Building Multi Language Websites

Neil Matthews wpdude.com & webpolyglot.com

Agenda

- Why have a multi language site
- Tools I use to build multi language site
- What If you don't speak language X or Y
- Demo building a multi language site
  - adding languages
  - translating content
  - adding a language selector
  - translating specific areas site
- Challenges of multi language sites
- Q & A
- Estimated time 60 minutes

Why Should I Have A Multilanguage Site?

- English lingua franca of business
- Google translate
- Nuance of a language / second language
- With multi language
  - get into new markets
  - build relationships more easily in language your potential client understands completely
  - legal compliance
  - multi territory
  - Multi national staff
  - .. the list goes on

Tools I Use To Build Sites

- WordPress (excellent CMS)
- Plugin called WPML
  - wpml.webpolyglot.com
- Translation services from IcanLocalize
- Misc plugins & translated themes
  - widget logic
  - meteor slides
  - Woo commerce (multi language / currency stores)
- translate.google.com

Overview of WPML

- Premium plugin $89
- Host multiple languages on one site
- Multiple copies of your content
- Serves up content based upon language selector
- Things you can translate
  - posts
  - pages
  - menus
  - sidebar content
  - images....

What If You Don't Speak / Write the language you need

- Sites I build integrate with a professional translation service from iCanlocalize
- Quotation for services
- Select and submit content to a queue
- Translators create new content (pushed back into your site)
- Peer review
- from $0.09 per word

Demo

Setup a very simple multi langauge site

- Site dev.webpolyglot.com
- Add french
- "translate" some content
- Add Language selector
- Setup french menu
- Plugin translation
- Sidebar
- Sending content to professional translation

Multi Language Challenges

Database
LTR / RTL
Performance
Spacing issues
Incompatible plugins & themes hint
localization

Things I've Not Covered

Media translation

Dashboard in your local language

Auto redirect based upon browser settings

Wrap Up

- Multi language sites are a great way to extend the reach of your message
- wpml.webpolyglot.com
- If you need help please contact me

Q & A

Do you have any questions about multi lingual sites?