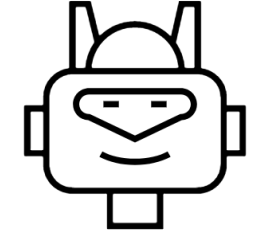
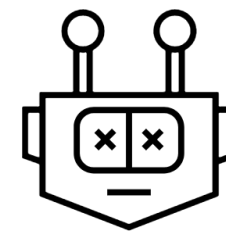
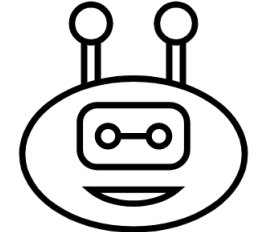
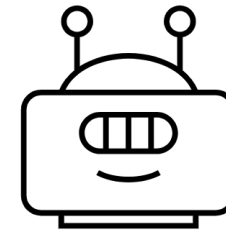
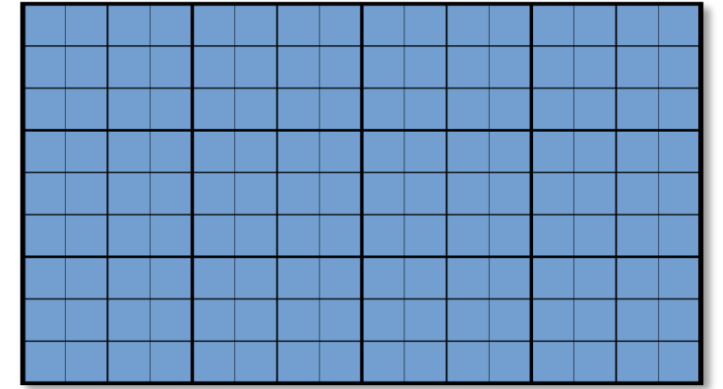
Internationalisation



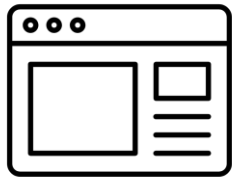
GB



France

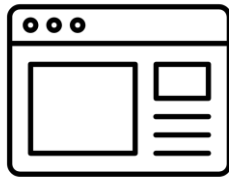
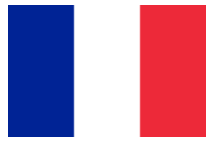


Internationalisation



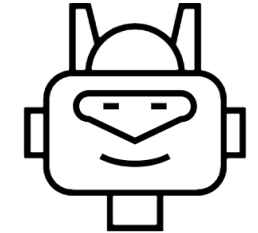
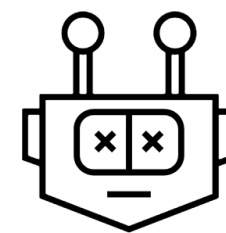
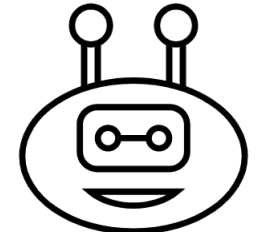
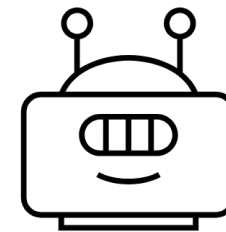
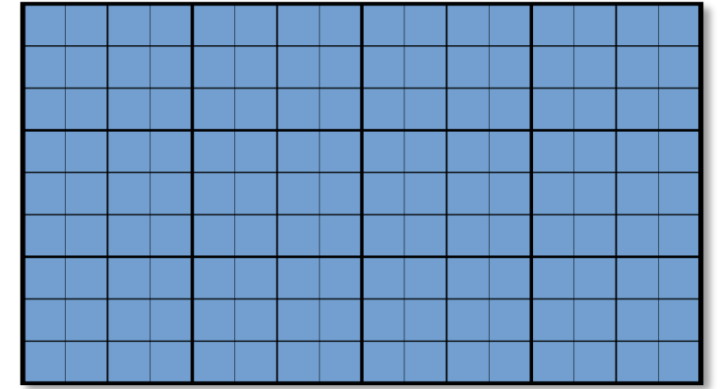
GB

