

International SEO readiness checklist

A practical checklist for checking whether a website is ready to grow across countries, languages, search engines and AI-assisted discovery.

1. Market readiness

- ☐ Confirm target countries or languages based on search demand, not assumptions.
- ☐ Identify local competitors and SERP patterns for priority terms.
- ☐ Map priority pages to commercial value and market fit.
- ☐ Decide which markets need full localization and which can start lean.

2. Search architecture

- ☐ Choose subfolders, subdomains, ccTLDs or another structure intentionally.
- ☐ Define language-only vs country-specific targeting.
- ☐ Check whether international URLs are consistent and scalable.
- ☐ Make sure priority market pages are reachable from navigation or internal links.

3. Technical language signals

- ☐ Validate hreflang language and region codes.
- ☐ Check reciprocal hreflang return links.
- ☐ Review x-default usage for global or fallback pages.
- ☐ Confirm localized pages are indexable and not blocked or noindexed.
- ☐ Check canonical tags do not conflict with hreflang.

4. Sitemaps and internal links

- ☐ Ensure XML sitemaps contain final indexable localized URLs.
- ☐ Remove redirected, canonicalized or outdated URLs from sitemaps.
- ☐ Check language selectors and cross-market links.
- ☐ Update contextual links to point directly to the right localized pages.

5. Localized content

- ☐ Run local keyword research instead of relying on direct translation.
- ☐ Adapt titles, H1s, metadata, examples and FAQs to local search behavior.
- ☐ Add market-specific trust signals such as testimonials, currency, compliance or delivery details.
- ☐ Check that localized pages answer local buyer questions.

6. Measurement and AI visibility

- ☐ Segment performance by country, language, URL path and page type.
- ☐ Track clicks, impressions, rankings, conversions and indexed pages by market.
- ☐ Review whether AI systems describe the brand consistently across languages.
- ☐ Check whether local pages are strong enough to be summarized or cited.

Note: Use this checklist before launching a new market or auditing an existing multilingual setup.

Prepared as a support asset for the International SEO Consultant page. Use this checklist to identify gaps before scaling international SEO work.