

@katemorris



	Translate Only	Geo-Target Only	Geo-Target and Translate
<b>Does your business change in different countries?</b>	No	Yes	Yes
<b>Would it make sense to an international visitor to see different site content?</b>	No	Yes	Yes
<b>Do you have the resources to differentiate the content?</b>	No	Yes	Yes
<b>Are you targeting countries that have different languages than your native language?</b>	N/A	Yes	Yes
<b>Are there multiple official languages for any of these countries?</b>	N/A	Yes	Yes
<b>Do you plan on offering the site content in all official languages?</b>	N/A	No	Yes

## Translate Only

1. Don't machine translate, while manual translation is costly, it's the best for your goals.
2. Put your HREFLANG in XML sitemaps.<sup>1</sup>
3. Use the Language Meta tag for Bing translation targeting.<sup>2</sup>
4. Don't use a ccTLD. That is for Geo-Targeting only.



## Geo-Target Only

1. The content and marketing in each targeted country has to be different.
2. Pick the URL structure for your international growth and stick with it. (See Appendix A)
3. Set up Google Webmaster Tools Geo-Targeting.<sup>3</sup>
4. Set up Bing Webmaster Tools Geo-Targeting.<sup>4</sup>
5. Don't use HREFLANG, you are not translating inside a country so it's not needed. (See Appendix B)
6. Don't use IP detection for country targeting, but ask like uk.bodybuilding.com does.
7. Only use people native to the country for outreach due to cultural differences.



## Geo-Target and Translate

1. As with Geo-Targeting content only, the site content in each country must be different somehow. It can be similar but must be different.
2. Don't machine translate, while manual translation is costly, it's the best for your goals.
3. Put your HREFLANG in XML sitemaps.<sup>1</sup>
4. Use the Language Meta tag for Bing translation targeting.<sup>2</sup>
5. Set up Google Webmaster Tools Geo-Targeting.<sup>3</sup>
6. Set up Bing Webmaster Tools Geo-Targeting.<sup>4</sup>
7. Don't use IP detection for country targeting, but ask like uk.bodybuilding.com does.
8. Only use people native to the country for outreach due to cultural differences.



<sup>1</sup> <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=2620865>

<sup>2</sup> [http://www.bing.com/blogs/site\\_blogs/b/webmaster/archive/2011/03/01/how-to-tell-bing-your-website-s-country-and-language.aspx#pi4774=2](http://www.bing.com/blogs/site_blogs/b/webmaster/archive/2011/03/01/how-to-tell-bing-your-website-s-country-and-language.aspx#pi4774=2)

<sup>3</sup> <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=62399>

<sup>4</sup> [http://www.bing.com/blogs/site\\_blogs/b/webmaster/archive/2013/04/26/geo-targeting-and-language.aspx](http://www.bing.com/blogs/site_blogs/b/webmaster/archive/2013/04/26/geo-targeting-and-language.aspx)

## Appendix A

URL structure	Example	Pros	Cons
ccTLDs	example.ie	<ul style="list-style-type: none"> <li>&gt; Clear geotargeting</li> <li>&gt; Server location irrelevant</li> <li>&gt; Easy separation of sites</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Expensive (and may have limited availability)</li> <li>&gt; Requires more infrastructure</li> <li>&gt; Strict ccTLD requirements (sometimes)</li> </ul>
Subdomains with gTLDs	de.example.com	<ul style="list-style-type: none"> <li>&gt; Easy to set up</li> <li>&gt; Can use Webmaster Tools geotargeting</li> <li>&gt; Allows different server locations</li> <li>&gt; Easy separation of sites</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Users might not recognize geotargeting from the URL alone (is "de" the language or country?)</li> </ul>
Subdirectories with gTLDs	example.com/de/	<ul style="list-style-type: none"> <li>&gt; Easy to set up</li> <li>&gt; Can use Webmaster Tools geotargeting</li> <li>&gt; Low maintenance (same host)</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Users might not recognize geotargeting from the URL alone</li> <li>&gt; Single server location</li> <li>&gt; Separation of sites harder</li> </ul>
URL parameters	site.com?loc=de	<ul style="list-style-type: none"> <li>&gt; Not recommended.</li> </ul>	<ul style="list-style-type: none"> <li>&gt; URL-based segmentation difficult</li> <li>&gt; Users might not recognize geotargeting from the URL alone</li> <li>&gt; Geotargeting in Webmaster Tools is not possible</li> </ul>

## Appendix B

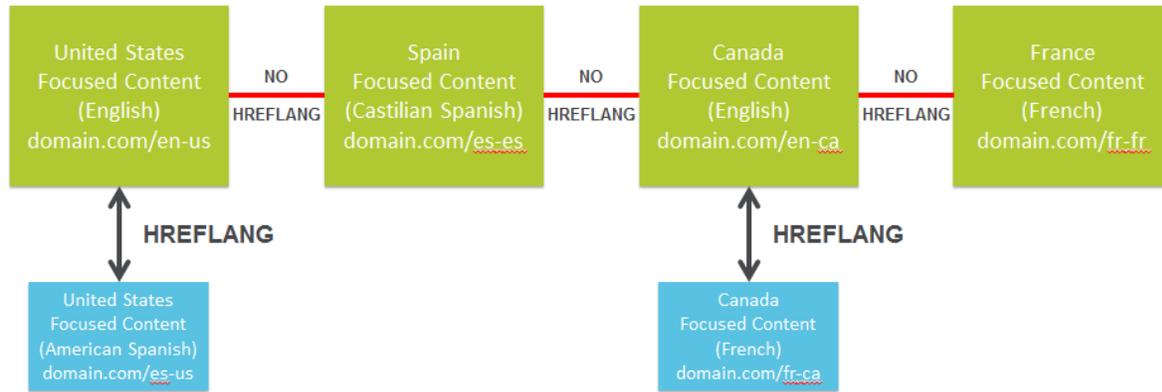


Figure 1: Don't use HREFLANG between country targeted sites.

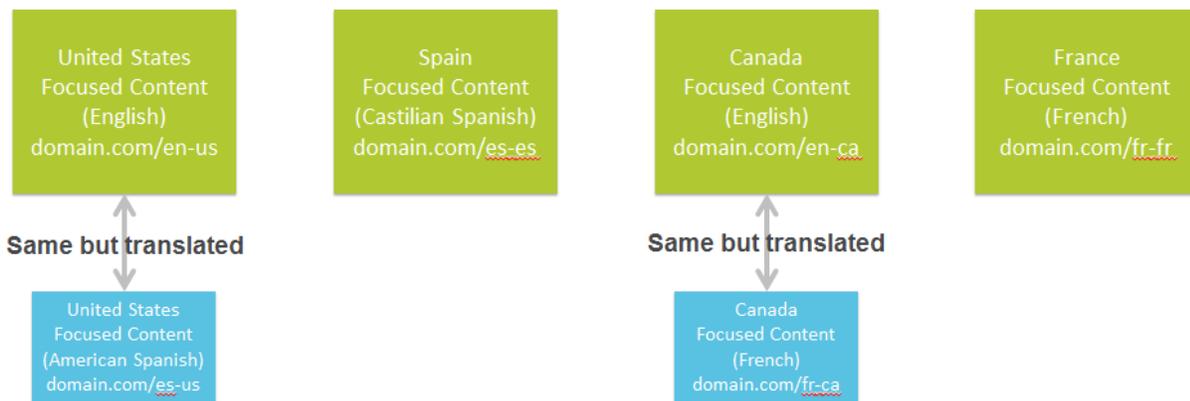


Figure 2: Do use HREFLANG between translations on one site or subsite.