English

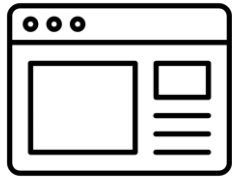


France

French

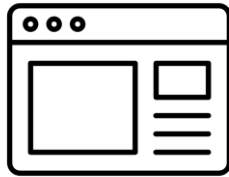
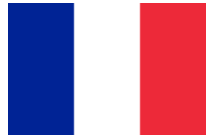


Internationalisation



GB

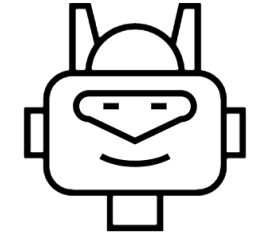
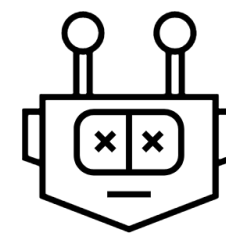
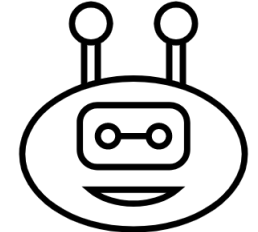
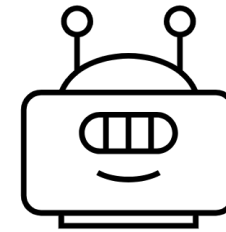
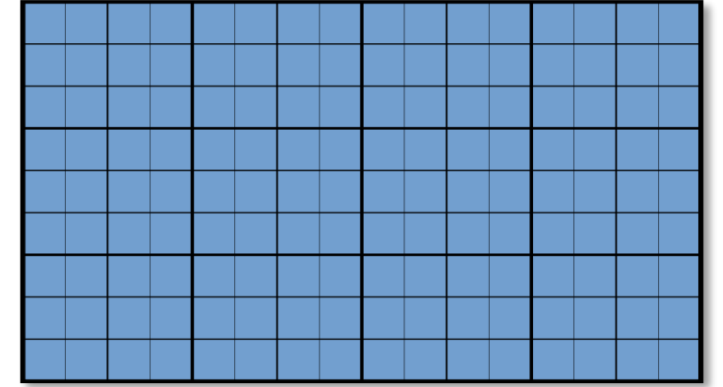
English



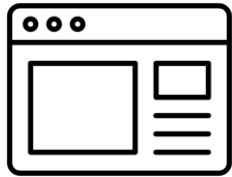
France

French

<https://mywebsite.com/en>

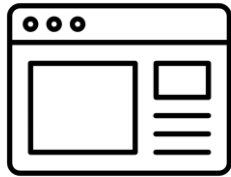
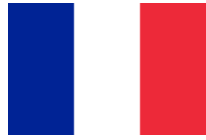


Internationalisation



GB

English

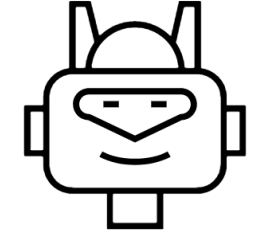
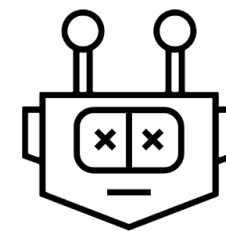
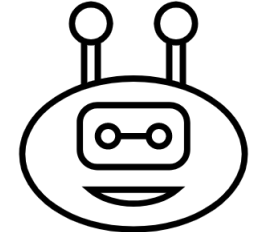
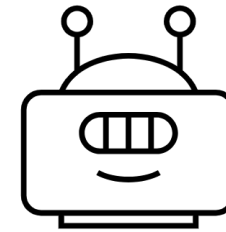
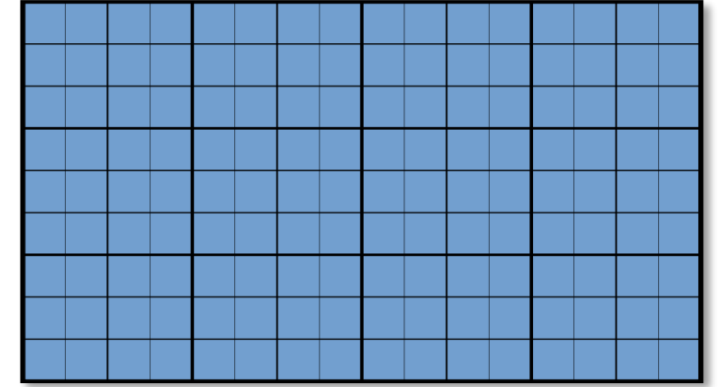


