



# Multilingual WordPress

How to make your WordPress site multilingual

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#### **Topics for Discussion for Today**

- General Terminology
- Which plugins extend Wordpress core to provide multilingual capabilities?
- Plugins that connect you to external services Machine/Community/Professional
- How do I translate a theme into a new language?
- What is required to ensure that your themes, plugins, and content are multilingual ready?
- How can machine, community, and professional translation be leveraged?
- What is the process for translating posts, pages, menus, and other types of content?



#### **General Terminology**



#### Multilingual in Wordpress

- WordPress core does not support bilingual or multilingual out-of-the-box (unilingual is supported)
- Plugins developed by the community enable multilingual functionality

#### **Terminology**

#### 18 characters

 Internationalization (i18n) - adequately prepare plugin or theme to be multilingual ready (e.g., using \_\_\_(), \_n())

#### 10 characters

 Localization (L10n) - the process of adapting internationalized software for a specific region or language (e.g., translation, message)



#### **Terminology**

#### Three Types of Translation

- Machine Translation
- Community Translation
- Professional Translation



#### **Terminology**

- pot (portable object template) No Translations
- po (portable object) Translations
- .mo (machine object)



# Which plugins extend Wordpress core to provide multilingual capabilities?

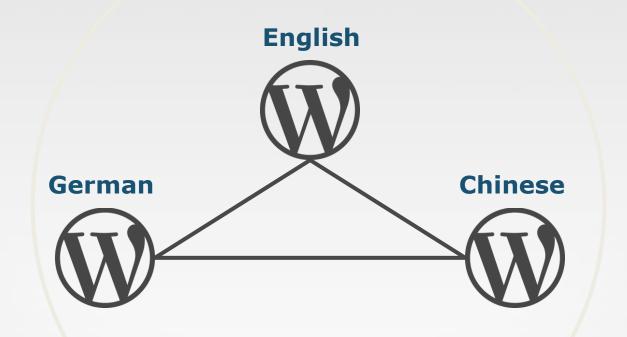


#### Types of multilingual plugins

- Multisite: one language per site
- Single site: one language per post
- Single site: all languages in one post
- Plugins that direct you to external translation services (Machine/Community/Professional translation

SOURCE: <a href="http://codex.wordpress.org/Multilingual WordPress">http://codex.wordpress.org/Multilingual WordPress</a>







#### » Free

- Multilingual Press
- Zanto WP Translation
- Multisite Language Switcher





Multilingual Press

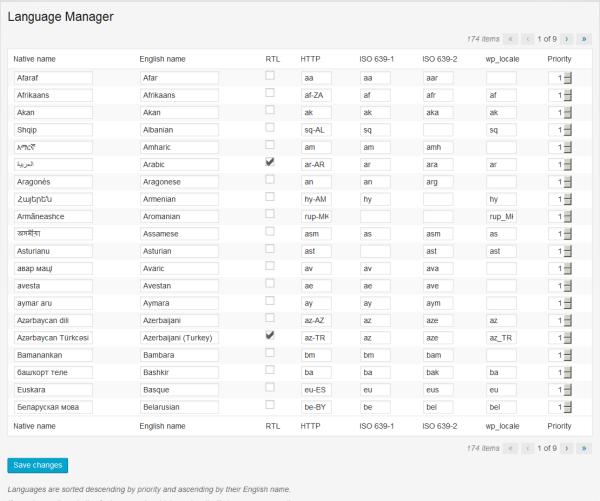


**Zanto WP Translation** 



Multisite Language Switcher

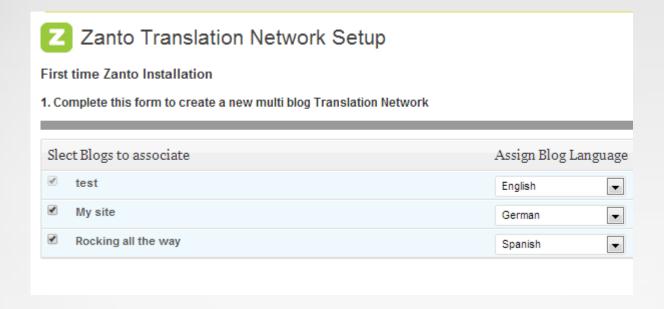


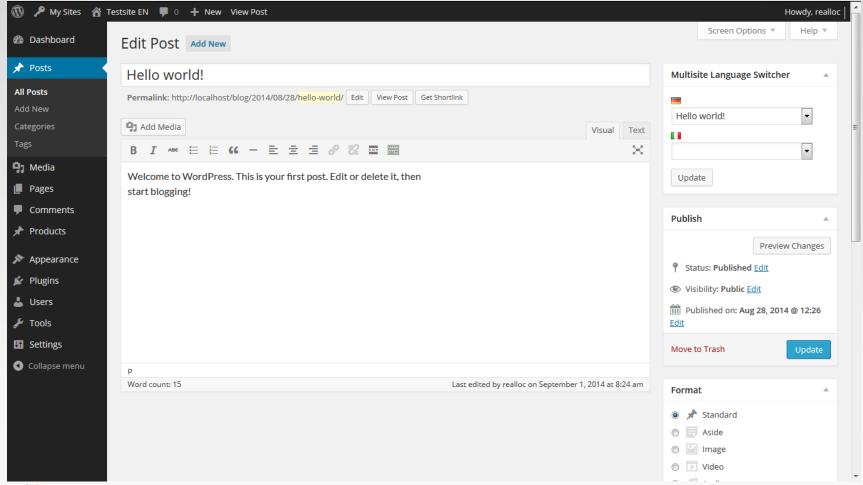


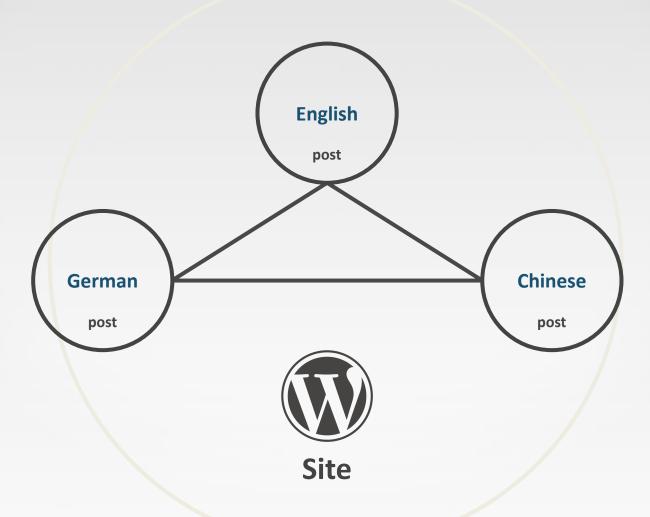
If you change the priority of a language to a higher value, it will show up on an earlier page

