

SEO SLUG: 7 optimized url slug options

	1	2	3	4	5	6	7	
	ccTLDs (Country Code Top-Level Domains)	Subdomains with gTLDs	Subdirectories with gTLDs	Geo-Targeted Subdomains	Geo-Targeted Subdirectories	Dual Directories with gTLDs	URL parameters	
EXAMPLES	https://yoursite.com https://yoursite.fr	https://en.yoursite.com https://fr.yoursite.com	yoursite.com/en/ yoursite.com/fr/	https://fr-ch.yoursite.com https://en-us.yoursite.com	https://yoursite.com/fr-ch/ https://yoursite.com/en-ch/	https://yoursite.fr/bzh	https://yoursite.com/?loc=de https://yoursite.fr/?country=france https://yoursite.com/?lang=fr	
SEO EFFECTIVENESS	High	High (90%)	Highest (100%)	High (90%)	Highest (100%)	High (with proper setup)	Not recommended	
PROs	<ul style="list-style-type: none"> Clearly understood by both robots and people Clear Geotargeting Optimal Performance Separate sites Targeted marketing Compliance with local and regulatory requirements Localized branding 	<ul style="list-style-type: none"> Clear Geographical and Language Targeting Different Server Locations possible Easy Separation of content Easy scalability Tailored marketing Better analytics Better compliance with local legal and regulatory requirements 	<ul style="list-style-type: none"> 100% SEO Juice Better Indexing Clear Structure User-Friendly URLs Easy Navigation Consistent Branding Simplified Management Easily Adding new languages Unified Data Accurate Targeting Lower Maintenance Simpler Hosting 	<ul style="list-style-type: none"> Clear Geographical and Language Targeting Server Flexibility Easy separation of servers Easy addition of new regions Tailored marketing Better analytics 	<ul style="list-style-type: none"> Enhanced Local SEO Language Relevance Improved User Navigation Higher Engagement Structured Content Flexibility 	<ul style="list-style-type: none"> Enhanced Local SEO Language Relevance Improved User Navigation Higher Engagement Clear Targeting Structured Content Flexibility 	<ul style="list-style-type: none"> Enhanced Local SEO Language Relevance Improved User Navigation Higher Engagement Structured Content Flexibility Maintenance Effort Potential for Errors Latency Issues Resource Constraints Duplicate Content Link Equity Time and Cost of set up Strategic Planning 	<ul style="list-style-type: none"> Easy to set up Low Development Effort Dynamic Content Delivery Simplified Navigation
CONs	<ul style="list-style-type: none"> Expensive and time consuming Diluted Link Equity Separate SEO Strategies Higher Costs Infrastructure Complexity Increased Maintenance Potential for Errors Inconsistent Branding risks, User Confusion Proper Use of rel="alternate" and rel="canonical" tags 	<ul style="list-style-type: none"> Some loss in SEO juice Link Equity Separate SEO Efforts Increased Maintenance Potential for Errors User Confusion Trust and authority take longer Higher Costs Proper Use of rel="alternate" and rel="canonical" tags Consistency 	<ul style="list-style-type: none"> Single Server Location Language Tags Link Equity Distribution Complexity in Management Risk of Content Duplication Rel=Canonical and Rel=Alternate must be implemented Potential for Errors Trust and Familiarity 	<ul style="list-style-type: none"> Loss in SEO juice A generic version of each country-language targeted page should be implemented. For example, if you have a page like https://yoursite.com/fr-ch/, you should also add a generic version like https://yoursite.com/fr/. Link Equity Separate SEO Efforts Increased Maintenance Potential for Errors Possible confused Brand Cohesion and longer time to build authority Higher costs 	<ul style="list-style-type: none"> Single server location A generic version of each country-language targeted page should be implemented. For example, if you have a page like https://yoursite.com/fr-ch/, you should also add a generic version like https://yoursite.com/fr/. Rel="alternate" and Rel="canonical" tags must be implemented. Maintenance Effort Potential for Errors Latency Issues Resource Constraints Duplicate Content Link Equity Time and cost of initial set up Strategic planning 	<ul style="list-style-type: none"> Rel="alternate" and Rel="canonical" tags should be used to avoid duplicate content 	<ul style="list-style-type: none"> Extremely difficult to implement in terms of SEO Poor SEO Performance Duplicate Content Risks Less User-Friend Lower Click-Through Rates Complicated Tracking Potential for URL Inflation Caching Problems URL Length Rel=Canonical Requirement 	
MAINTENANCE	More complex	Medium	Medium	Medium	Medium	Complex	Easy	
SERVER LOCATION	irrelevant	Allows different server locations	Same server	Allows different server locations	Same server	Same server	Same server	
SITE SEPARATION	Easy	Easy	Harder	Easy	Harder	Harder	Limited	
GEOTARGETING	Yes (Obvious for search engine & visitors)	Yes (But country/language targeted unclear)	Yes (But country/language targeted unclear)	Yes (Clear language and country)	Yes (Clear language and country)	Yes (Clear language and country)	No	
EXISTING SITES	Expedia: https://www.expedia.fr/ Nemred: https://nemred.fr , https://nemred.com	Wikipedia: https://en.wikipedia.org/wiki/Main_Page Semrush: https://fr.semrush.com/ Nemred: https://th.nemred.com Nemred: https://bzh.nemred.fr	Arhfs: https://ahrefs.com/fr/	WordPress : https://fr-ca.wordpress.org/	Google Adwords: https://ads.google.com/intl/fr_ch/home/	Swiss Airlines: https://www.swiss.com/fr/fr/homepage	Galapeos: https://www.galapeos.com/?lng=fr American Airlines: https://www.aa.com/homePage.do?locale=en_US Amazon: https://www.amazon.com/?language=es_US&currency=USD	

