

candour

Hreflang best practise

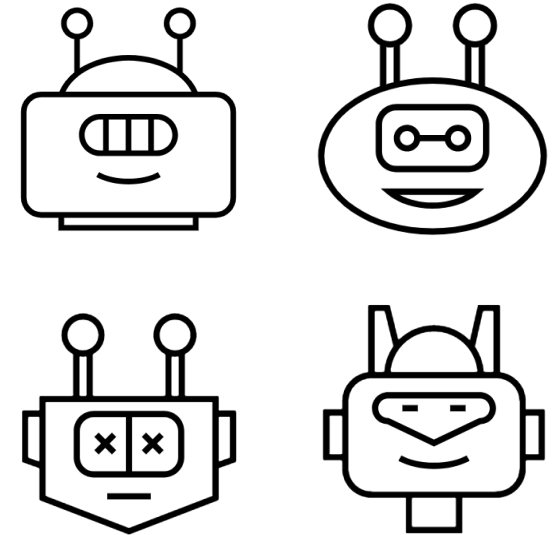
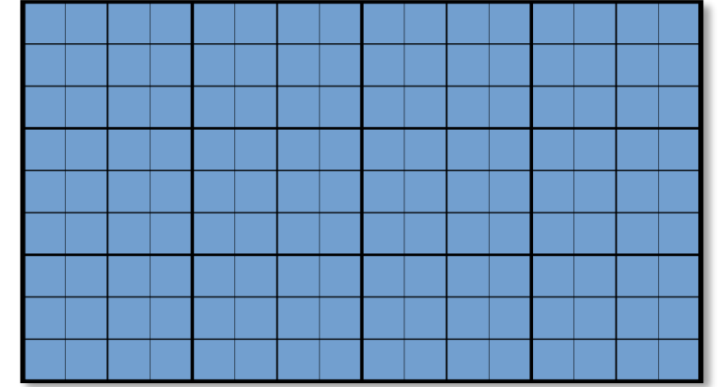


Trainer:

Mark Williams-Cook
Candour

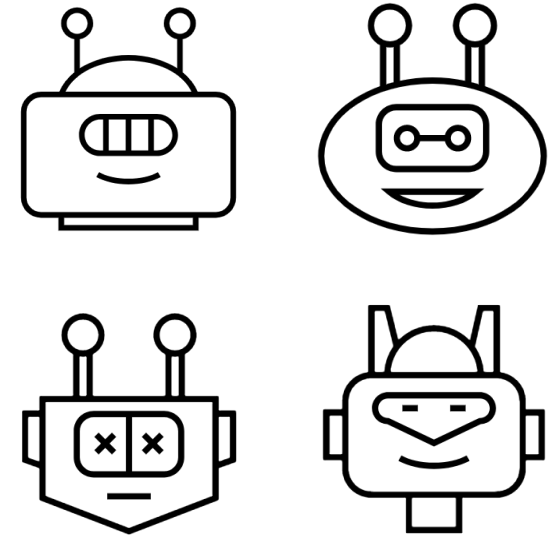
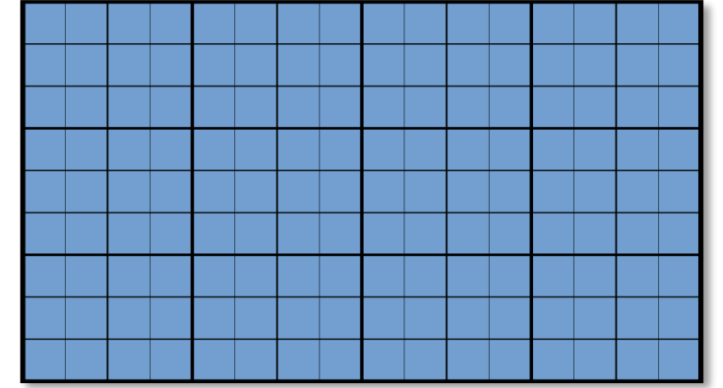


