

URL Structures With Pros and Cons for Geotargeting

ccTLDs eg: example.de, example.fr	Subdomains with gTLDs eg: de.site.com, fr.site.com, etc.	Subdirectories with gTLDs eg: site.com/de/, site.com/fr/, etc.	URL parameters eg: site.com?loc=de, ?country=france, etc.
pros (+) - clear geotargeting - server location is irrelevant - easy separation of sites - legal requirements (sometimes)	pros (+) - easy to set up - can use Webmaster Tools geotargeting - allows different server locations - easy separation of sites	pros (+) - easy to set up - can use Webmaster Tools geotargeting - low maintenance (same host)	pros (+) (not recommended)
cons (-) - expensive (+ availability) - more infrastructure - ccTLD requirements (sometimes)	cons (-) - users might not recognize geotargeting from the URL alone (is "de" the language or country?)	cons (-) - users might not recognize geotargeting from the URL alone - single server location - separation of sites harder	cons (-) - segmentation based on the URL is difficult - users might not recognize geotargeting from the URL alone - geotargeting in Webmaster Tools is not possible

Information by Google – here is the original link: <http://googlewebmastercentral.blogspot.com/2010/03/working-with-multi-regional-websites.html>

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