



# International SEO Blueprint

A 1-page framework for structure, hreflang, localization, and rollout planning.  
Use this as an internal checklist for multi-market SEO execution.

PDF • 1 page

## STRUCTURE

### Choose your site structure

- Subfolder is usually fastest to scale and maintain for one brand.
- Subdomain can work for separate teams or platforms.
- ccTLD is strongest for full local presence (more overhead).

## HREFLANG

### Hreflang done right

- Map language/region pairs and keep return tags consistent.
- Use x-default only when you have a true global selector page.
- Avoid canonical mismatches that break hreflang clusters.

## LOCALIZATION

### Localization ≠ translation

- Do keyword research per country and map intent by page type.
- Adapt proof (currency, standards, competitors) for local trust.
- Keep templates unique enough to avoid thin/duplicate patterns.

## ROLLOUT

### Rollout plan (12 months)

- Start with a small set of markets and validate technical signals.
- Scale content clusters and internal linking by market priorities.
- Support new regions with authority growth and iteration.

### Practical 12-month timeline (example)

