


Breaking Language Barriers

with Multilingual

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about me

Web dev with 20+ years of experience.

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01.



ok but why



“can’t read, won’t buy”

Market research series started by
Common Sense Advisory





40%

Will **not** buy in other languages; if not proficient/confident in English, they are 6x more likely to **not** buy

65%

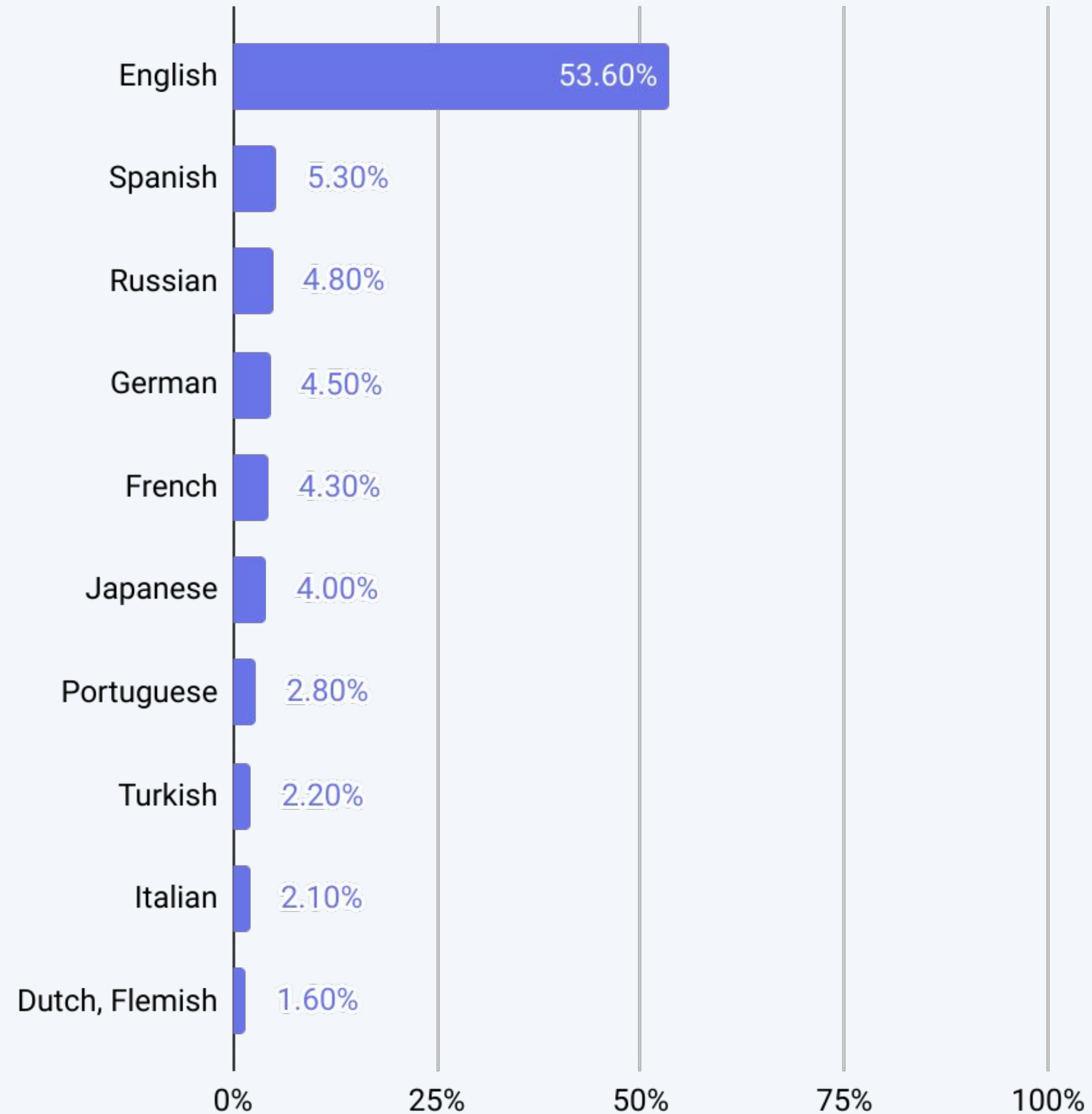
Prefer content in their own language *even if it is poor quality*