Hreflang best practise

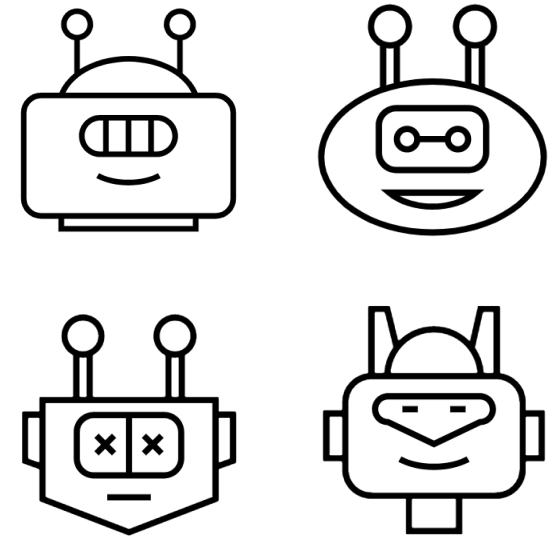
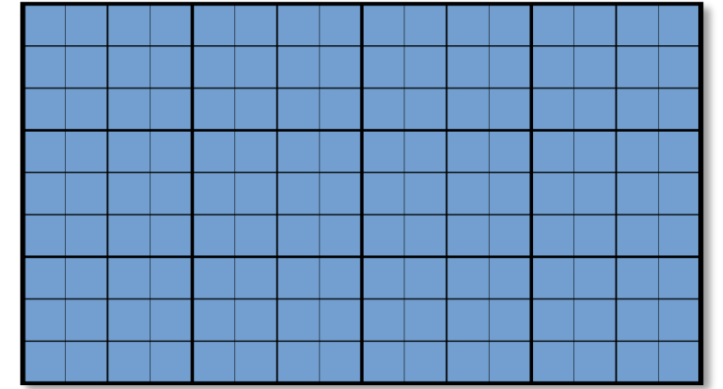
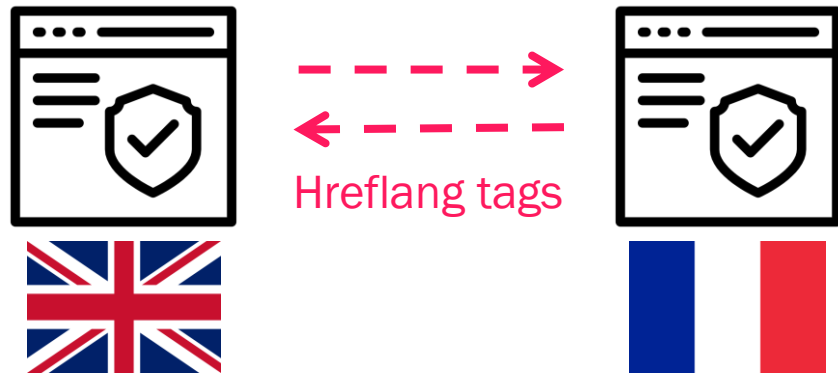


Hreflang best practise

1. Linking to canonical pages only
2. Bi-directional
3. Self-referencing
4. Fallback language
5. X-default

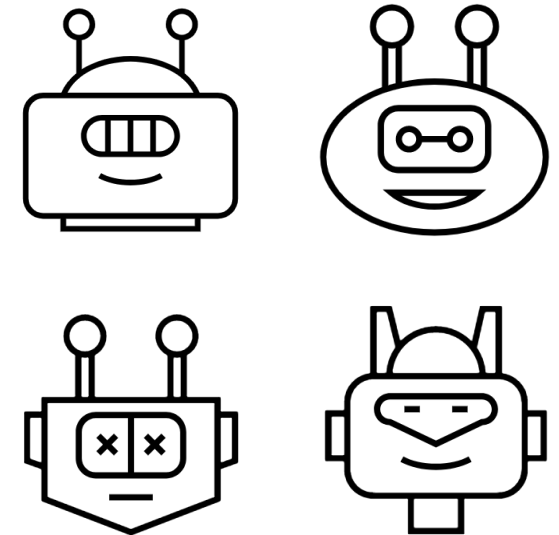
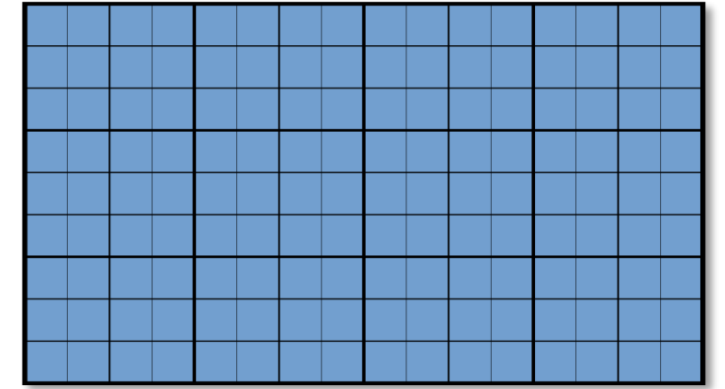