Reset table to default values











- » Free

  - Polylang
    - Lingotek Translation
  - xili-language
  - Bogo

- » Paid
  - WPML
  - \$29-\$79 year or\$195 life time





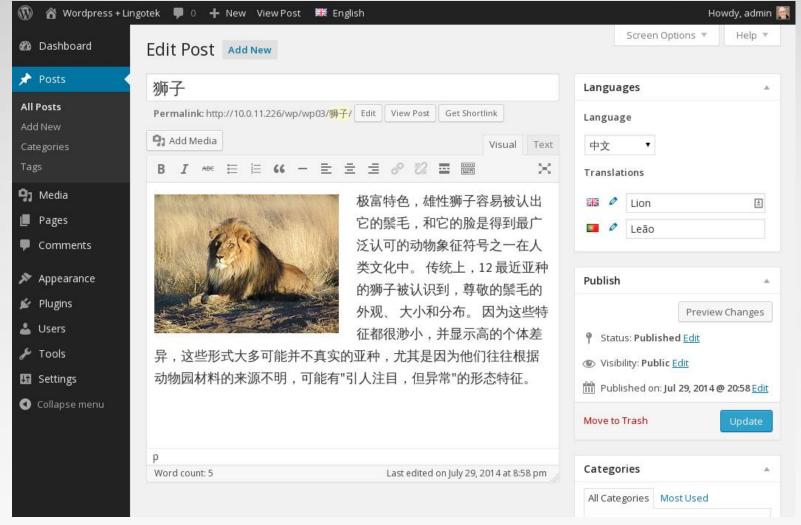


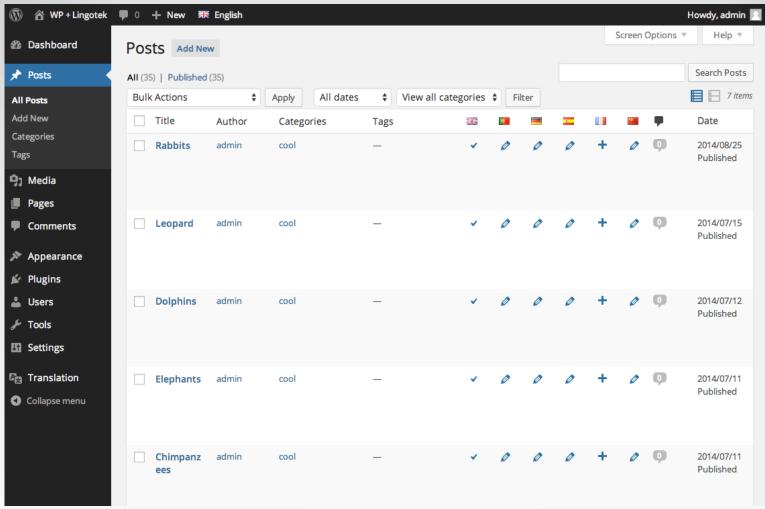
Polylang

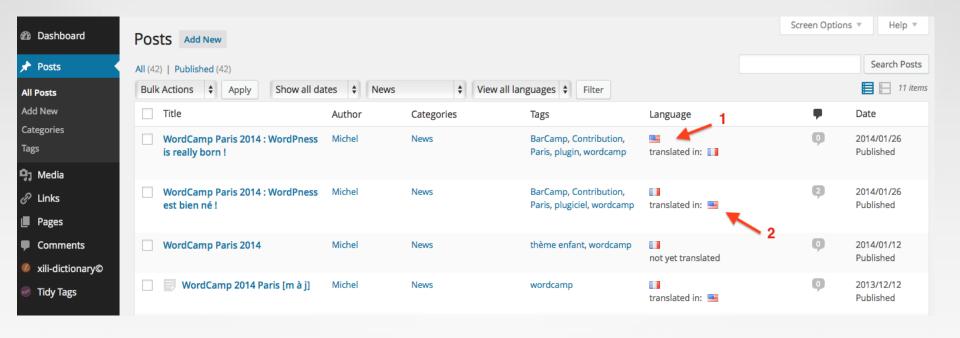
xili-language

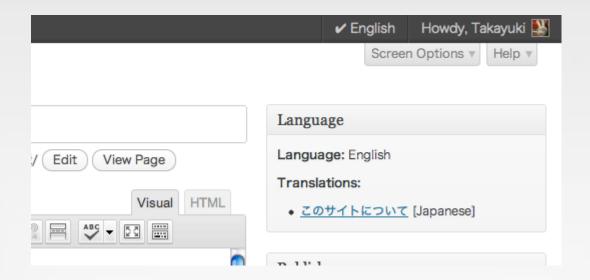
Bogo

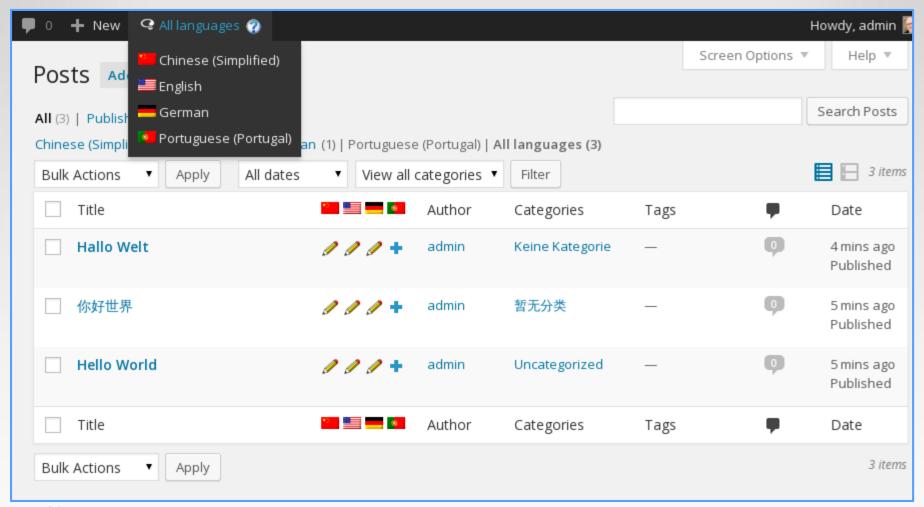




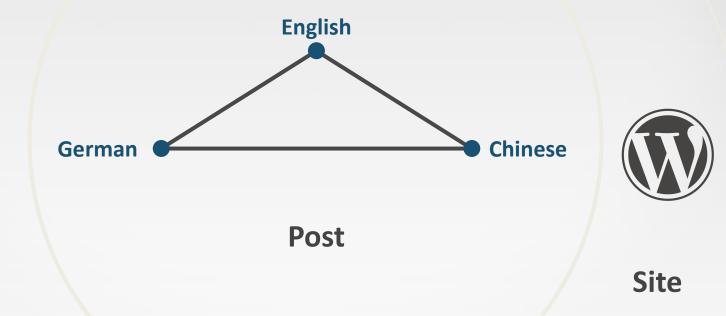














- » Free
  - mqTranslate
  - qTranslate
- » mqTranslate adds the following features to qTranslate:
  - Language selection for editor accounts (allows your translators to see only their source and target languages)
  - Protection of concurrent edits of different languages (ie your english and german translators can save their work at the same time without risking data loss)



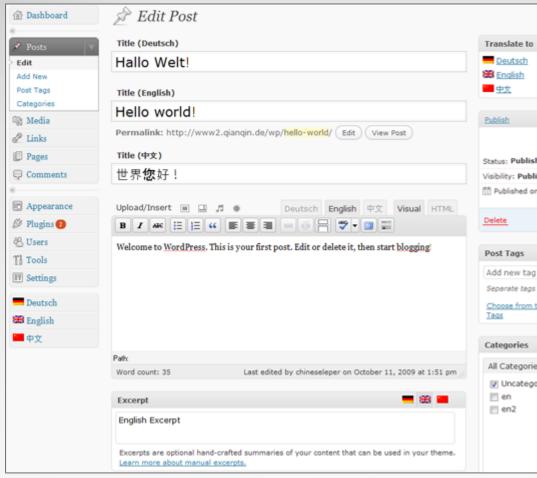


qTranslate



mqTranslate





# Plugins that connect you to external services Machine/Community/Professional



#### **Machine Translation Plugins**

- Prisna
- Transposh
- Polylang/Lingotek
- Google AJAX Translation
- Global Translator
- Google Translate Wordpress

#### **Community Translation Plugins**

- Transposh
- Polylang/Lingotek
- Google AJAX Translation



#### **Professional Translation Plugins**

- Polylang/Lingotek
- qTranslate
- WPML

#### **Comparison Review**

#### Multisite

#### **Pros**

- Each site has its own posts
- Easy Migration

#### One language per post

- Non-cluttered edit page
