

Global Multi-Region SEO Specifications

Apple-Style URL Logic | 9 Office Regions Across 3 Languages (EN / TC / SC)

Table 1: Technical SEO Guidelines (Apple-Style Multi-Region Architecture)

CATEGORY	REQUIREMENT	TECHNICAL SPECIFICATION & ACTION ITEMS	PRIORITY
URL & Architecture Strategy	Apple-Style Regional Root URLs	Use country/region codes as root directories, defaulting to the market's primary language. Secondary languages sit under subfolders. • HK (Primary TC): /hk/ (TC), /hk/en/ (EN) • China (Primary SC): /cn/ (SC) • Singapore (Primary EN): /sg/ (EN), /sg/zh/ (SC)	CRITICAL
	hreflang Mapping Matrix	Map exact region + script tag regardless of folder name depth: • /hk/ → hreflang="zh-Hant-HK" • /hk/en/ → hreflang="en-HK" • /cn/ → hreflang="zh-Hans-CN" • x-default → Global Root (/ or /en/).	CRITICAL
	Self-Referential Canonical Tags	Every regional variant MUST maintain a self-referential canonical URL. /hk/en/about/ canonicals strictly to /hk/en/about/, NEVER to root /hk/about/ or global page.	CRITICAL
	Non-Intrusive Geo-Detection	Avoid mandatory IP auto-redirects (blocks Googlebot). Use a top banner suggesting the local regional edition while preserving crawler access.	CRITICAL
Performance & Search Engines	Mainland China Script Compliance	For /cn/ pages, strip Google Fonts, YouTube API embeds, and reCAPTCHA to prevent script blocking in Mainland China. Support Baidu site verification.	HIGH
	Core Web Vitals & CDN Node Routing	Target PageSpeed 90+ site-wide. Utilize global CDN edge locations across all 9 office regions to maintain LCP under 2.5s globally.	CRITICAL
	XML Sitemap Architecture	Generate separate regional XML sitemaps (e.g., sitemap-hk.xml, sitemap-sg.xml) with embedded multi-region hreflang annotations.	HIGH

Table 2: On-Page SEO Guidelines (Localized Content & CMS Governance)

ELEMENT	STANDARD	AGENCY IMPLEMENTATION & CMS REQUIREMENTS	PRIORITY
Local Title Tags	50–60 chars (EN) / ~30 chars (TC/SC)	Incorporate regional keywords + local city/office identifier (e.g., <i>Web Design Hong Kong</i> / <i>Brand on /hk/</i> vs <i>Web Design Singapore</i> / <i>Brand on /sg/</i>). CMS must isolate per region.	CRITICAL
Local Meta Descriptions	120–155 chars (EN) / ~70–80 chars (TC/SC)	Highlight localized office phone numbers, physical addresses, regional currencies, or regional value propositions. Fully editable per regional CMS node.	HIGH
Local Business Schema	JSON-LD Structured Data	Embed regional LocalBusiness JSON-LD schema on each region's Contact page containing local NAP (Name, Address, Phone), geo-coordinates, and office hours.	CRITICAL
<h1> & <h2> Headings	Strict Heading Hierarchy	Single <h1> per page reflecting localized service/topic. Use <h2> tags for regional offerings or local office details.	HIGH
Internal Link Isolation	Strict Regional Siloing	Links on a regional page MUST stay inside that region (e.g., <i>/hk/about/</i> links strictly to <i>/hk/contact/</i> ; <i>/hk/en/about/</i> links strictly to <i>/hk/en/contact/</i>).	CRITICAL
Region & Language Switcher	2-Tier Selector UI (Apple Style)	Header dropdown offering 2-tier selection: Step 1: Choose Office Region (e.g., Hong Kong, Singapore) → Step 2: Choose Language (e.g., Traditional Chinese, English). Route to exact parallel URL.	HIGH
Localized Content & Media	Regional Customization	Allow regional content overlays (office photos, local team, regional case studies). Translate image Alt text natively per region/language.	HIGH