France

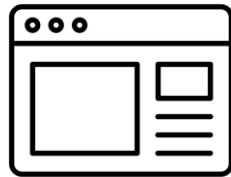
French

<https://mywebsite.com/en>

<https://mywebsite.com/fr>



Internationalisation

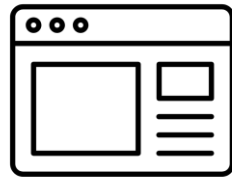
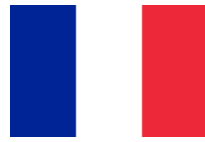


GB

English

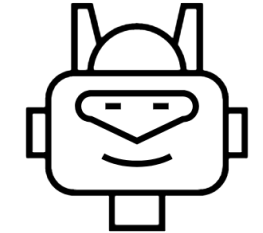
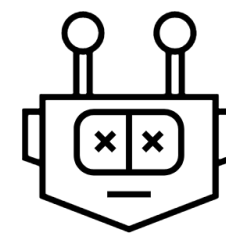
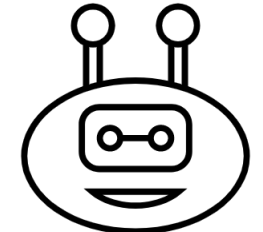
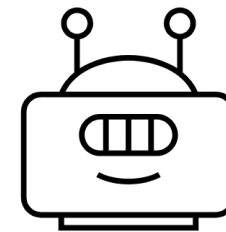
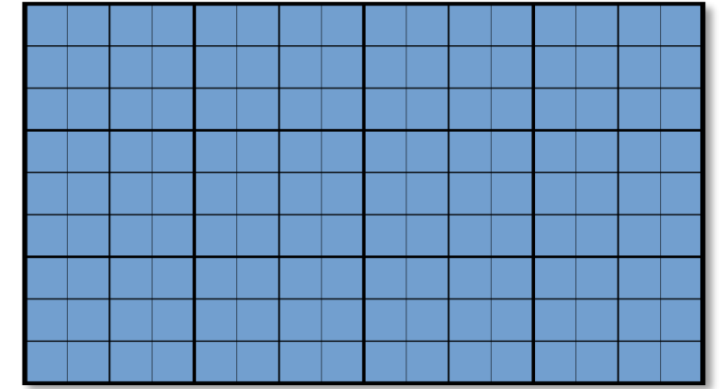
<https://en.website.com>

<https://fr.website.com>

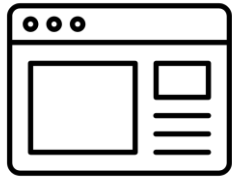


France

French



Internationalisation

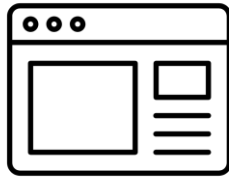
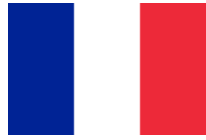


GB

English

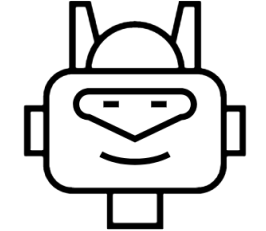
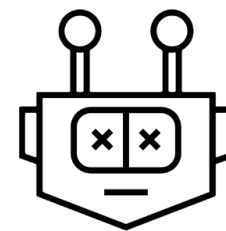
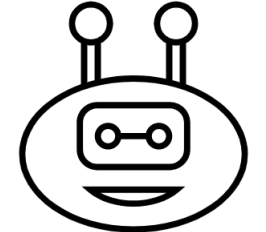
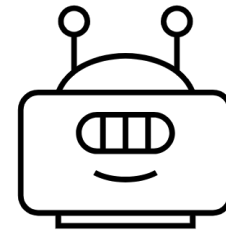
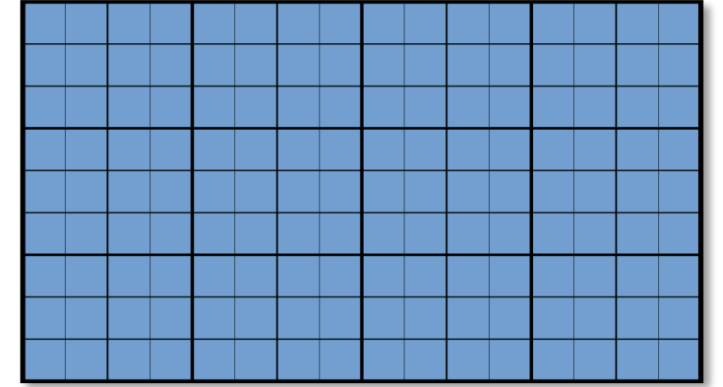
<https://website.co.uk>