- Easy import/export
- More flexible publishing

#### Multiple languages per post

- Side-by-side editing
- No additional tables and fewer things to modify in Wordpress

#### Cons

- More work to manage all of the different servers/installatio ns
- Complex content listing
- Translation associations

- Less flexible publishing
- Hard import/export
- Uninstallation can be challenging



### How do I translate a theme into a new language?



- Find a Theme/Plugin that is translation ready
- Download the .pot file from your server using FTP
- Find a tool to translate the .pot file
- Convert your .po file to .mo
- Upload the translated/re-named .po and .mo file back to your server



- » Find a Theme/Plugin that is translation ready You can find translation-ready Themes by filtering your search on wordpress.org.
  - Navigate to wordpress.org
  - Select Themes
  - Select the link for "check out our new filter and tag interface"
  - On the Tag Filter screen select the checkbox next to the "translation-ready" option

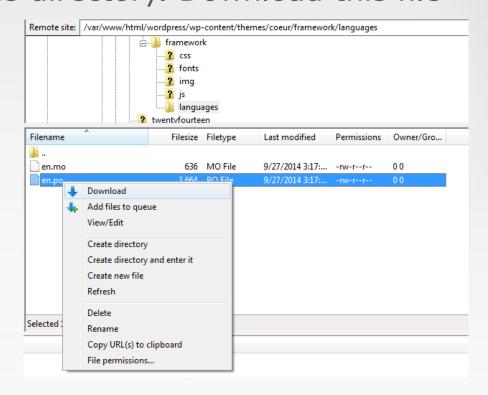
Plugins can not be found through this method. You need to check the plugins description/feature list to see if it is translation ready. You also may contact the developer of the plugin.



» Download the .po file from your server using FTP

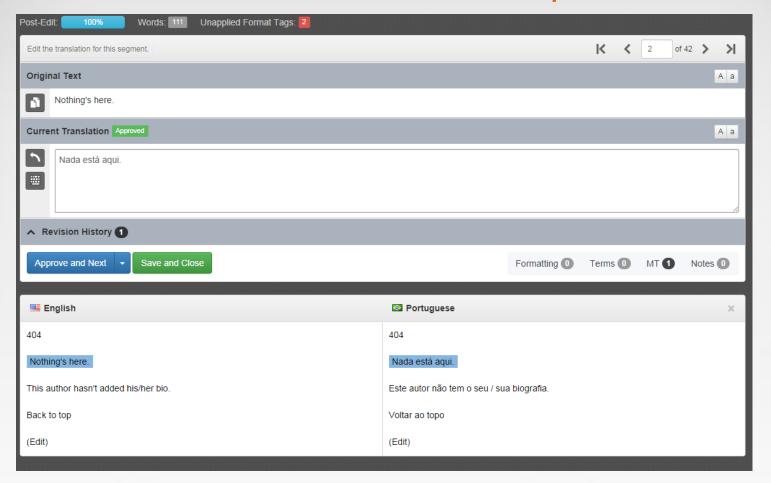
The .pot file for your Theme/Plugin will be located in the Theme/Plugins languages directory. Download this file

using any FTP program.