Canonical pages only



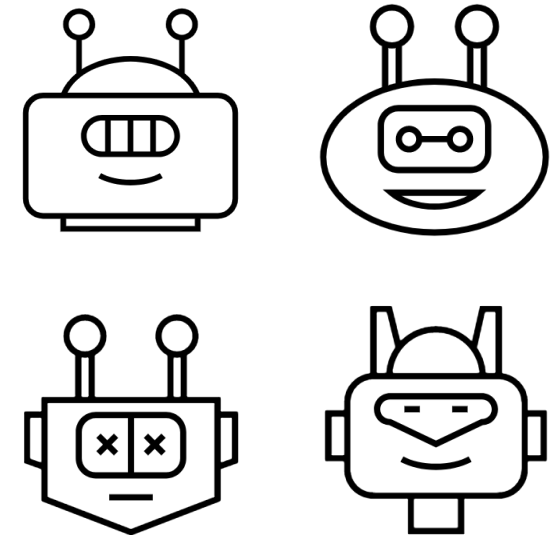
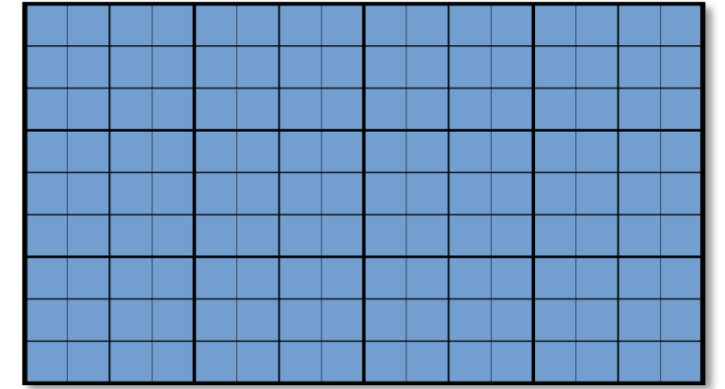
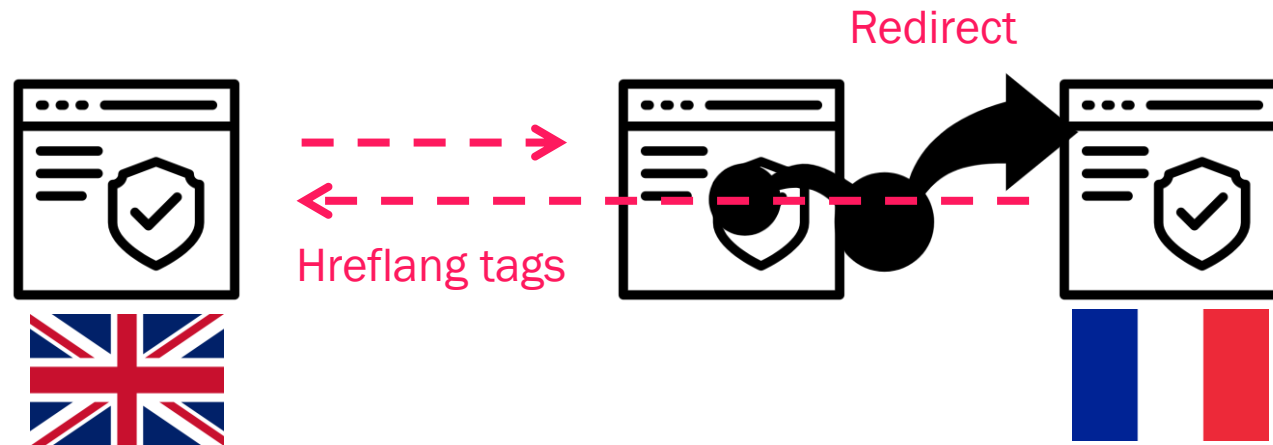
Hreflang best practise

Canonical pages only



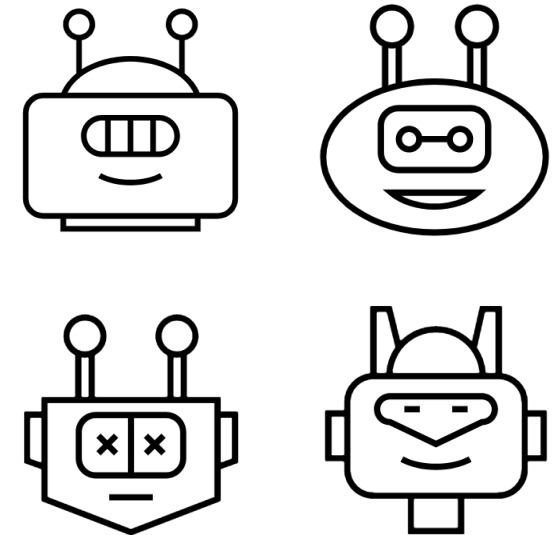
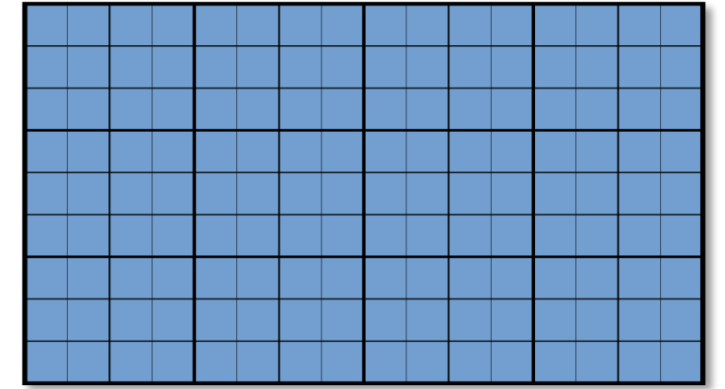
Hreflang best practise

