Hreflang Master
Your Ultimate Checklist
for Hreflang Implementation

☐ **Language codes**
Employ the ISO 639-1 format for all hreflang language codes. Carefully review these codes to ensure they adhere to the correct format.

☐ **Absolute URLs**
Ensure that all hreflang tag links are presented as absolute URLs. Absolute URLs provide clear instructions to crawler bots.

☐ **Page accessibility for indexing**
Ensure that pages with hreflang tags are accessible for indexing. Avoid the inclusion of "noindex" tags or executable code or frames that might disrupt the functioning of hreflang tags.

☐ **Returning links**
Ensure that each language version of your website contains links to all other available versions. Consistency in hreflang codes across sites is paramount for effective implementation.

☐ **Language encoding**
Check whether the header language encoding aligns with the hreflang attributes. Inconsistent encoding can lead to confusion for search engines.

☐ **"x-default" attribute**
Contemplate whether the "x-default" attribute should be utilised to indicate the default page when no hreflang tag is present. Analyse region-specific traffic patterns to determine the most suitable version for "x-default".

☐ **Canonical tag**
Canonical tags should be utilised to specify the preferred version of your website for indexing. Verify that canonical tags direct search engines to appropriate pages and avoid employing self-referring hreflang tags.

☐ **"en" variants**
Avoid creating multiple domains for the same language. Instead, opt for unique content tailored to each region or incorporate region codes within hreflang tags to prevent issues related to duplicating.

☐ **Language settings for domains**
Check whether the header language encoding aligns with the hreflang attributes. Inconsistent encoding can lead to confusion for search engines.

☐ **Handling dynamic content**
Neglecting to account for dynamic content can lead to hreflang errors. If your website serves dynamic content based on user preferences or locations, ensure that hreflang tags dynamically adjust to match the content being displayed.