<https://website.fr>

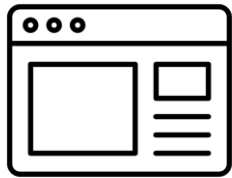


France

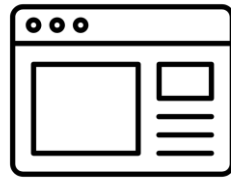
French



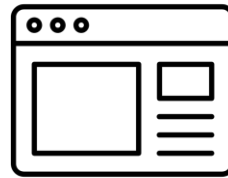
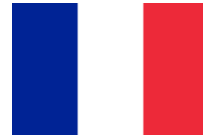
Internationalisation



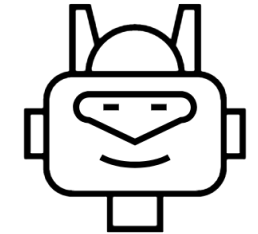
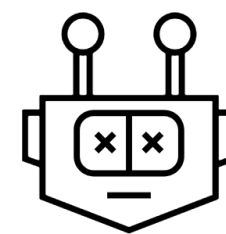
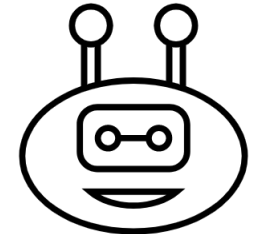
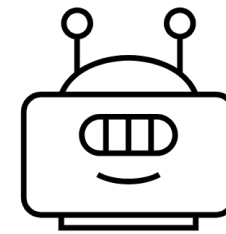
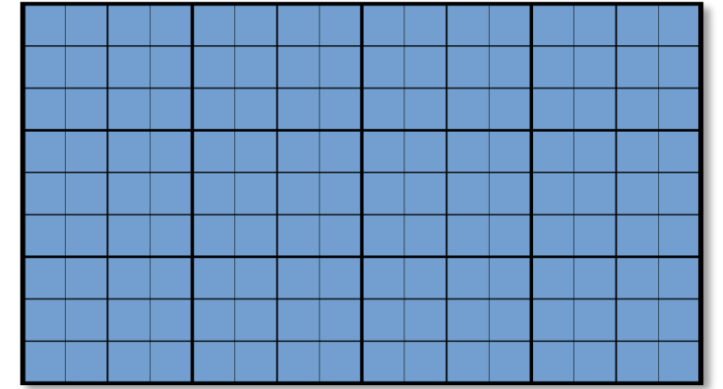
US
English