» Find a tool to translate the .po file



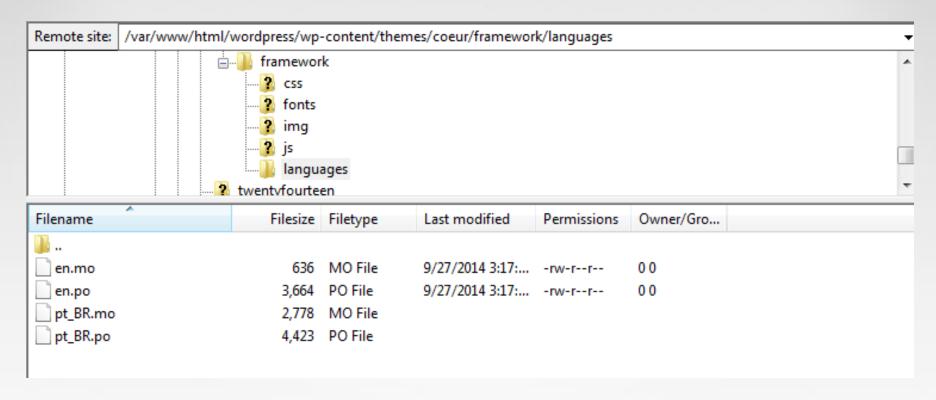


» Convert your .po file to .mo

Convert .po to .mo						
PO file:		Choose File				
	Convert					



» Upload the translated/re-named .po and .mo file back to your server





What is required to ensure that your themes, plugins, and content are multilingual ready?



## WordPress i18n

» Wordpress uses Gettext tools and libraries to help standardize on i18n. Gettext provides a set of standard functions that developers can wrap around their translatable strings.

http://www.gnu.org/software/gettext/

» For more information about internationalization in Wordpress:

http://codex.wordpress.org/I18n for WordPress

Developers



# **WordPress i18n Basics functions**

\_\_\_() \_\_e()

# WordPress i18n Additional functions

```
_x() _ex() _n()
 esc_html__()
 esc_html_e()
 esc html x()
 esc_attr__()
 esc_attr_e()
 esc_attr_x()
```

# WordPress i18n - Otto's Laws "You're probably doing it wrong"

http://ottopress.com/2012/internationalizationyoure-probably-doing-it-wrong

- » Law the First: Thou shalt not use PHP variables of any kind inside a translation function's strings.
- » Law the Second: Thou shalt always translate phrases and not words.
- » Law the Third: Thou shalt disambiguate when needed.



## **References & Tutorials**

Multilingual Wordpress

<a href="https://codex.wordpress.org/Multilingual WordPress">https://codex.wordpress.org/Multilingual WordPress</a>

18n for WordPress Developers

https://codex.wordpress.org/I18n for WordP
ress Developers

Division and Thomas Davidon

Plugin and Theme Development

http://make.wordpress.org/docs/theme-

developer-handbook/theme-

functionality/internationalization/

Translating Your Theme

http://code.tutsplus.com/tutorials/translating
-your-theme--wp-25014



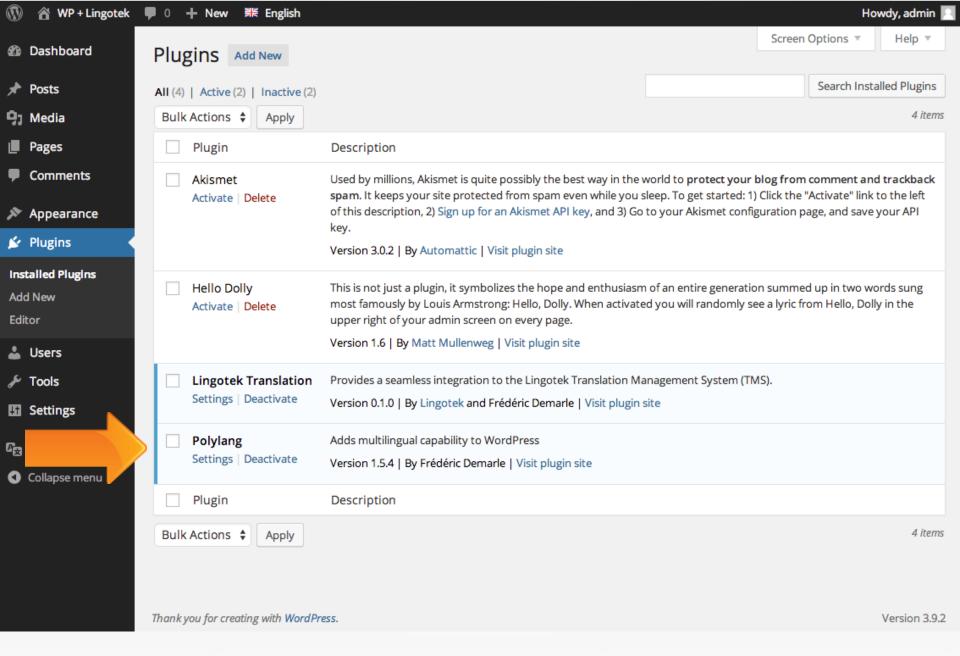
# How can machine, community, and professional translation be leveraged?