Canonical pages only



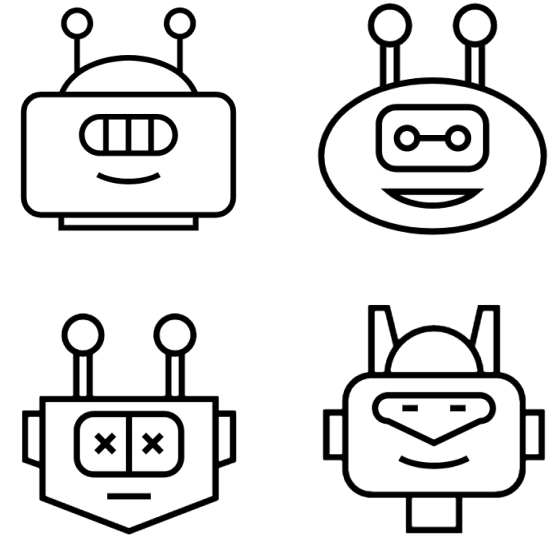
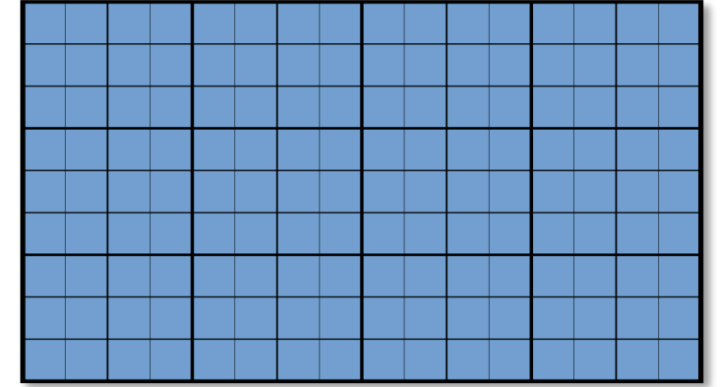
Hreflang best practise

Canonical pages only

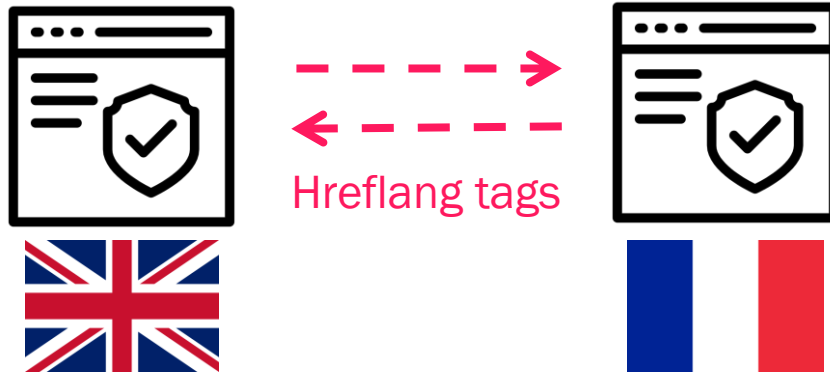


Hreflang best practise

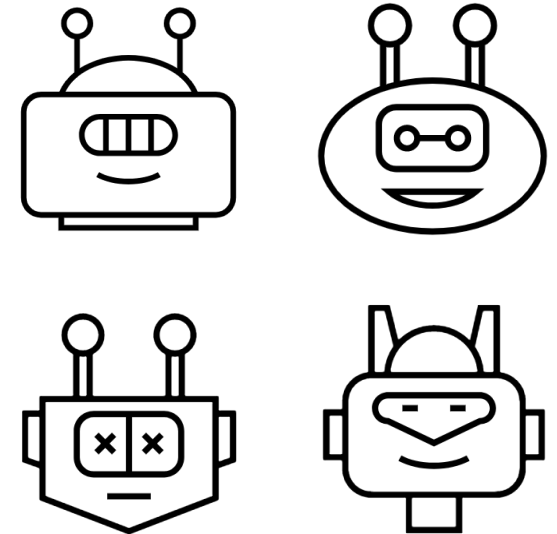
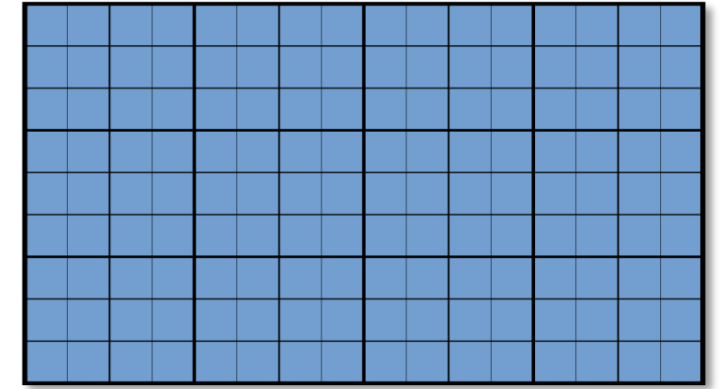
Bidirectional tags



