



The world of Multilingual SEO



HELLO!

A close-up, monochromatic photograph of a lion's face, focusing on the texture of its fur and the bridge of its nose. The image is dark and serves as a background for the text.

I'M a

DANCER.



*“I have great dance moves,
my dance moves are so great, that I can seduce
anyone with dance moves...*

Yes I mean anyone...

*I’m so confident about my dance moves,
that anyone in the world who sees my dance moves
will fall for it..*

*They will my think and tell others about my dance
moves for life...”*

I moved to a **new country** to build a life there.

Go to THE place to meet **people who potentially like my dance moves** and I start...

I throw all my dance moves, I moonwalked better than michael jackson..

And all I got was **1 sec of unconfirmed eye contact**. I moved over to the next... not even a glimpse..

And the next.. The same..

What went wrong?!

I thought dancing was a common language?!?!



SEO

MULTILING

UAL.



**What does it
mean?**



Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)

Search for a word



multi-

/ˈmʌlti/

combining form

more than one; many.
"multicolour"



lingual

/'lɪŋw(ə)l/

See definitions in:

All

Anatomy

Phonetics

adjective **TECHNICAL**

1. **ANATOMY**
relating to, near, or on the side towards the tongue.
2. relating to speech or language.
"his demonstrations of lingual dexterity"



Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)

Search for a word



multilingual

/mʌltɪˈlɪŋɡw(ə)l/

adjective

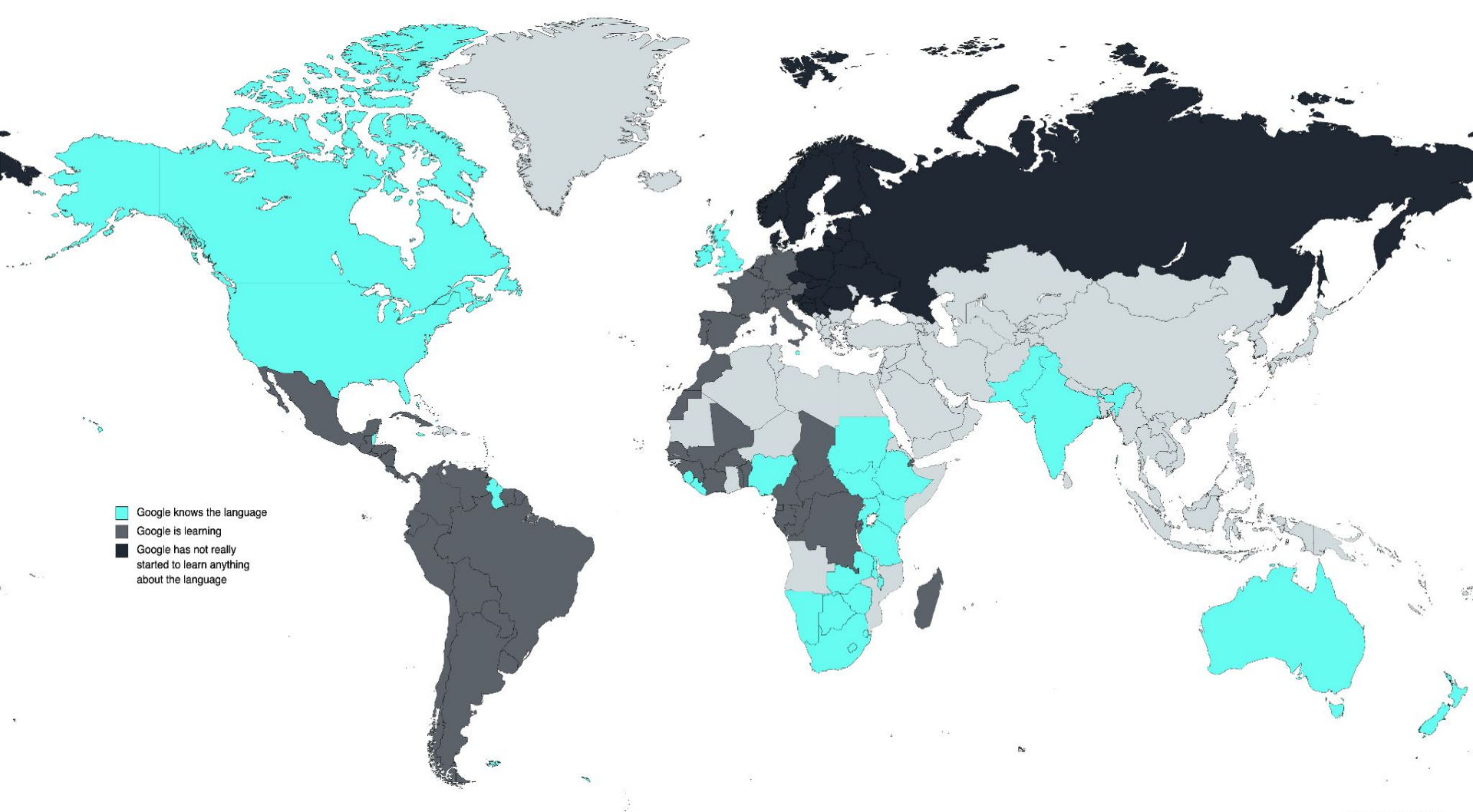
in or using several languages.
"a multilingual dictionary"



“Having useful content for local audience in other countries and/or languages”

UNDERSTANDING





- Google knows the language
- Google is learning
- Google has not really started to learn anything about the language



Google knows

- | English

Google is learning

- | Spanish
- | French
- | Portuguese
- | German
- | Italian
- | Dutch

Google tries to figure out

- | Polish
- | Lithuanian
- | Czech
- | Russian
- | Danish
- | Swedish
- | Norwegian



On Fleek



Content needs to be “on fleek” **slang. : perfectly done : exactly right : excellent. |**

A man with short dark hair, a goatee, and black-rimmed glasses is looking off to the right with a neutral, slightly disinterested expression. He is wearing a blue and white plaid button-down shirt over a white t-shirt. The background is a plain, light-colored wall.