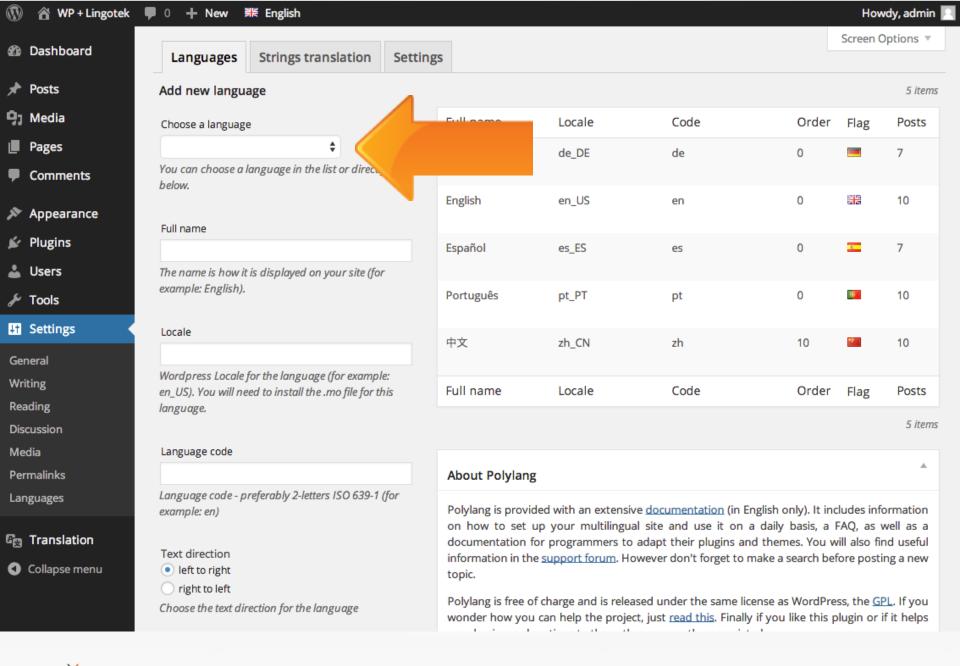


# **Machine Translation**

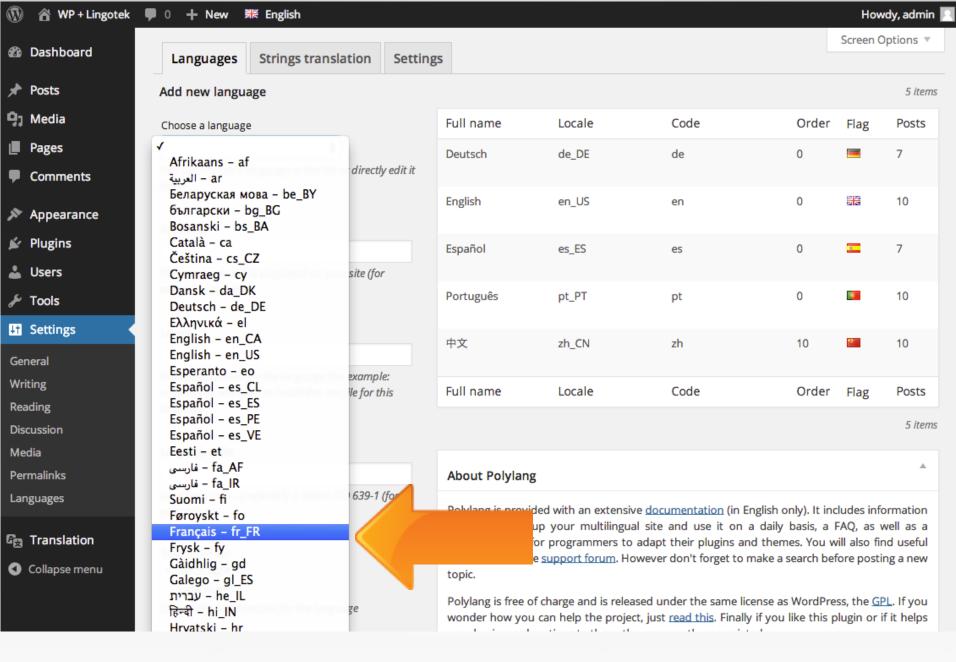














Full name
Français
The name is how it is displayed on your site (for example: English).
Locale
fr_FR
Wordpress Locale for the language (for example: en_US). You will need to install the .mo file for this language.
Language code
fr
Language code - preferably 2-letters ISO 639-1 (for example: en)

Español	es_ES	es	0	(1	7
Português	pt_PT	pt	0		10
中文	zh_CN	zh	10	**	10
Full name	Locale	Code	Order	Flag	Posts

5 items

#### **About Polylang**

Polylang is provided with an extensive <u>documentation</u> (in English only). It includes information on how to set up your multilingual site and use it on a daily basis, a FAQ, as well as a documentation for programmers to adapt their plugins and themes. You will also find useful information in the <u>support forum</u>. However don't forget to make a search before posting a new topic.

Polylang is free of charge and is released under the same license as WordPress, the <u>GPL</u>. If you wonder how you can help the project, just <u>read this</u>. Finally if you like this plugin or if it helps your business, donations to the author are greatly appreciated.