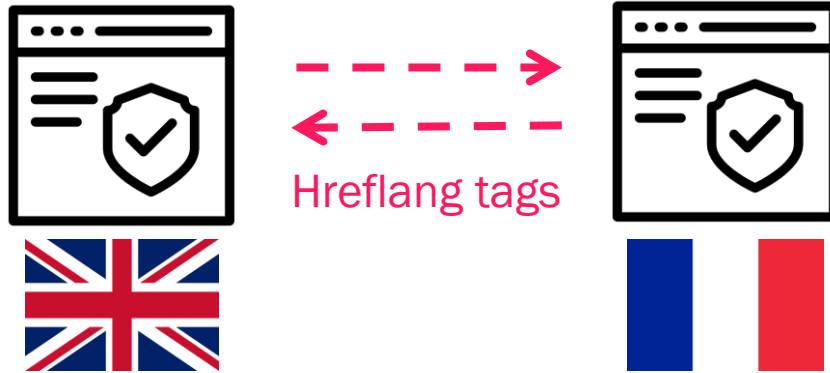
Bidirectional tags



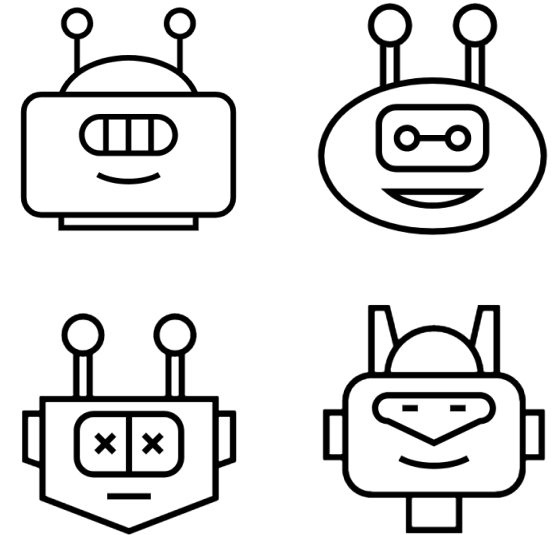
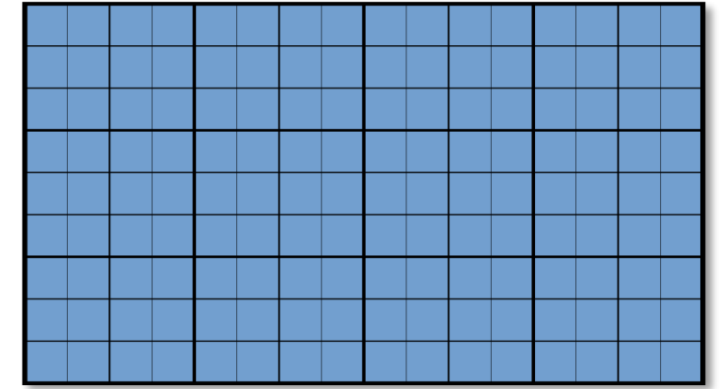
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<link rel="alternate" hreflang="en-gb" href="https://yoursite.com/en">  
<link rel="alternate" hreflang="fr-fr" href="https://yoursite.com/fr">
```



Self-referencing tags

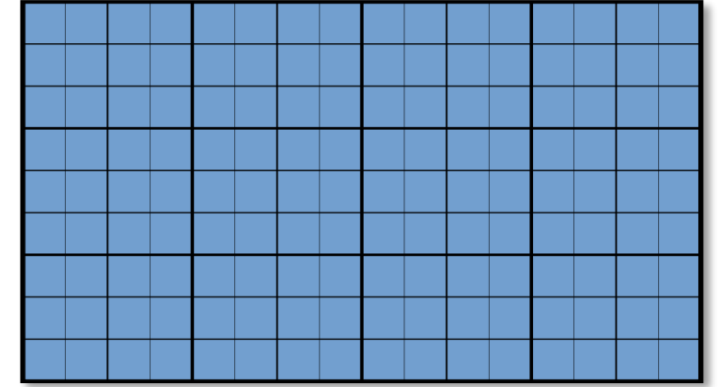