73%

Want product reviews in their language if nothing else

top 10 languages used on the web

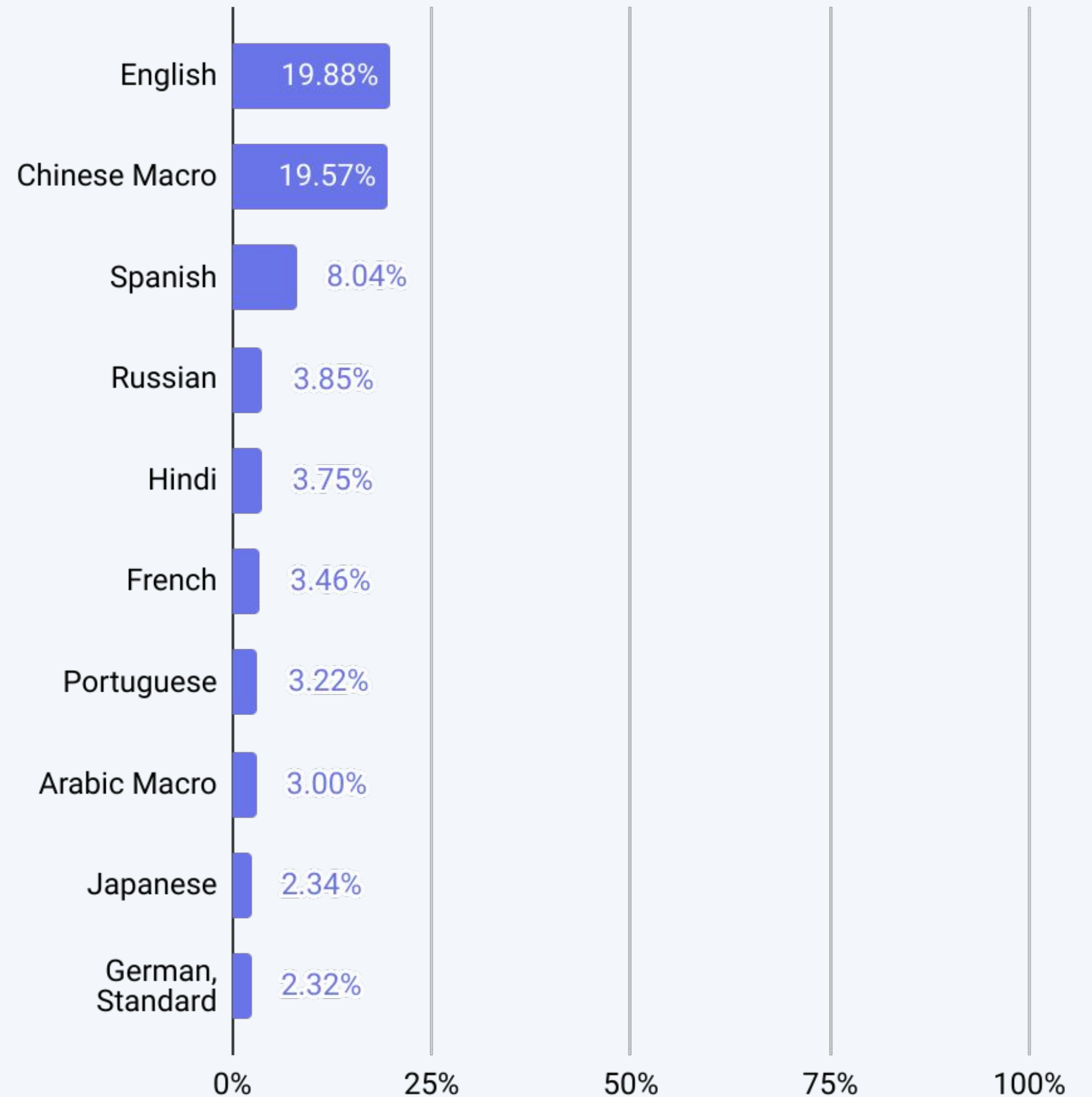
W3Tech numbers



https://w3techs.com/technologies/overview/content_language

top 10 languages used on the web

Observatory of Linguistic and Cultural Diversity on the Internet





Google (and users) don't like it if you duplicated content... but it's different if it is actually rewritten in a different language



Photo by [Ben White](#) on Unsplash

reasons recap

1

Customers are far more likely to purchase or engage if your site is available in their language, even if the translation is a bit spotty

2

Fewer sites created in non-English languages mean less competition in organic search results

3

In Google's eyes, translated content is not the same as duplicated content, so you can put it out there and not get penalised for duplication

02.



great, so how

machine translations



fast


Near instantaneous,
available on demand

predictable pricing

\$10-40/mo for millions of
characters

getting more accurate

I'd still recommend a
proofreader (which adds to
cost)



**if I need another language,
does that mean I have to
build another site?**

short answer, yes



WP plugins at a glance

- Can translate theme, plugins (e.g. WooCommerce), tags & categories, custom post types, media, & SEO (may require additional plugins or a higher tier subscription to do these)
- Support RTL translations
- Supports some sort of automatic translation as well as manual edits

Things to look out for:

- Does it work with your theme?
- Does it work with your plugins?

WP plugins at a glance



Polyang/WPML

- “Back-end” translators
- Easy to conceptualise

TranslatePress

- Front-end WYSIWYG interface

MultilingualPress

- Compatible with and *requires* a Multisite setup

GTranslate

- Translates your site with Google Translate on the fly (can use editor to edit translated text)

Weglot

- SaaS - pay by word count
- One account for all your platforms, WP, Shopify, etc
- Front-end WYSIWYG interface