Text direction

left to right

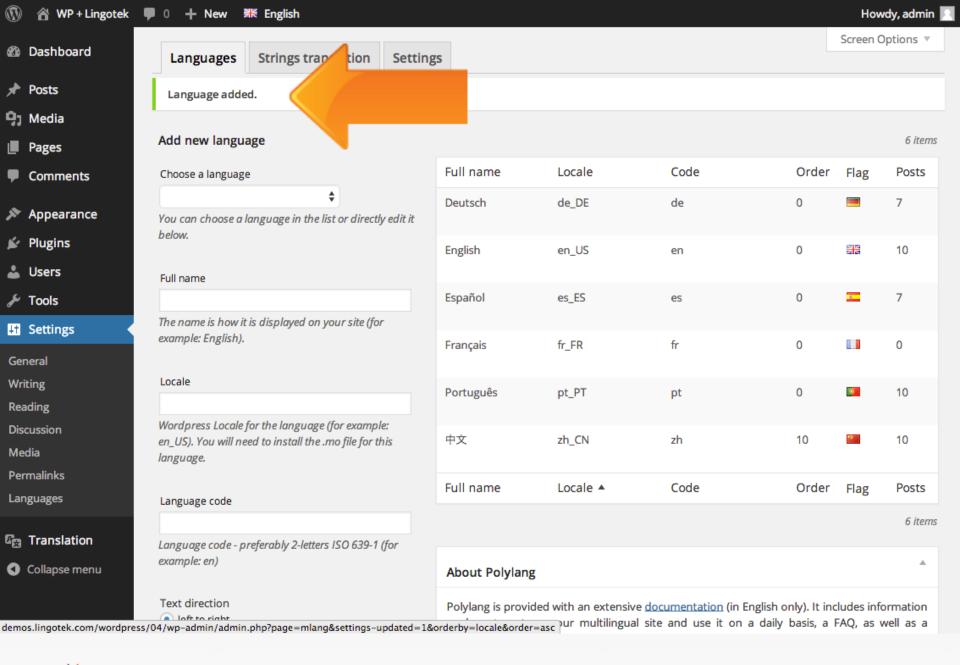
right to left

Order

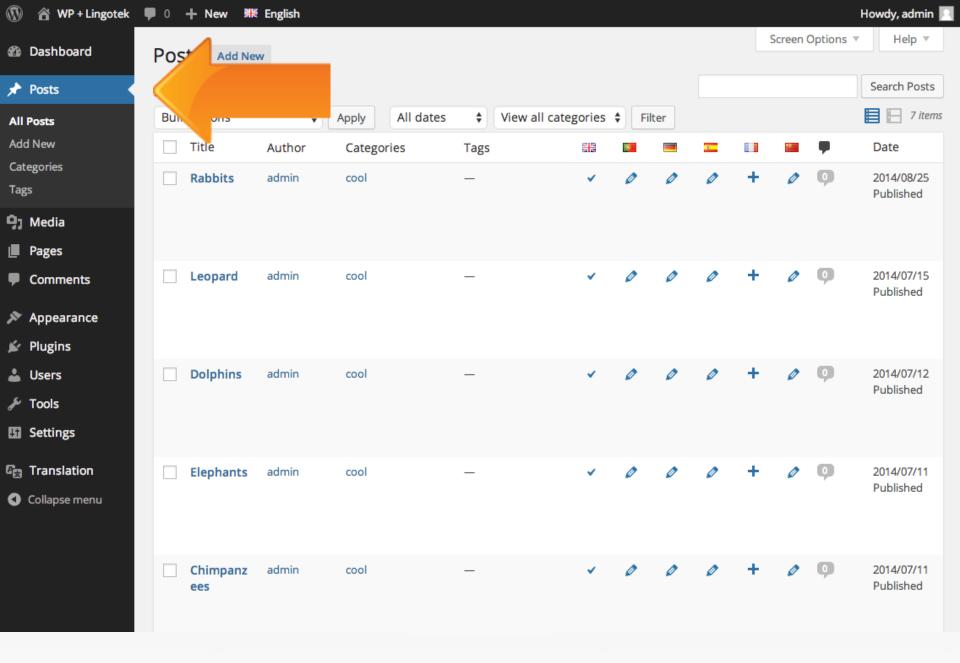
Choose the text direction for the language