```
<link rel="alternate" hreflang="en-gb" href="https://yoursite.com/en">  
<link rel="alternate" hreflang="fr-fr" href="https://yoursite.com/fr">
```



Hreflang best practise

Key concept



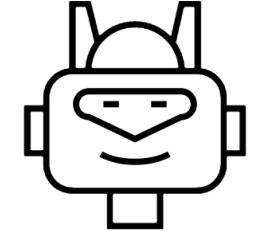
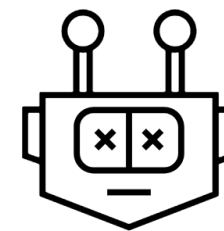
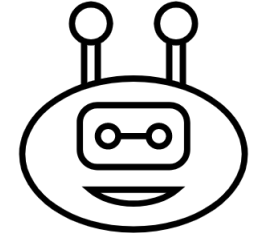
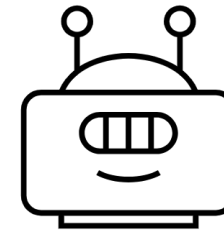
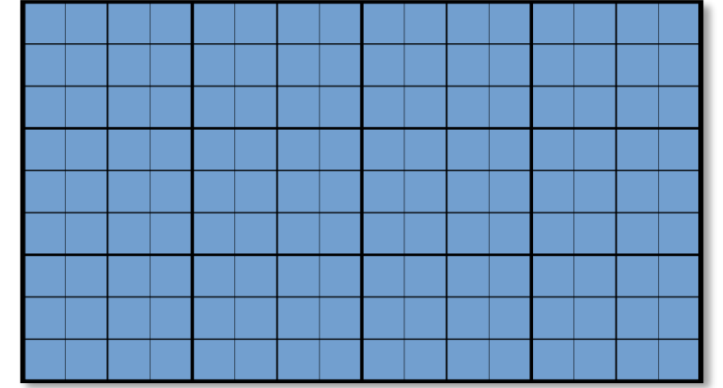
Hreflang tags that are not bi-directional or linking to canonical pages will be ignored



Fallback language



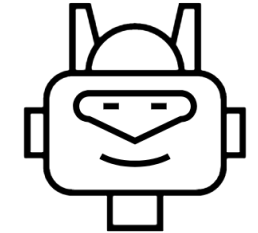
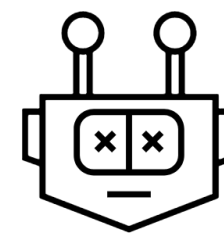
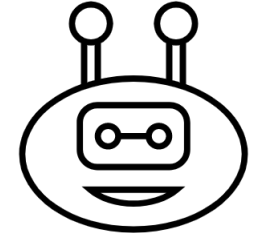
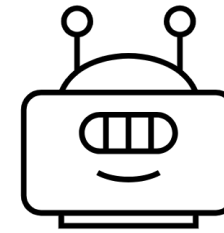
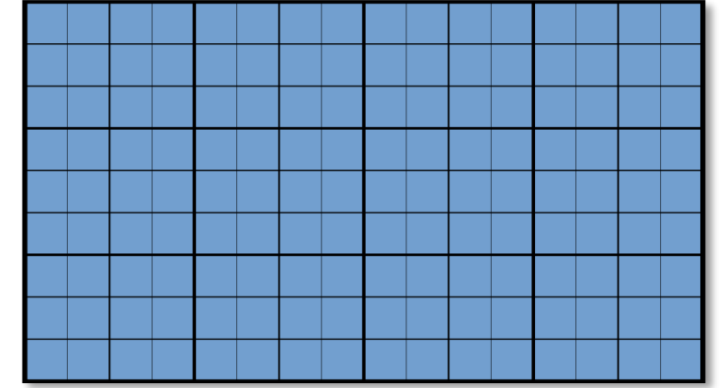
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<link rel="alternate" hreflang="en-us" href="https://yoursite.com/us">  
<link rel="alternate" hreflang="en-gb" href="https://yoursite.com/uk">  
<link rel="alternate" hreflang="en-au" href="https://yoursite.com/au">
```