Meh...

Not really....



Exact match keywords still work

Paysafecard jak działa? Jak doładować konto przez Paysafecard?

Dodane: 2 lata temu

The screenshot shows a search result for the query "Paysafecard jak działa? Jak doładować konto przez Paysafecard?". The result is from "Teamnet Software.pl" and features a blue and white graphic with the text "Jak działa Paysafecard - sprawdź" and a partial "paysaf" logo on the right.

Polish copywriter confirmed



Exact match keywords still work

Jak zrealizować kartę podarunkową Netflix?

Aby zrealizować kartę podarunkową Netflix, wykonaj następujące proste czynności:

1. Przejdź do [strony](#) Realizacja w serwisie Netflix.
2. Wprowadź kod karty podarunkowej Netflix, który wysłaliśmy na Twój adres e-mail.
3. Zaczniij cieszyć się na telefonie, Chromecastzie, Smart TV lub innych urządzeniach!

<https://www.recharge.com/pl/pl/netflix> the first paragraph is very bad actually. Recharge is ranking before Dundle, but it seems like Google translation. Literally something like that: Are you looking for karta Netflix (should be kartY). Your couch just rang and misses you! (that doesn't make any sense in Polish).

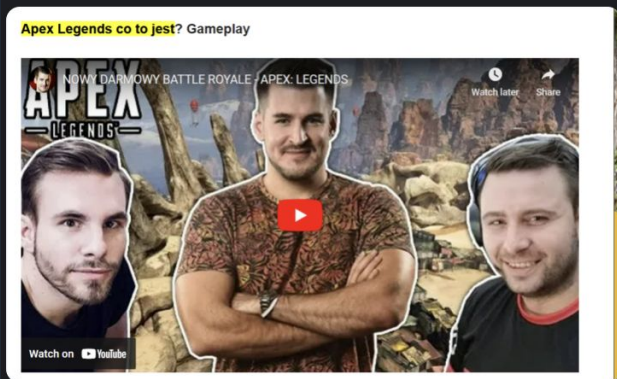
Here it says "Apex Legends what is it". It's incorrect, but what's more interesting is how often this specific query appears in the text. 9 times! It's a bit too much, considering that they only answer this question once

image.png ▾



Another heading says: Apex Legends minimum and recommended requirements SO they don't answer the question at all, they just say the requirements. Completely different things Shouldn't it be just "Apex Legends - a gameplay"? Why ask the same question 483854092 times

image.png ▾



Even the gallery title... They also start the paragraph like with this question which seems super forced, considering it's not even grammatically correct

A close-up, grayscale photograph of a lion's face, focusing on its eyes and nose. The lion's fur is highly detailed, showing individual strands and the texture of its mane. The lighting is dramatic, with deep shadows and bright highlights, giving the image a powerful and somewhat somber feel. The word "Challenges." is overlaid in white, bold, sans-serif font across the center of the image.

Challenges.

