

# The checklist for a successful global SEO strategy

Do you want to become the SEO leader in multiple markets?  
Are you looking to improve performance? Our checklist reveals the best practices and key steps for a successful global SEO strategy.

## Do

- Analyze your current audience in foreign markets**  
*By studying traffic outside the domestic market in Search Console*
- Check the search engine used in the target market**  
*Is it Google, Bing, Baidu, Naver, Yandex ...?*
- Conduct an SEO study of the local competition**  
*By analyzing the traffic generated, their top keywords, their link profiles, their content strategies, ...*
- List the topics that are most profitable for local competitors**  
*For your 5 main competitors, list the sub-folders that generate the most visits*
- Tailor your domestic top 10-50-100 to your target market**  
*Translate and adapt to the search intent for this keyword in the marketplace*
- Work on SEO trends by market**  
*To seize opportunities specific to the target market*
- A technical base capable of internationalization**  
*By implementing on-page and off-page actions*
- A team sized to manage several markets**  
*Dedicated teams and/or clear mission statements*
- Tools designed to manage multiple markets**  
*Get local data and optimize your productivity*



## Don't

- Defining your target market solely through the filter of SEO**
- Copy and paste your domestic strategy for all markets**
- Create content for international markets with a focus on speed rather than quality**
- Use your technical stack as is without verification**
- Setting unrealistic goals**
- Do it all, by yourself, by hand**



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