

International SEO / Hreflang Checklist

An international SEO and hreflang checklist helps multi language and multi region websites choose a URL structure, implement valid reciprocal hreflang with x-default, align canonicals, localize content, and avoid forced geo redirects.

11 checks · 9 sections · For: International SEOs, developers

Site: _____ Checked by: _____ Date: _____

STRATEGY

☐	Define markets	Countries and languages documented	High
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URL STRUCTURE

☐	Choose URL structure	ccTLD, subdomain or subfolder chosen	High
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HREFLANG

☐	Implement hreflang	Valid ISO language and region codes	High
☐	Check return tags	All hreflang pairs are reciprocal	High
☐	Add x-default	x-default set for fallback	Medium

CANONICALS

☐	Align canonicals	Each locale self-canonicals	High
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CONTENT

☐	Localize content	Translated, not machine duplicated	Medium
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INTERNAL LINKS

☐	Link locales	Language switcher uses crawlable links	Medium
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SITEMAPS

☐	Add hreflang to sitemaps	Sitemap hreflang matches on-page tags	Medium
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REDIRECTS

☐	Avoid forced geo-redirects	Users and crawlers can reach every locale	High
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VALIDATION

☐	Validate hreflang	No errors in crawl or Search Console	High
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Common mistakes

- Missing return tags
- Invalid language or region codes
- Canonicals pointing across locales
- Forced IP based redirects that block crawlers
- Machine translated duplicate content

When to run this checklist

- When expanding to new countries or languages
- After adding locales
- When the wrong country version ranks

- During hreflang audits

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.