WORDPRESS WEBSITES LOCALIZATION

WORDPRESS MULTI-LINGUAL IMPLEMENTATION

INTRODUCTION:

Originally developed as a blogging tool, WordPress evolved to a hosting platform that allows for an easy creation of websites, small or large. It is one of the most established content management systems with more than 60% of the market share; it is used by more than one third of all the websites online.

WordPress does not natively support multi-lingual implementation and requires a third-party plugin. This paper discusses the use of WPML, which is the most widely used plugin in global websites.

KEYWORDS:

WordPress, WPML, translation plugin, website localization, WordPress multi-lingual implementation

MULTI-LINGUAL IMPLEMENTATION PLUGIN

While WordPress is extremely popular because it is flexible and user-friendly, when it comes to localization, it is not as straightforward. WordPress out-of-the-box does not support multi-lingual content.

In order to create multi-lingual websites, you will need to install a translation management plugin. Quite a few such plugins exist and they vary in terms of functionality, support, ease of use and general usefulness.

One of the most popular plugins for WordPress is WPML. When set up correctly, it integrates nicely with localization workflow. It allows for content export and import via XLIFF, which is an XML-based file for translation.

The key phrase in the above paragraph is "when set up correctly". It is not rocket science but chances are that you will struggle with it a bit the first time you attempt to install and set it up. Best is to leave this task to seasoned professionals.

STEPS IN SUCCESSFUL WORDPRESS WEBSITE TRANSLATION

While WPML may present itself as a simple plug-and-play solution, don't fall for the trap. Just identifying and flagging content, menus, articles, graphics, multi-media and other components for translation can be a daunting task.

Next, you need to be certain that once translated, the website will look and behave as expected. Have you considered user experience? Have you thought of interactive components of the site? When users submit requests in foreign language, who and how will respond to them? How about currencies, time and date formats, address and phone number formats, local customizations? This can drastically change when introducing foreign languages and designing the site for foreign audiences.

It is only when you had done a pilot run and you are certain all of the above questions have been answered that we recommend starting translation. Indeed, this is when the XLIFF import/export mechanism delivers on its promise and because of its simple integration with translation environment, translation seems quite a breeze. However, remember that in order to achieve good translation results, you need translators who are professionals, who use modern computer-aided translation technology, rich linguistic assets, and who are fluent in your industry's jargon.

Finally, once the website has been translated, it is generally a good idea to test the language variants on a staging server before going live.

EZGLOBE'S SOLUTION AND BENEFITS

Depending on your needs and the skills and availability of resources on your end, we can either propose a full turn-key project or services à la carte.

Our team of experienced localization engineers, linguists and professional project mangers will:

1. Install and setup your WPML plugin
As this process is not completely straightforward, you will benefit from our experience. We will not let you fall for known traps.

2. Export the content to localize
We will help you flag content for processing and prepare XLIFF files for localization.

3. Perform pseudo translation
We will run a pre-translation verification test to make sure everything has been exported properly and the localized website will function as expected.

4. Perform translation/localization
We will localize your content (including any graphics, multi-media files, videos…) into as many languages as you need using the latest server-based computer-aided translation technology, linguistic assets and professional translators.

5. Create translation memories
We will decrease your current and future translation costs by optimizing the text for translation (i.e. you will benefit from repetitive and similar content). We will generate rich translation memories for future reuse.

6. Import your localized content back into WordPress
Your translated pages will be mirror images of their originals.

7. Test the multi-lingual site
Before going live, we will have our professional linguists and target country/culture specialists test all aspects of your localized website.

Are you ready to translate your website?

Request a FREE analysis and price quote.

Contact EzGlobe

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