

Multilingual Website Readiness

Architecture, hreflang, localization and lead forms

A multilingual website is not a translated brochure. It is a market-specific system of URLs, messages, forms and measurement.

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Subject: Checklist for multilingual website architecture and localization.

Keywords: multilingual website, hreflang, technical SEO, UX, forms

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Information architecture

- 1 Choose the URL model for languages and markets before content production.
- 2 Keep parallel routes and a clear language switcher across public pages.
- 3 Do not index unfinished language versions as production pages.

Technical SEO

- 1 Add canonicals, hreflang, sitemap entries and robots rules per locale status.
- 2 Review metadata and schema for every public PL/EN page.
- 3 Confirm Search Console can fetch the sitemap and public routes without 403.

Localized copy

- 1 Adapt the value proposition to the market instead of translating headlines.
- 2 Review forms, errors, CTA labels, FAQ and microcopy in every language.
- 3 Remove placeholder notices, internal project labels and draft privacy copy.

Forms and measurement

- 1 Send locale, origin_path, form_type and market_scope with every lead.
- 2 Never show fake success when the backend endpoint is not configured.
- 3 Track PDF downloads only when analytics exists and consent allows it.

Next step

If this checklist reveals several open decisions, send a short brief. We will come back with a recommended order of action.

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