Position of the language in the language switcher

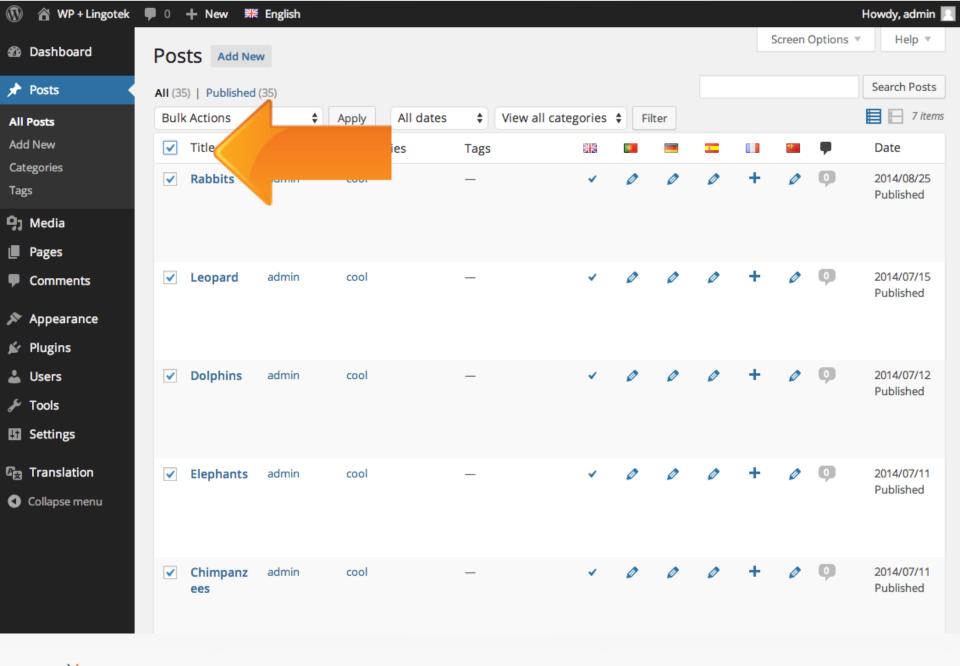




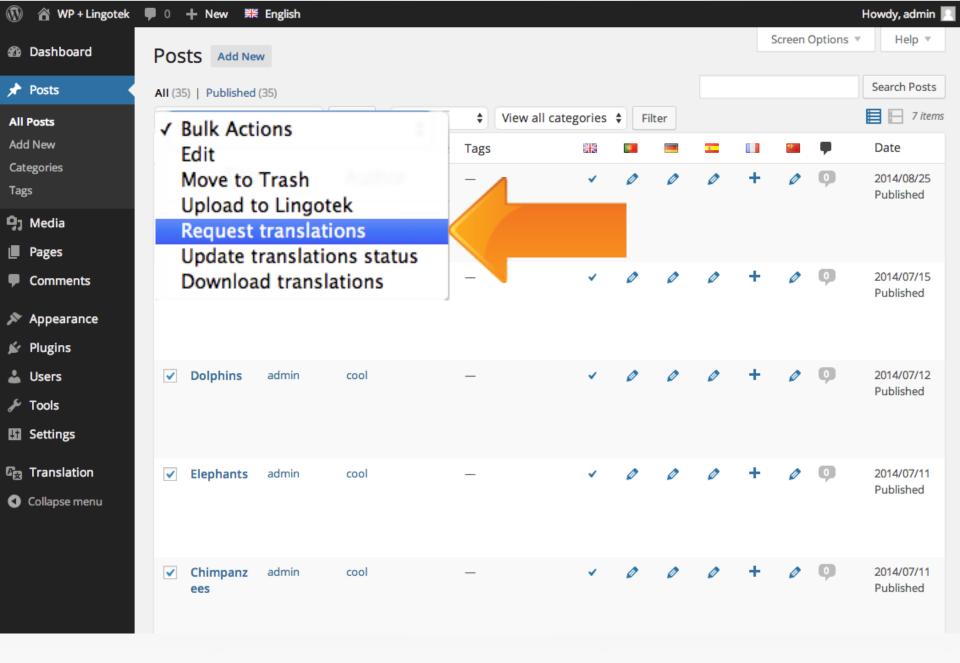




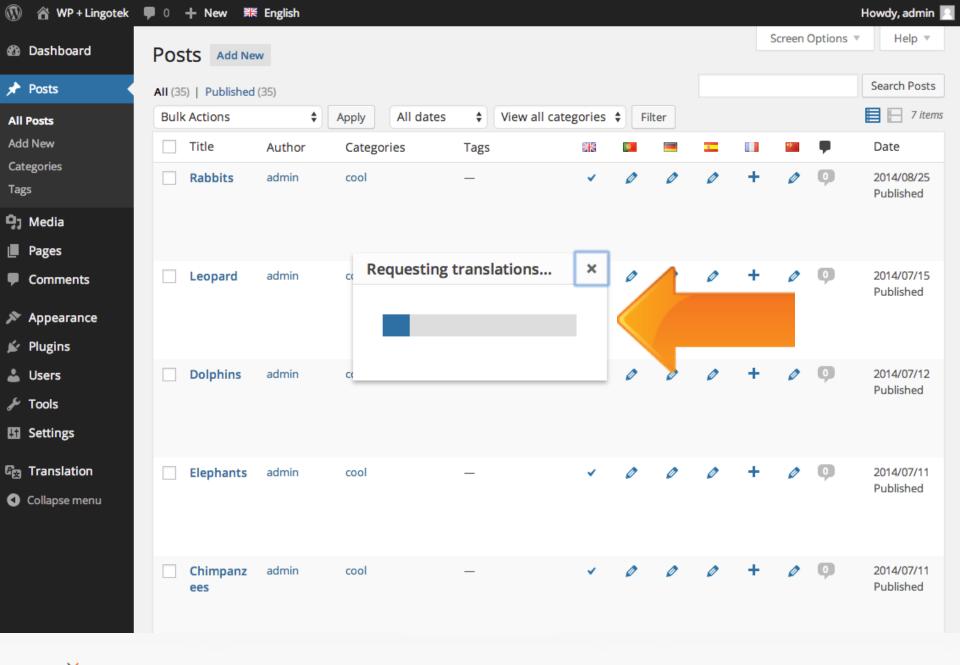




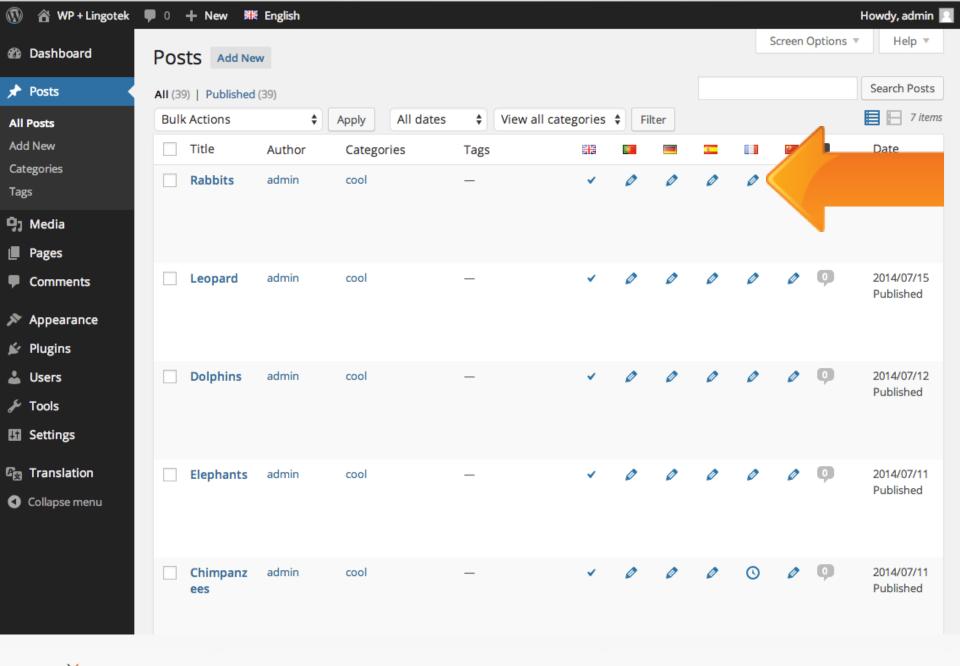
















#### **Rabbits**

Rabbits are small mammals found in several parts of the world.

There are eight different genera in the family classified as rabbits, including the European rabbit and cottontail rabbits. Rabbit habitats include meadows, woods, forests, grasslands, deserts and wetlands.



#### Leopard

Leopards show a great diversity in coat color and rosettes patterns. In





**Multilingual Wordpress** 

English

Português

Deutsch Español

Français

#### **Lapins**

Les lapins sont des petits mammifères trouvés dans plusieurs parties du monde. Il y a huit différents genres de la famille classifiée comme des lapins, y compris le lapin européen et les lapins d'Amérique. Lapin habitats comprennent prés, bois, forêts, Prairies, déserts et zones humides.



#### Léopard

Léopards montrent une grande diversité de manteau modes couleur





# **Community Translation**





#### **Rabbits**

Rabbits are small mammals found in several parts of the world.