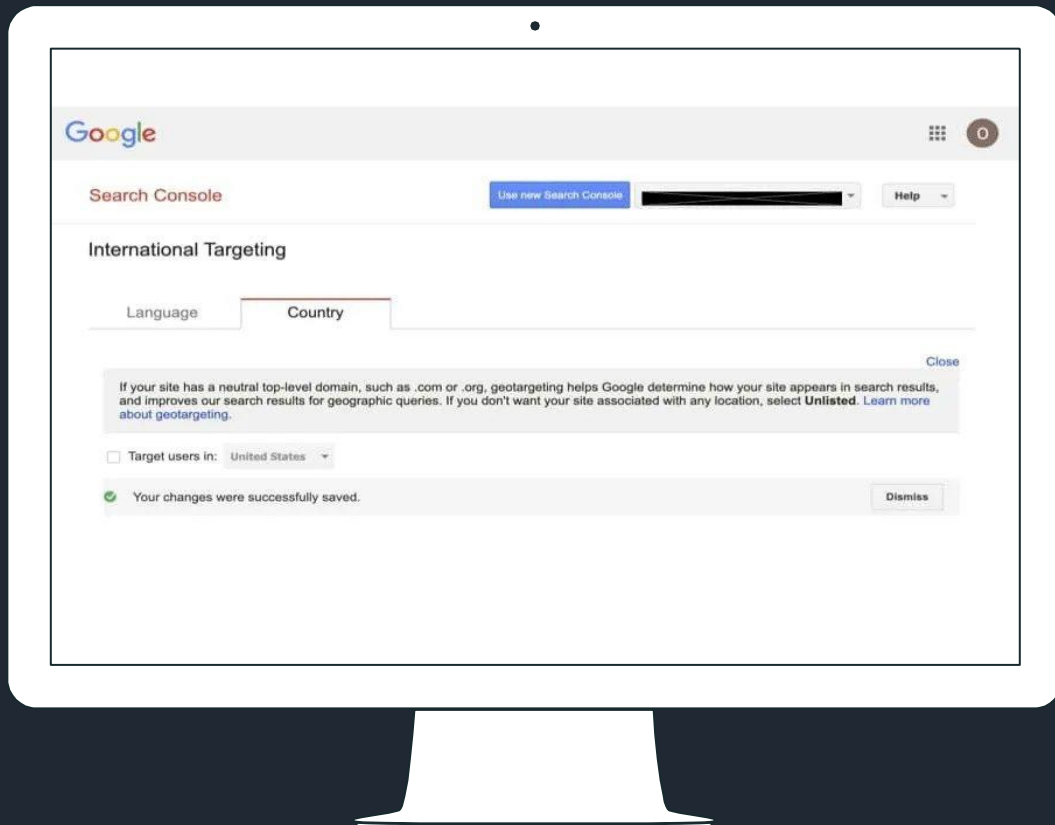


“How can we make sure that all of our content gets shown in the right countries?”

Control



International Targeting





International Targeting





The International Targeting report is deprecated

The International Targeting report has been deprecated.

Google will continue to support and use [hreflang tags](#) on your pages. However, the ability to target search results to specific countries using Search Console country targeting was determined to have little value for the ecosystem, and is no longer supported.

Dismiss



WHAT

NOW



Hreflang in html

```
→ ↻ ⓘ view-source:https://www.fabory.com/en
<meta name="description" content="fabory is your partner for top quality fasteners, industri
<meta name="robots" content="index,follow">
<link rel="alternate" hreflang="de" href="https://www.fabory.com/de_XP">
  <link rel="alternate" hreflang="pt" href="https://www.fabory.com/pt">
  <link rel="alternate" hreflang="fr" href="https://www.fabory.com/fr">
  <link rel="alternate" hreflang="hu" href="https://www.fabory.com/hu">
  <link rel="alternate" hreflang="nl-be" href="https://www.fabory.com/nl_BE">
  <link rel="alternate" hreflang="en-es" href="https://www.fabory.com/en_ES">
  <link rel="alternate" hreflang="sk" href="https://www.fabory.com/sk">
  <link rel="alternate" hreflang="en-cz" href="https://www.fabory.com/en_CZ">
  <link rel="alternate" hreflang="en-ro" href="https://www.fabory.com/en_RO">
  <link rel="alternate" hreflang="en-pl" href="https://www.fabory.com/en_PL">
  <link rel="alternate" hreflang="en-nl" href="https://www.fabory.com/en_NL">
  <link rel="alternate" hreflang="en-be" href="https://www.fabory.com/en_BE">
  <link rel="alternate" hreflang="en-pt" href="https://www.fabory.com/en_PT">
  <link rel="alternate" hreflang="en" href="https://www.fabory.com/en">
  <link rel="alternate" hreflang="it" href="https://www.fabory.com/it_XP">
  <link rel="alternate" hreflang="es" href="https://www.fabory.com/es">
  <link rel="alternate" hreflang="zh" href="https://www.fabory.com/zh">
  <link rel="alternate" hreflang="en-hu" href="https://www.fabory.com/en_HU">
  <link rel="alternate" hreflang="cs" href="https://www.fabory.com/cs">
  <link rel="alternate" hreflang="en-fr" href="https://www.fabory.com/en_FR">
  <link rel="alternate" hreflang="fr-be" href="https://www.fabory.com/fr_BE">
  <link rel="alternate" hreflang="pl" href="https://www.fabory.com/pl">
  <link rel="alternate" hreflang="en-sk" href="https://www.fabory.com/en_SK">
  <link rel="alternate" hreflang="ro" href="https://www.fabory.com/ro">
  <link rel="alternate" hreflang="en-gb" href="https://www.fabory.com/en_GB">
  <link rel="alternate" hreflang="nl" href="https://www.fabory.com/nl">
  <link rel="alternate" hreflang="x-default" href="https://www.fabory.com/en">
```



Hreflang in html

SISTRIX 

Hreflang-Generator

Generate the hreflang link attribute markup for your multilingual website, keeping in mind the bidirectional linking of content. All equivalent content has to be linked to each other or it may happen that Google does not consider the markup valid.

Domain/URL	Language	Region (optio...	x-default
<input type="text" value="Domain/URL"/>	- ▾	- ▾	✖

+ ADD DOMAIN OR URL



Hreflang in html

Generate the hreflang tags now:

To generate the hreflang annotations, you can either add the URLs to tag in the form below, or upload them through a CSV with only one column (URLs) with a maximum of 50 URLs:

No file chosen

Add a valid URL like https://example.com

Select the Language of the URL

Add a valid URL like https://example.com

Select the Language of the URL

Add a valid URL like https://example.com

Select the Language of the URL

Generate the hreflang annotations as:



***“We sell specific products
per region.”***

Control



Hreflang in Xml sitemap

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xhtml="http://www.w3.org/1999/xhtml">
  <url>
    <loc>https://dundle.com/itunes/</loc>
    <changefreq>daily</changefreq>
    <xhtml:link rel="alternate" hreflang="x-default" href="https://dundle.com/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="en" href="https://dundle.com/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="de" href="https://dundle.com/de/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="fr" href="https://dundle.com/fr/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="nl" href="https://dundle.com/nl/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="it" href="https://dundle.com/it/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="pl" href="https://dundle.com/pl/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="es" href="https://dundle.com/es/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="pt" href="https://dundle.com/pt/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="tr" href="https://dundle.com/tr/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="da" href="https://dundle.com/dk/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="fi" href="https://dundle.com/fi/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="sv" href="https://dundle.com/se/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="nb" href="https://dundle.com/no/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="ro" href="https://dundle.com/ro/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="ru" href="https://dundle.com/ru/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="sk" href="https://dundle.com/sk/itunes/"></xhtml:link>
    <xhtml:link rel="alternate" hreflang="hr" href="https://dundle.com/hr/itunes/"></xhtml:link>
```



“How can we improve the quality of all pages in bulk to rank higher?”

Expanding



Page type improve ments

Page types

- | Category
- | Sub
category
- | Product
- | Blog

Page type improvements

- | Page structure
- | Page title meta
description
- | H1 structure
- | Structured data
- | Layout changes
- | Page speed
improvements



***“We already have content.
How do we improve it?”***

Grow markets



***“We already have content.
How do we improve it?”***

Grow markets



***“We already have content.
How do we localize it?”***

Grow markets



Translat eKeywor d research

	B	C	D	E	F	G
		EN (US)	Volume		German	volume
Main keyword(s)		Last minute christmas gifts for men	90	Main keyword(s)	weihnachtsgeschenke für männer	3310
<i>Main focus of the page. Placement: Page title, Meta description, H1, 1st paragraph, last paragraph, anchor</i>		christmas gifts for men	40500	<i>Main focus of the page. Placement: Page title, Meta</i>	last minute weihnachtsgeschenke für männer	3000
		Christmas gift ideas for men	3600		weihnachtsgeschenk mann / männer	5400
					männergeschenke zu weihnachten	880
Secondary		Christmas gifts for dad	12100	Secondary	weihnachtsgeschenke für papa	2900