GB
English



France
French

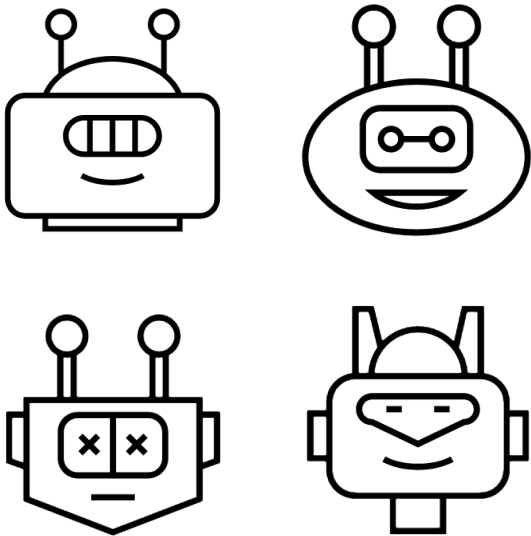
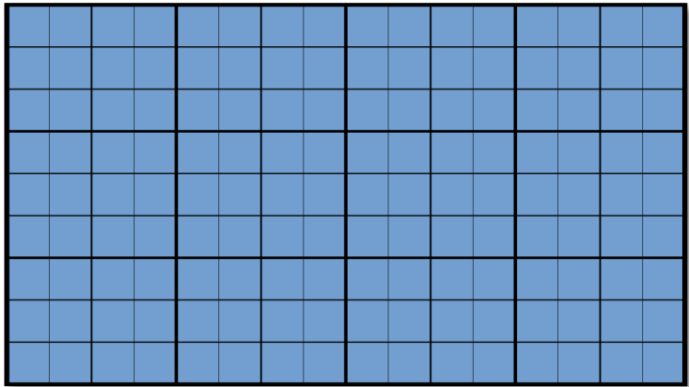
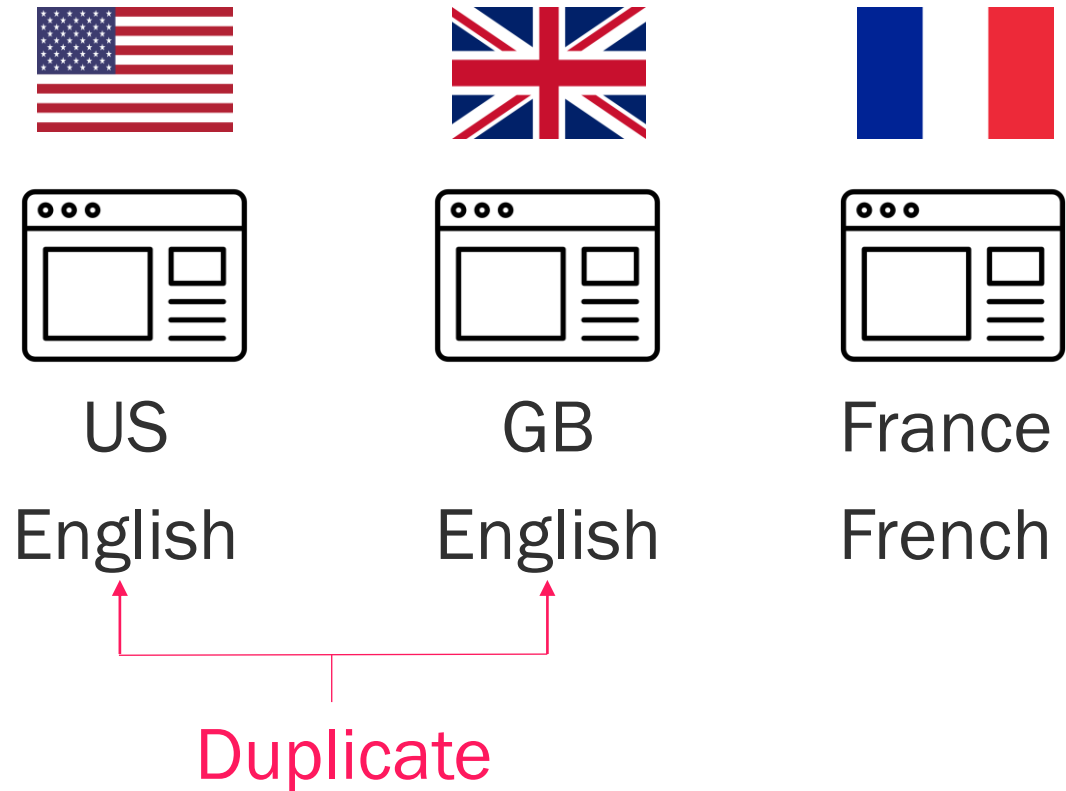


