

The Beginner's Guide

TITLE

- Mention the **topic**
- State that it's **for beginners**
- Keep it simple

INTRO

- Reinforce why they **need to know this**
- Use simple language
- Encourage them
- Tell them what they'll learn

ABOUT THE TOPIC

- Research what **beginners want to know**
- Use H2 subheadings for each **question**
- Provide the **answers**

CONCLUSION

- Give some **final encouragement**
- Link to **further resources**

Hreflang: The Easy Guide for Beginners

If your website has content in multiple languages, then you must understand and use the hreflang attribute.

Hreflang is a simple HTML attribute, but it can be challenging to get to grips with.

But don't let that put you off. Hreflang isn't that complicated to understand, and you can automate it to a large extent. (We'll talk about that later on.)

Here's everything you'll learn in this guide:

- What the hreflang attribute is
- Why hreflang matters for SEO
- What hreflang looks like
- How to construct a hreflang tag

What is hreflang?

Hreflang is an HTML attribute used to specify the language and geographical targeting of a webpage. If you have multiple versions of the same page in different languages, you can use the hreflang tag to tell search engines like Google about these variations. This helps them to serve the correct version to their users.

Why does hreflang matter for SEO?

If you've spent time translating your content into multiple languages, then you'll want search engines to show the most appropriate version to their users.

Final thoughts

Hreflang isn't that complicated. You just need to stay organized, automate the implementation as much as you can, stay on top of any issues that will inevitably arise, and fix those issues as quickly as possible.

Looking to learn more about international SEO? Read [this](#).

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Henri Junttila



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