<i>Try to make sections while doing your research to you automatically have the structure of your content. Placement: H2, first sentence of paragraph</i>		last minute christmas gifts for dad	320	<i>Try to make sections while doing your research to you automatically have the structure of your content. Placement: H2, first sentence of paragraph</i>	weihnachtsgeschenke für väter	1000
		christmas gift ideas for dad	2900			
		Christmas gifts for boyfriend	12100		weihnachtsgeschenk für freund	6600
		gifts for boyfriend christmas	2400		weihnachtsgeschenk für partner	1600
		christmas gifts ideas for boyfriend	2900			
					weihnachtsgeschenk für bruder	1300
					geschenkideen für bruder	590
		christmas gifts for brother	2400		witzige geschenke bruder	1000
		christmas gifts for brother in law	1000			



“What do we need to do to enter a local market”

**Exploring new
markets**



Domain







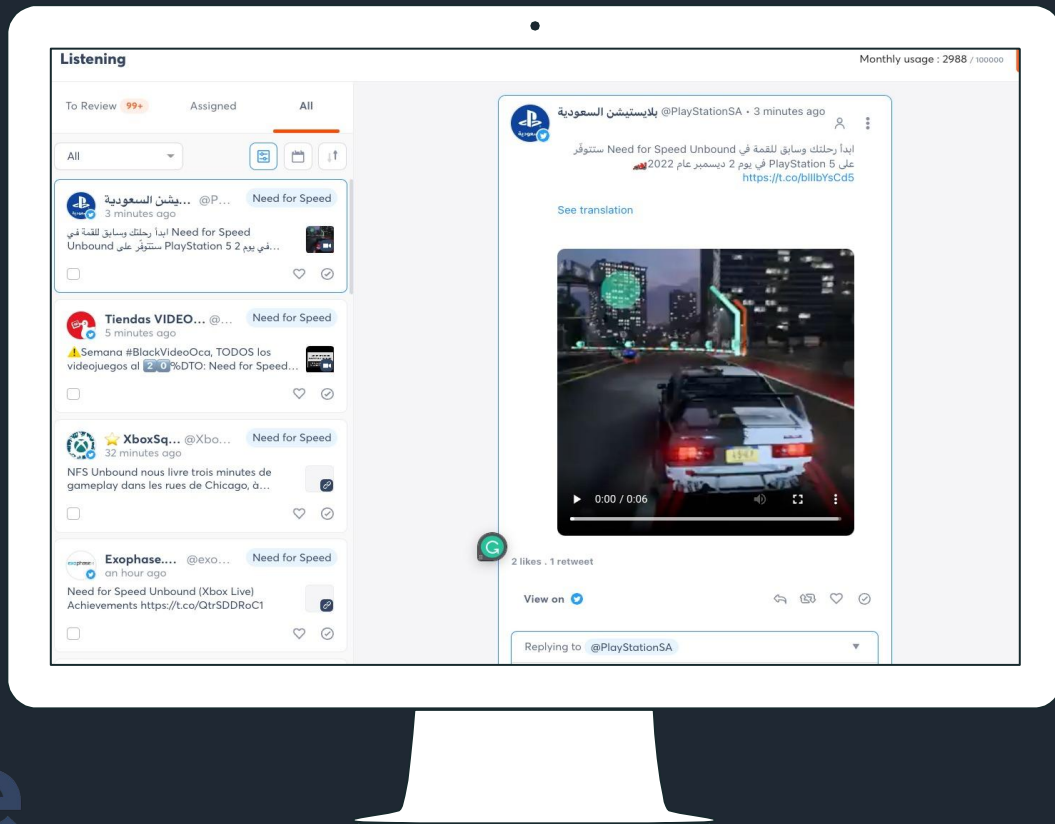
Domain

URL structure options		
Country-specific domain <code>example.de</code>	✓ Pros: <ul style="list-style-type: none">• Clear geotargeting• Server location irrelevant• Easy separation of sites	✗ Cons: <ul style="list-style-type: none">• Expensive (can have limited availability)• Requires more infrastructure• Strict ccTLD requirements (sometimes)• Can only target a single country
Subdomains with gTLD <code>de.example.com</code>	✓ Pros: <ul style="list-style-type: none">• Easy to set up• Allows different server locations• Easy separation of sites	✗ Cons: <ul style="list-style-type: none">• Users might not recognize geotargeting from the URL alone (is "de" the language or country?)