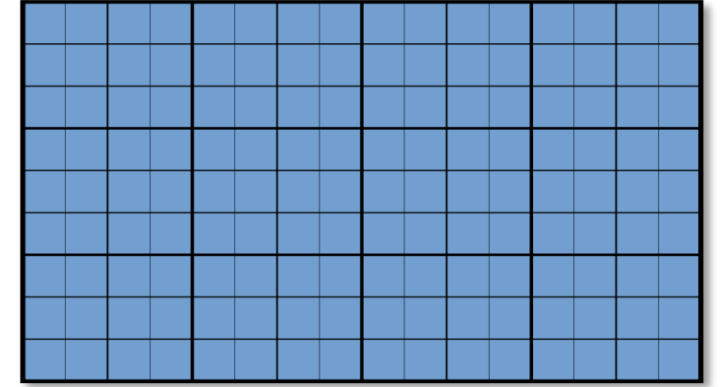
Fallback language



```
<link rel="alternate" hreflang="en-us" href="https://yoursite.com/us">  
<link rel="alternate" hreflang="en-gb" href="https://yoursite.com/uk">  
<link rel="alternate" hreflang="en-au" href="https://yoursite.com/au">  
<link rel="alternate" hreflang="en" href="https://yoursite.com/uk">
```



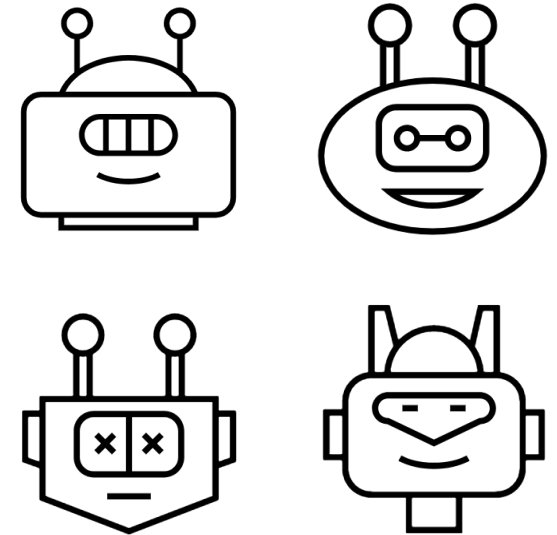
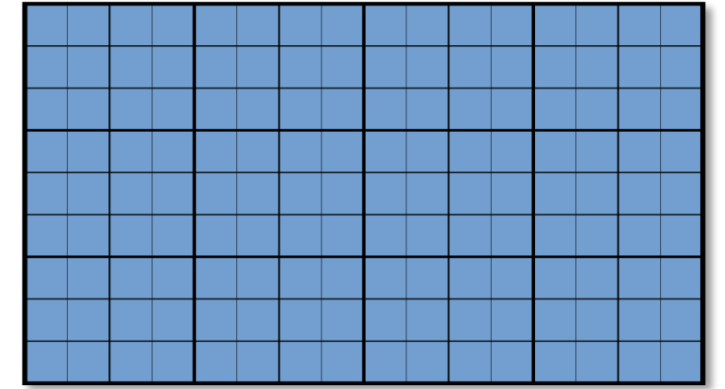
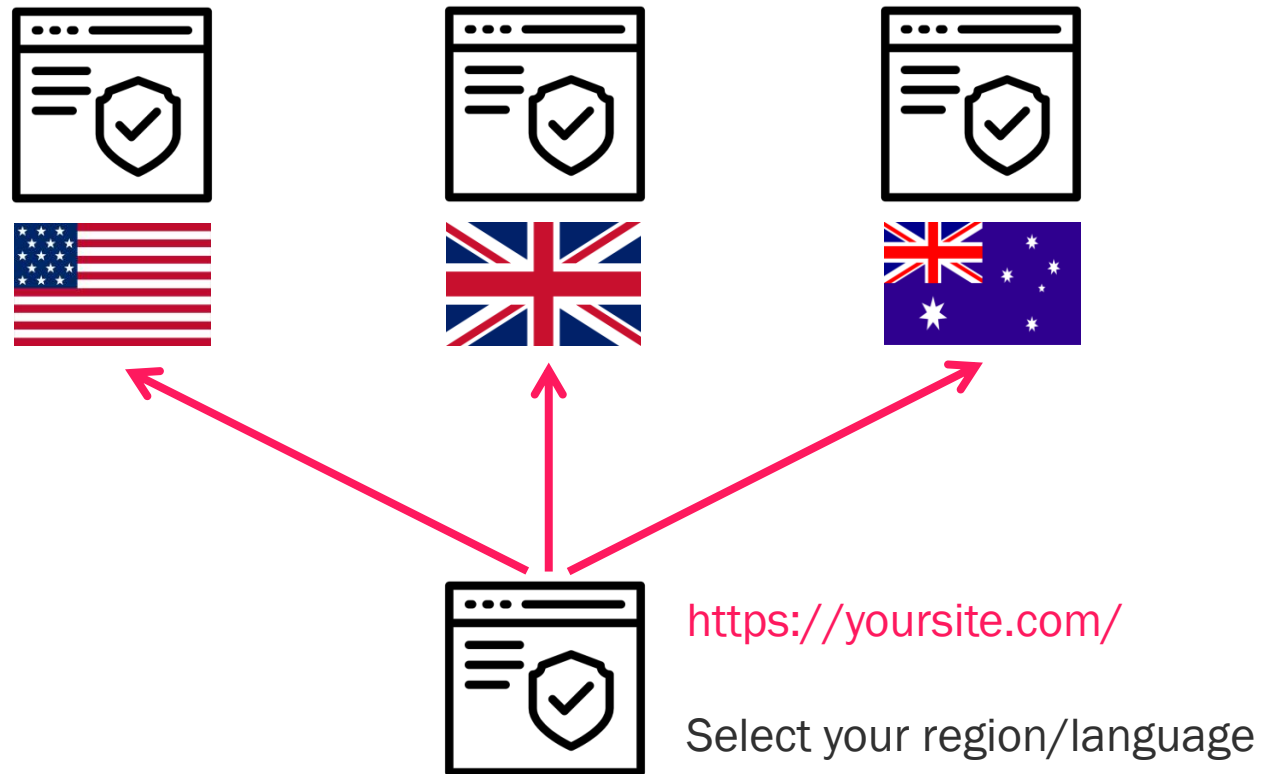
Key concept