- Stops working if you stop subscription

03.



best practices

how much translation?

Think like your customer - where are the key pieces they would want to see information in their own language?

- Navigation
- Product/services info
- Reviews/testimonials
- Ways to contact you
- Check through your conversion funnels - don't forget error messages and informational tooltips



**which
languages**

surveys

Ask your customers

check analytics

For when people don't do what they say

**geographical or legislative
requirement**

National orgs or government agencies



What is the story that you want to be able to tell about yourself? What is the story that you want to be able to tell about your time with us in WordPress? What is the story that you want WordPress to tell?

— Josepha Haden Chomphosy, WordCamp 2023 Keynote



Quelle est l'histoire que vous souhaiteriez pouvoir raconter sur vous-même ? Quelle histoire souhaitez-vous pouvoir raconter à propos de votre séjour avec nous sur WordPress ? Quelle histoire voulez-vous que WordPress raconte ?

– Josepha Haden Chomphosy, WordCamp 2023 Keynote



您希望講述自己的什麼故事？關於您在 **WordPress** 上與我們
一起度過的時光，您希望講述什麼故事？您希望 **WordPress** 說
什麼故事？

— Josepha Haden Chomphosy, WordCamp 2023 Keynote

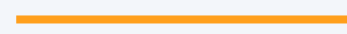
things to remember

Develop a plan



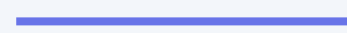
Tie it to calendar or to other routine content updates
No plan means your content WILL drift apart

Flags vs languages



Languages & countries are different things - best to use language name or code

Text in images



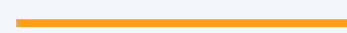
Avoid text in images, or make sure they are also localised

Icon meanings



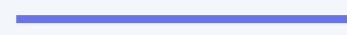
Double check that they mean what you think they mean in your target audience/language

SEO



Seems obvious but folks forget, esp if you're using a front-end editor

Analytics



Update your analytics setup

thank you!

Get in touch:

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