Challenge

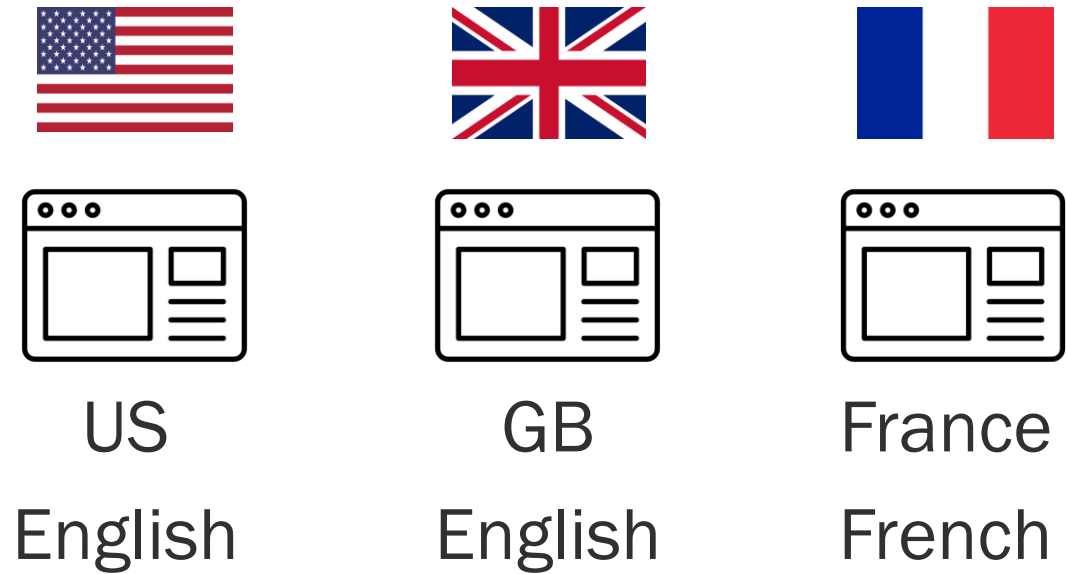


How do you think Google might handle two pages which are identical or close to identical, such as a US version of a page and a GB version of page, in the same language, on different URLs?

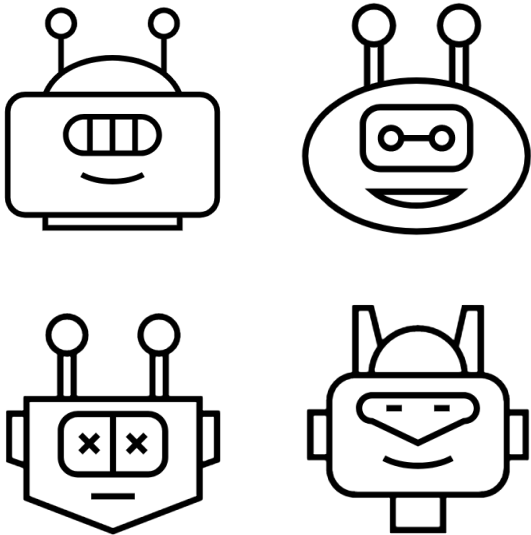
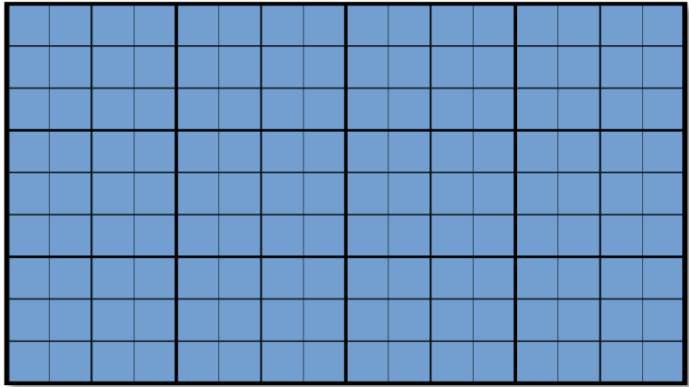
Internationalisation



