

Here's a step-by-step International SEO template that includes technical SEO steps:

1. Market Research:

- Identify Target Markets:
 - Determine which countries or regions you want to target.
- Keyword Research:
 - Research keywords and phrases in the local languages and consider cultural nuances.

2. Domain Strategy:

- Choose Domain Structure:
 - Decide on a domain structure, such as ccTLDs (country code top-level domains), subdomains, or subdirectories.

3. Website Localization:

- Local Content:
 - Create localized content that caters to the interests and needs of your target audience in each region.
- Translate Content:
 - Translate content accurately or hire native speakers to ensure quality translations.
- Hreflang Tags:
 - Implement hreflang tags to specify language and regional targeting for each page.

4. International On-Page SEO:

- Meta Tags and Titles:
 - Optimize meta tags, titles, and headings for each language and region.
- Localized URL Structures:
 - Use localized URLs (e.g., domain.com/es/ for Spanish content).
- Structured Data Markup:
 - Implement structured data markup (Schema.org) for local businesses and organizations.

5. Technical SEO for Internationalization:

- Hreflang Implementation:
 - Properly implement hreflang tags to indicate language and regional targeting.
- XML Sitemaps:
 - Create and submit XML sitemaps for each language and region to Google Search Console.
- Server Location:
 - Host your website on servers located in the target country if possible to improve loading times.
- Geotargeting:
 - Configure geotargeting in Google Search Console for each subdirectory, subdomain, or ccTLD.

6. International Backlink Strategy:

- Local Link Building:
 - Acquire backlinks from local websites in each target market.

- Guest Blogging:
 - Write guest posts for local blogs or websites with links back to your site.
7. Mobile Optimization for International SEO:
- Responsive Design:
 - Ensure your website is mobile-friendly and responsive across all regions.
 - Mobile Usability Testing:
 - Test mobile usability and load times in each target market.
8. International SEO Audits:
- Regular Audits:
 - Periodically conduct international SEO audits to identify and address issues.
9. Monitor Performance:
- Google Analytics:
 - Set up separate profiles for each target market and monitor performance.
 - Google Search Console:
 - Monitor international performance, indexation, and errors in Google Search Console.
10. International Social Media Strategy (Optional):
- Localize Social Media Profiles:
 - Create localized social media profiles for each region.
 - Engage with Local Audiences:
 - Interact with local audiences through social media in their native languages.
11. Stay Updated:
- Keep Abreast of International SEO Trends:
 - Stay informed about global SEO trends, algorithm changes, and best practices.
12. Multilingual Content Marketing:
- Content Promotion:
 - Promote localized content through social media, email marketing, and other channels.

International SEO is an ongoing process that requires continuous monitoring and adjustments to cater to each target market's unique needs and preferences.

Conclusion

I hope you found this SEO template helpful! You can see our complete library of 20+ other SEO templates [here](#).

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