

International SEO Checklist

Hreflang, URL structure, localization QA and geo-targeting checks.

How to use this: work section by section, mark what is confirmed, and leave any unknown item open until you have evidence.

Market scope

- ☐ List target countries and languages separately.
- ☐ Confirm whether the product or offer differs by market.
- ☐ Identify local competitors for priority intents.
- ☐ Validate search demand inside the target market.

URL structure

- ☐ Choose ccTLD, subdomain or subdirectory deliberately.
- ☐ Keep localized URLs stable and directly accessible.
- ☐ Avoid automatic redirects that block alternate market pages.
- ☐ Document canonical rules for regional variants.

Hreflang

- ☐ Use valid, indexable alternate URLs.
- ☐ Confirm reciprocal hreflang references.
- ☐ Include x-default only where it has a real purpose.
- ☐ Check that hreflang does not point through redirects.

Localization QA

- ☐ Review terminology with local search data.
- ☐ Replace literal translations that do not match user intent.
- ☐ Check legal, currency, shipping or availability details where relevant.
- ☐ Confirm local trust signals and contact information.

Geo and reporting

- ☐ Segment performance by country and language.
- ☐ Review country-specific indexation separately.
- ☐ Record local link or authority gaps where they matter.
- ☐ Keep market-level notes for major changes.

Final review

- ☐ Assign market owners.
- ☐ Document unresolved localization risks.
- ☐ Schedule the next international SEO validation pass.

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