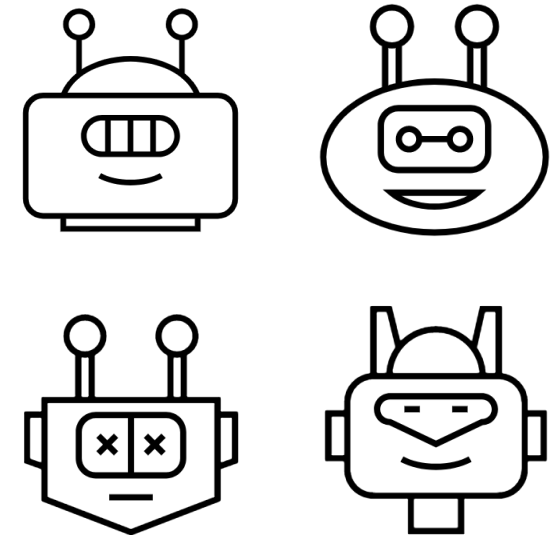
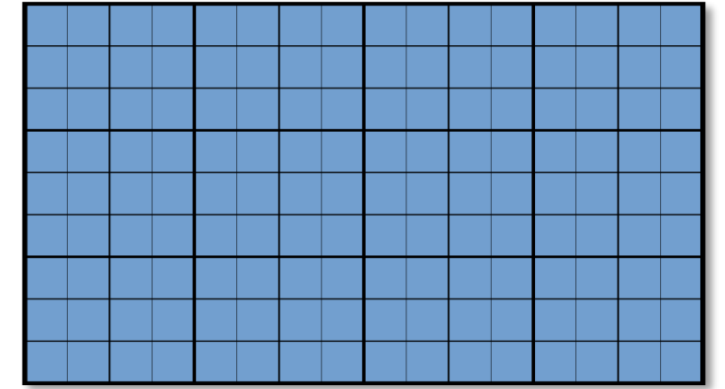
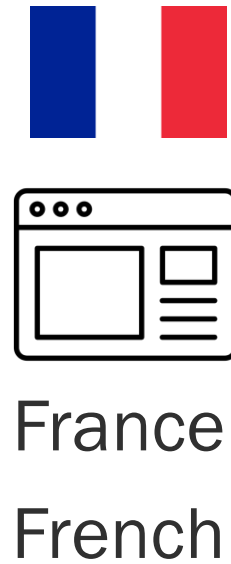
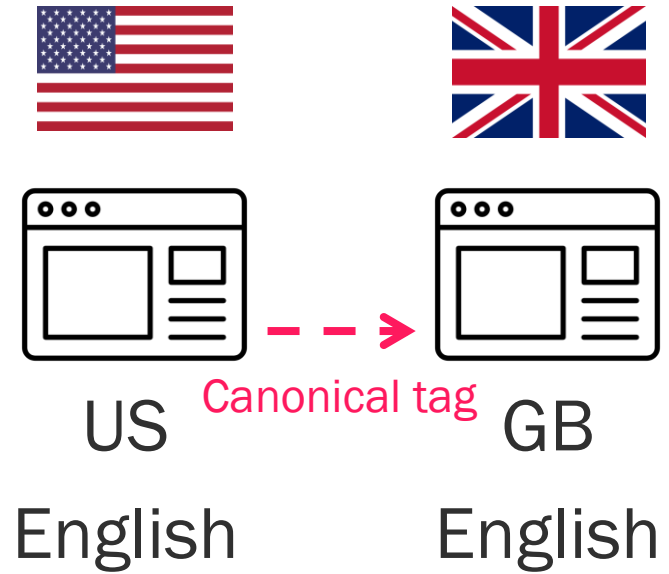
Internationalisation