It's completely fine to define a page twice with a non-conflicting hreflang tag



X-default

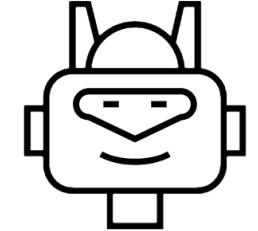
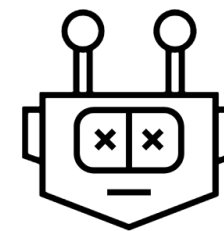
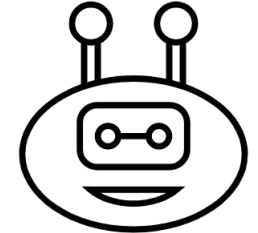
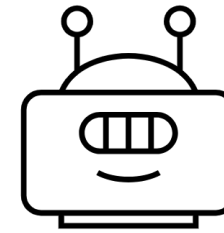
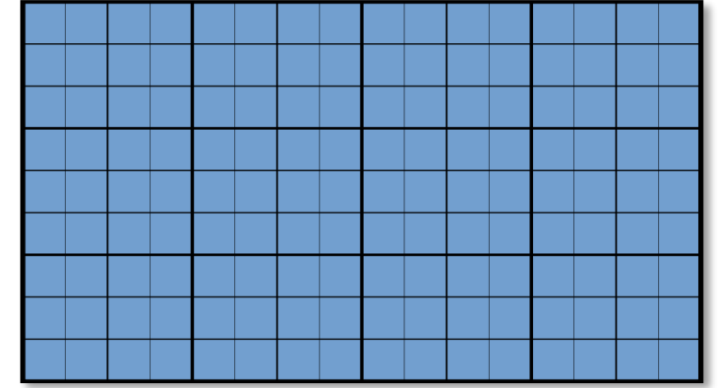


Hreflang best practise

X-default

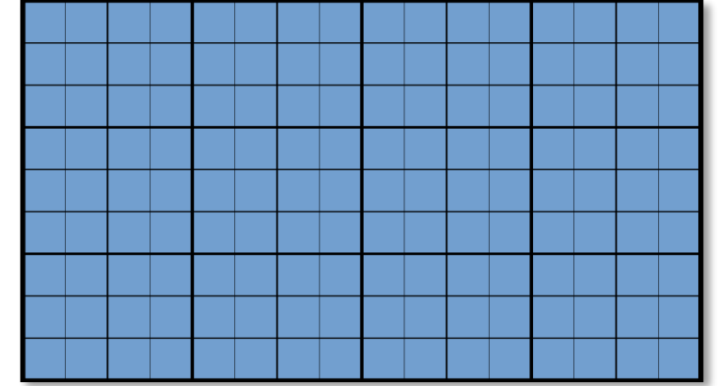


```
<link rel="alternate" hreflang="en-us" href="https://yoursite.com/us">  
<link rel="alternate" hreflang="en-gb" href="https://yoursite.com/uk">  
<link rel="alternate" hreflang="en-au" href="https://yoursite.com/au">  
<link rel="alternate" hreflang="en" href="https://yoursite.com/uk">  
<link rel="alternate" hreflang="x-default" href="https://yoursite.com/">
```



Hreflang best practise

Key concept



The x-default attribute exists for pages that don't target any specific language or region.