Subdirectories with gTLD <code>example.com/de/</code>	✓ Pros: <ul style="list-style-type: none">• Easy to set up• Low maintenance (same host)	✗ Cons: <ul style="list-style-type: none">• Users might not recognize geotargeting from the URL alone• Single server location• Separation of sites harder
URL parameters <code>site.com?loc=de</code>	Not recommended.	✗ Cons: <ul style="list-style-type: none">• URL-based segmentation difficult• Users might not recognize geotargeting from the URL alone



Social listening

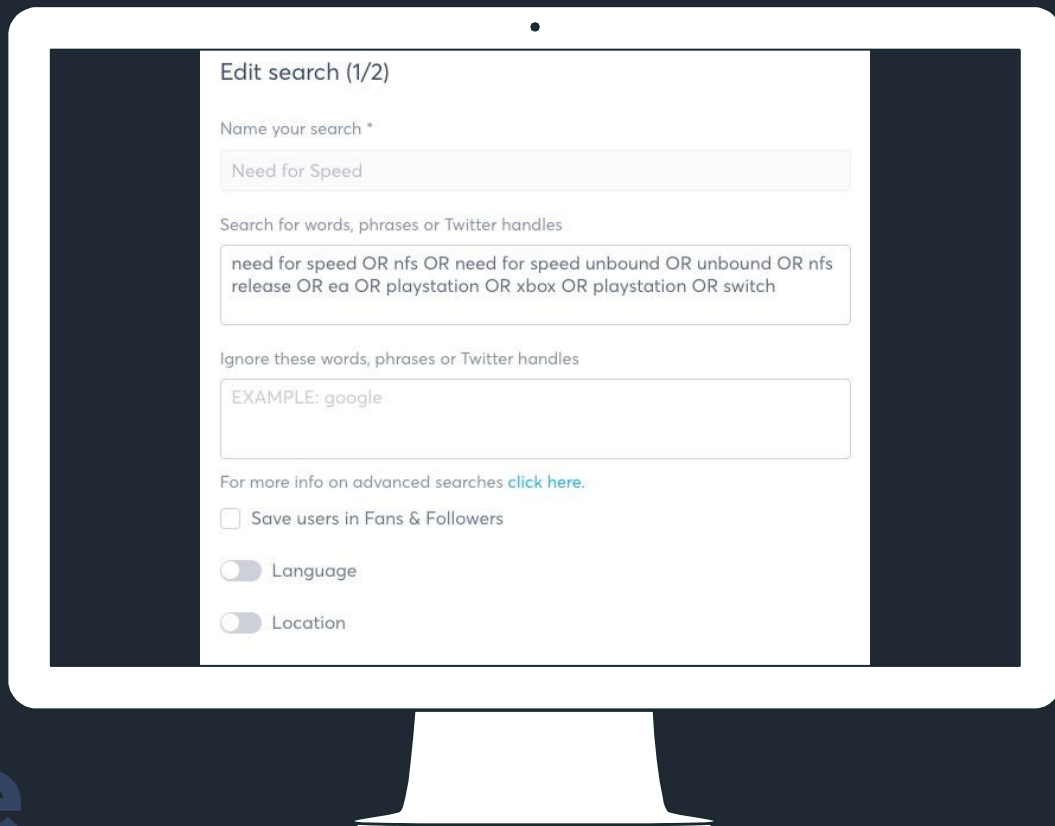
agora pulse





Social listening

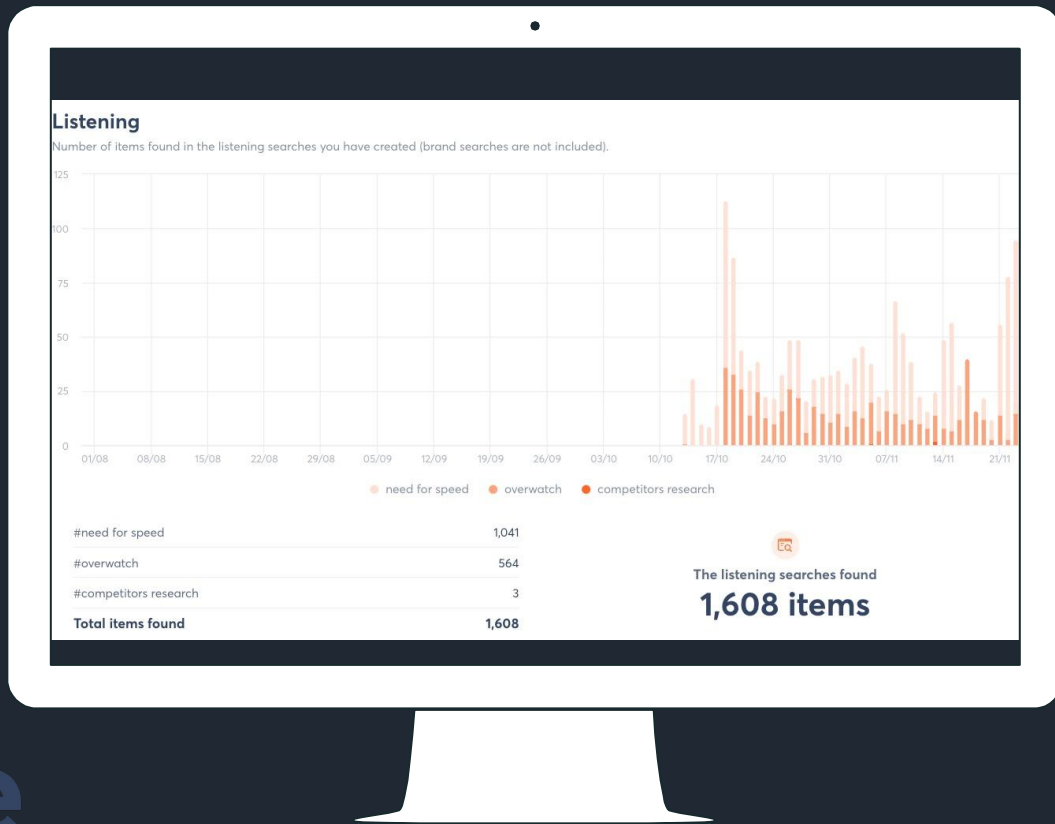
agora pulse





Social listening

agora pulse

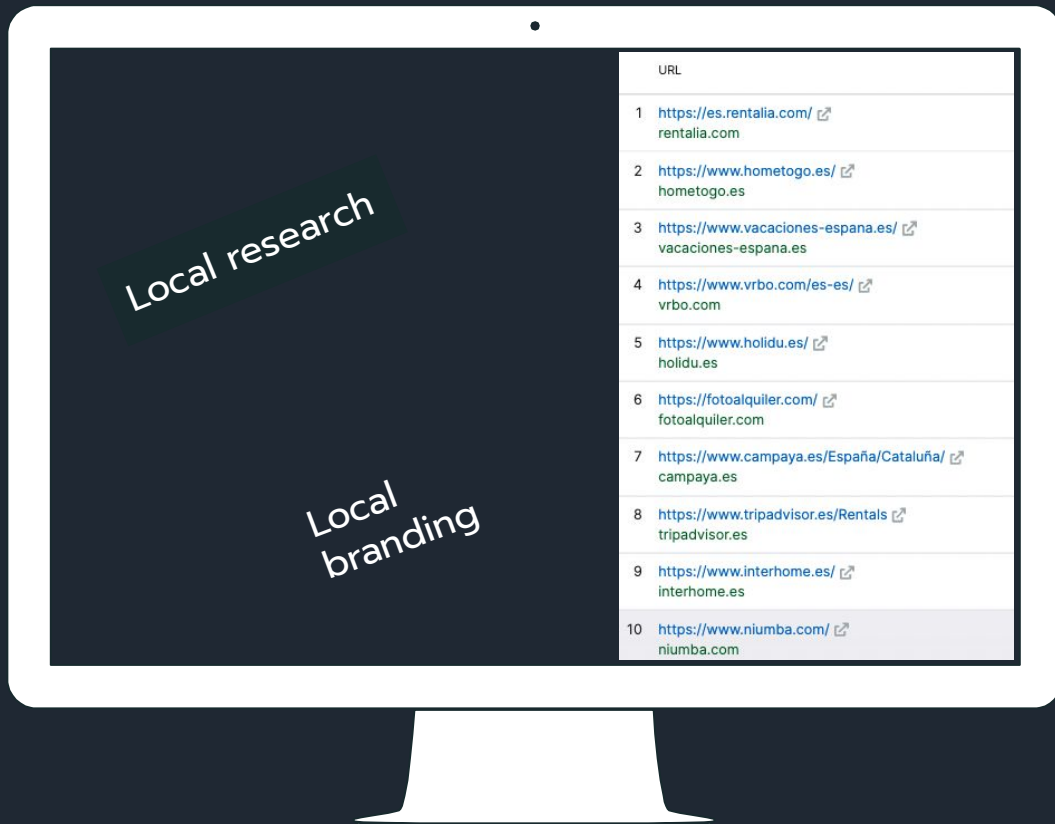




Local branding



SEMRUSH

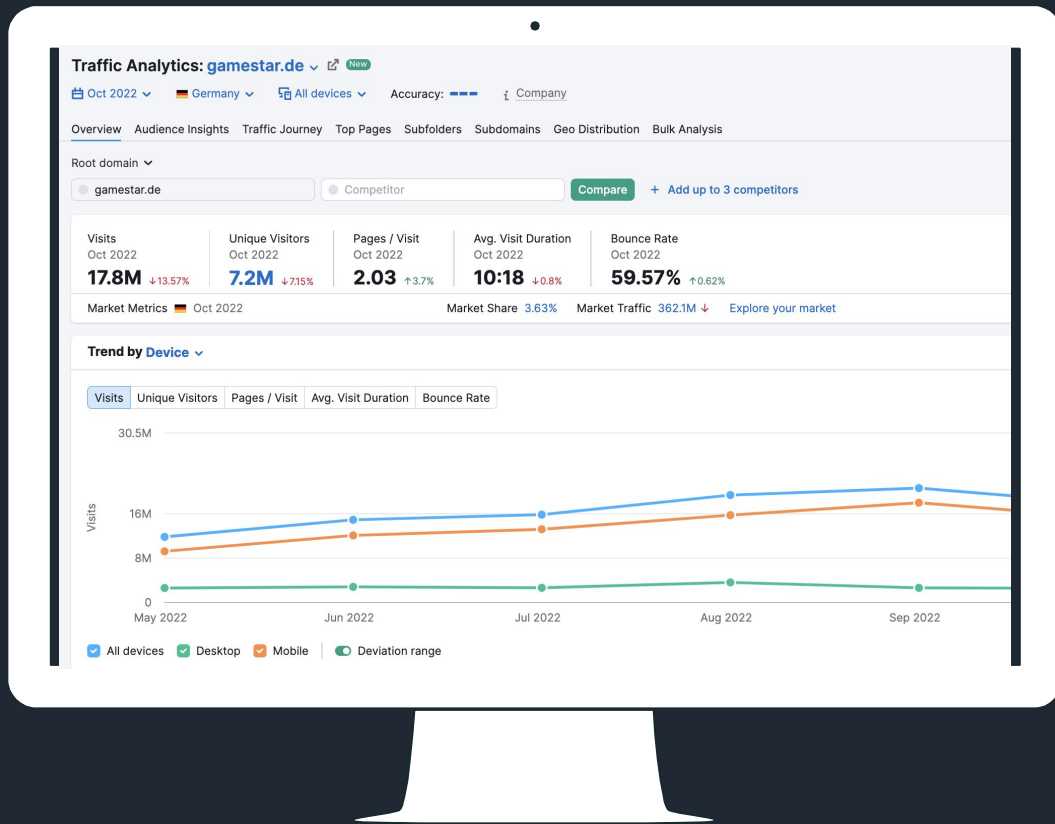




Local competitor research



SEMRUSH

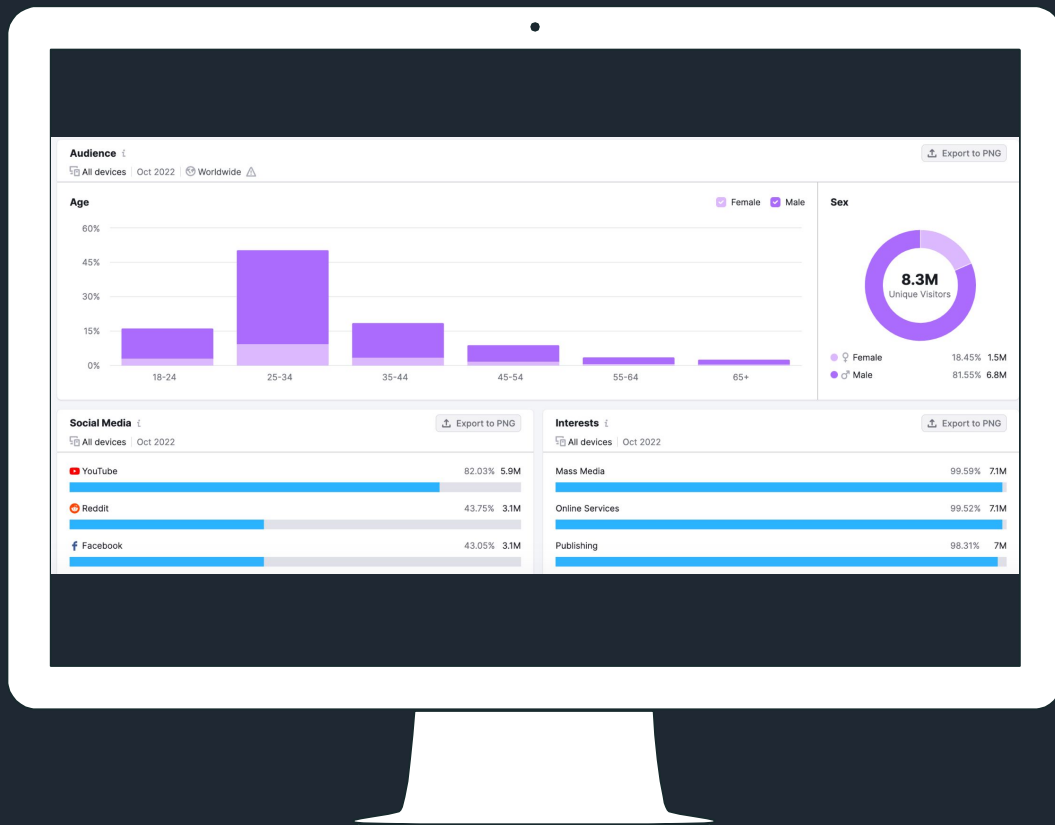




Market explorer



SEMRUSH

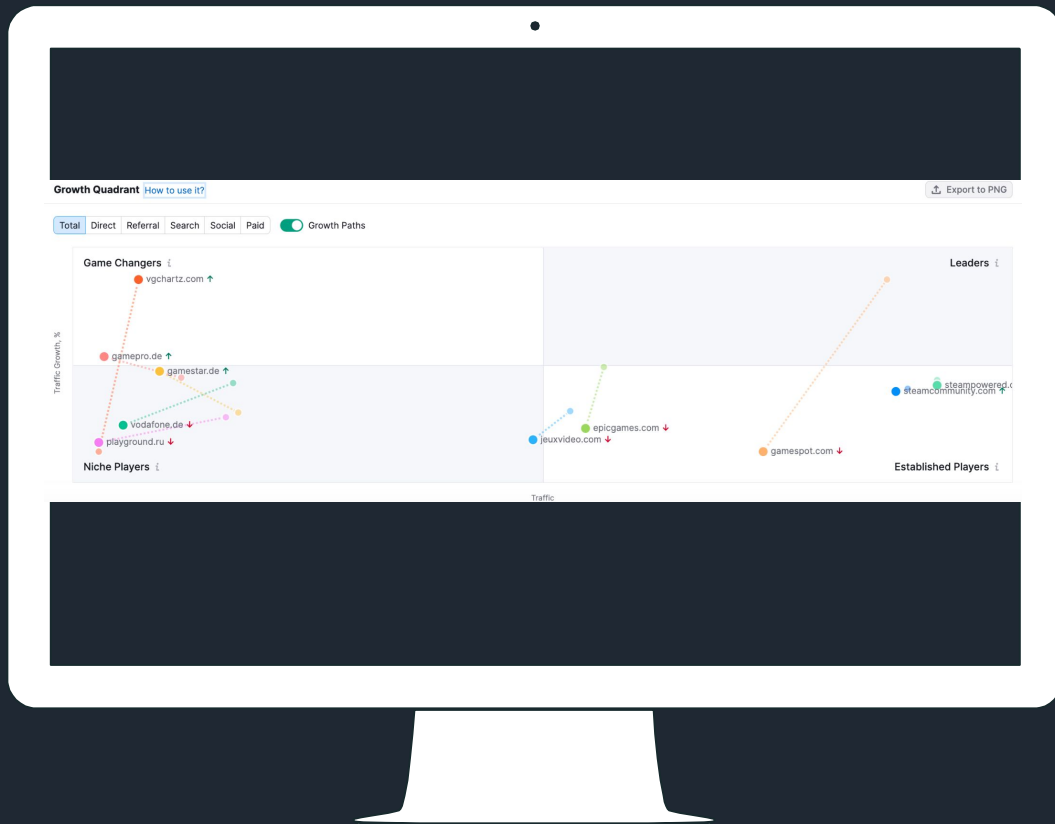




Market explorer



SEMRUSH





Local backlink

S



SEMRUSH

AS	Root Domain / Category	Backlinks	Country / IP
72	upv.es Jobs & Education > Education > Standardized & Admissions Tests 9 more	> 16	158.42.250.80
39	capital.es Finance > Investing 9 more	> 15	82.223.101.101
38	cohosting.es Travel > Tourist Destinations > Beaches & Islands 9 more	> 7	82.223.17.191
10	señoraperdiz.com	> 7	51.254.16.36
59	avantio.com Travel > Tourist Destinations > Beaches & Islands 9 more	> 5	185.22.92.212