Duplicate = only one shown in SERPs



Internationalisation

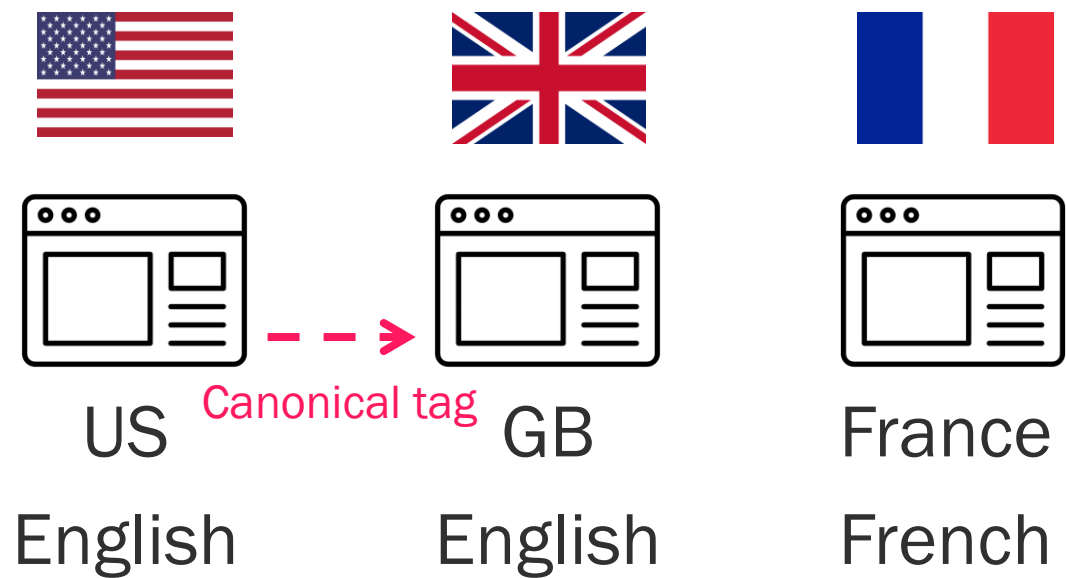


Challenge

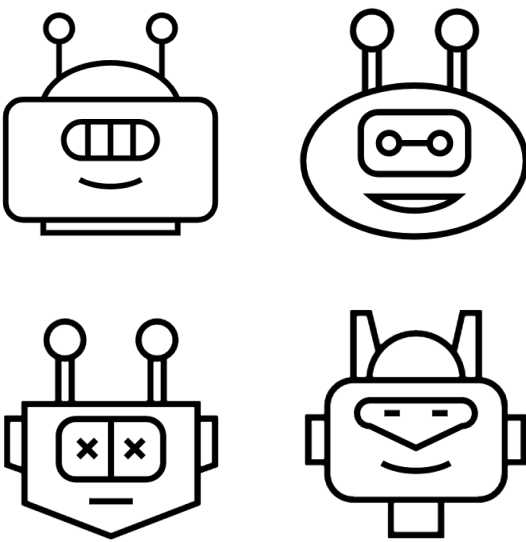
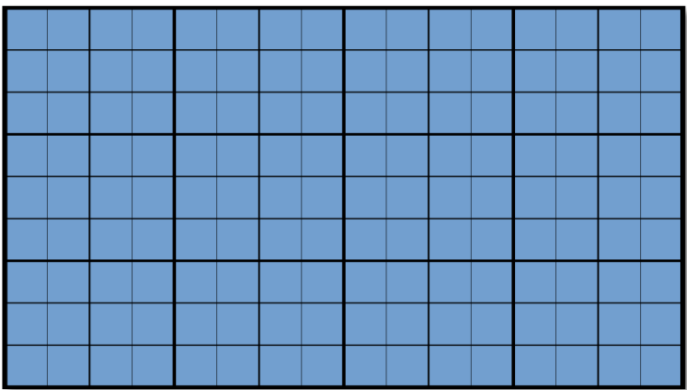


What would happen if we used a canonical tag to declare the GB version as the canonical English version?

Internationalisation

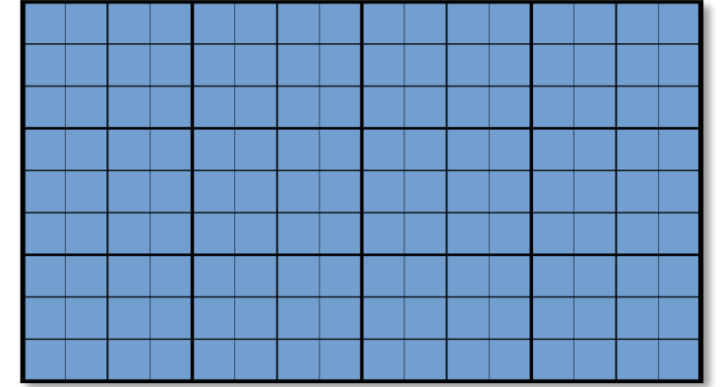


Only the English GB page would ever appear in the search results – even for the US!



Key concept

Canonical tags are not an appropriate solution for solving issues with internationalisation, such as duplicate content between different location / same language pages.



Internationalisation

Hreflang tags are a type of tag that are designed to specifically solve the problems that can be encountered with internationalisation.

