

International SEO Tips

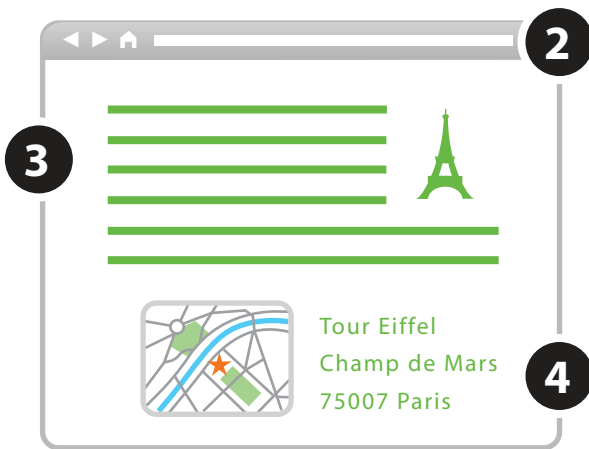
There are a few things you can do to help users outside your country find your information better.

- 1 Identify the language with the Meta tag

```
<META Name="Language" Content="FR" >
```

French

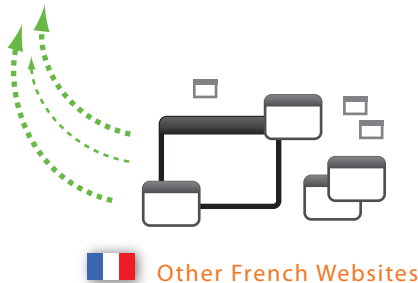
Provide content using the native language.



- 2 Use domain extensions of the country.

.fr France
.co.uk UK
.cn China

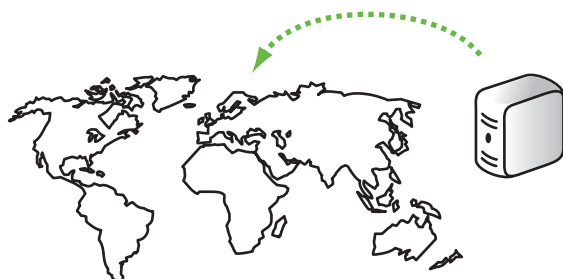
- 4 Include addresses within the country.



- 5 Increase inbound links from sites of the same country.

Color → **Colour**
American English British English

- 6 For similar languages, be sure to spell words accordingly.



- 7 Host the site in the country if possible.