11	inmofacil.com	> 4	31.47.78.137
4	inmovalecas.com	> 4	31.47.78.137
9	rentalia.es	> 4	213.27.160.173



Am still that great

DANCER?





*“I have great products
my products are so well, that i can seduce anyone
with products...*

Yes I mean anyone...

*I’m so confident about my products,
that anyone in the world who sees my products will
fall for it..*

*They will my think and tell others about my products
for life...”*

No...

Know who you want to sell

to,

why they would buy your

products,

how they **think**,

how they **talk** and

how they **act**.

Then localize your content

A close-up, grayscale photograph of a sloth's face, focusing on its eyes and nose. The sloth's fur is thick and shaggy, with a distinct texture. The background is a soft, out-of-focus gray.

Recap.

Country TLD	Subfolders, subdomains are ignored as localization factor from Google BUT can be recognized by users
Html lang	<html lang="xx"> (language only not country base)
Hreflang	Always refer back, 200 response only, may not be a redirect
Hreflang	Iso codes language. first than country en-gb and don't make up your own countries.
Content language	include Jargon if possible
Local backlinks	Ranking and social proof
Local branding	Trust and CTR
Create content fast	AI translations/creation + ALWAYS a human check

Checklist

A close-up, grayscale image of a lion's face, focusing on its eyes and nose. The text "Translation ≠ Localization" is overlaid in white, bold font across the center of the image.

Translation ≠ Localization



THANKS!