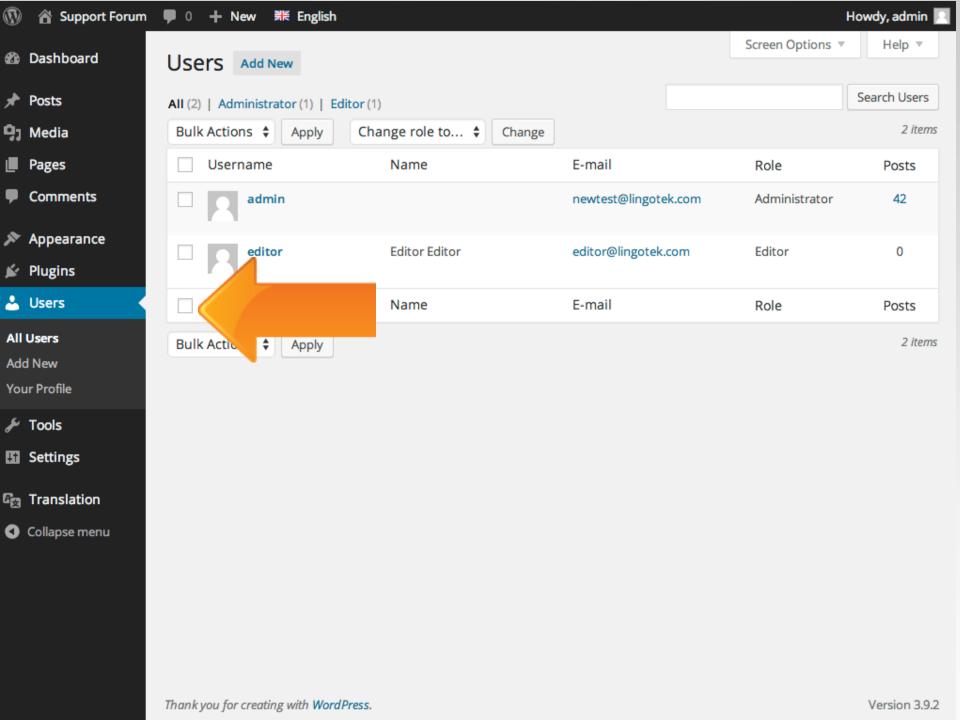
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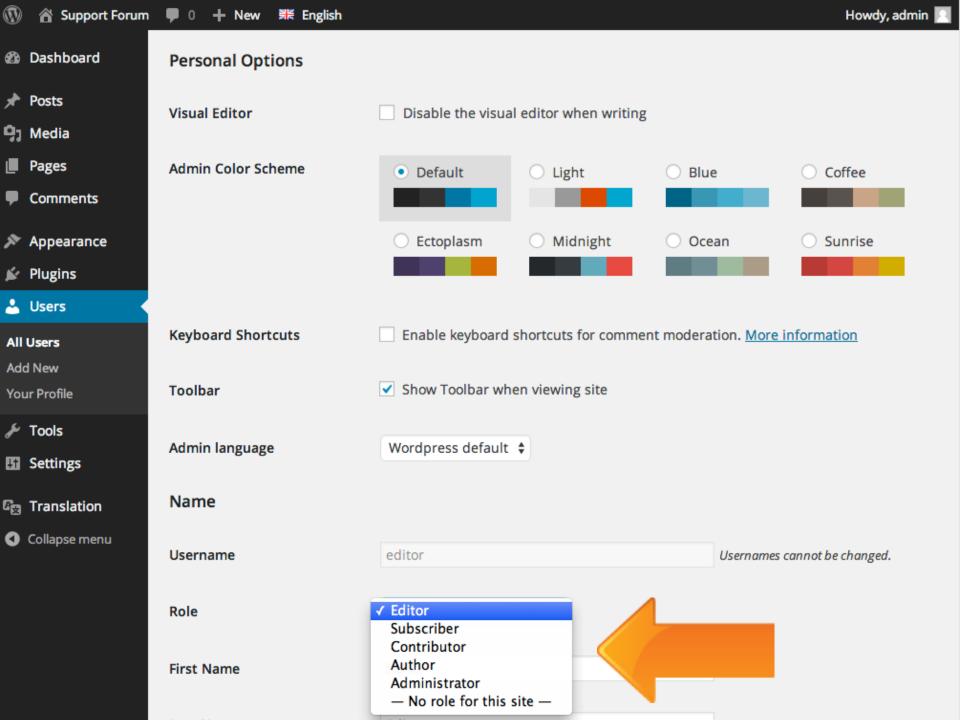


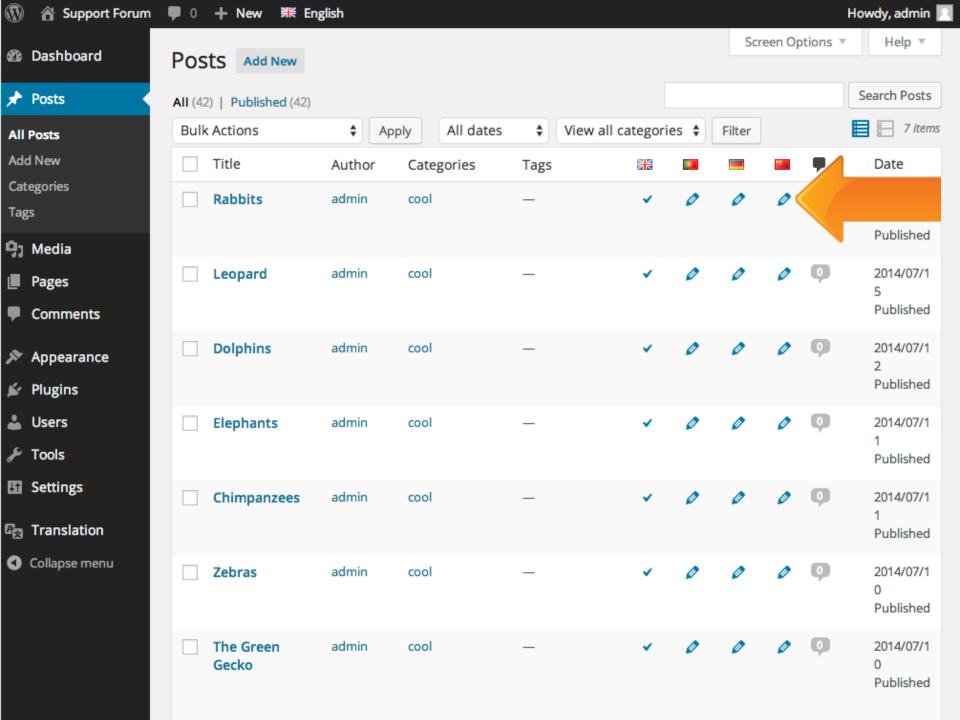
#### Leopard

Leopards show a great diversity in coat color and rosettes patterns. In









#### **Support Forum**

多种语言

English

Português

Deutsch

中文

#### 兔 EDIT

兔子都是在世界的几个地区发现的小型哺乳动物。 归类为兔,包括欧洲兔子和棉尾兔的家庭中有八个不同的属。 兔的栖息地包括草地、 树林、 森林、 草原、 沙漠、 湿地。



#### 豹

豹子显示极大的多样性在外套颜色和莲座状植株的模式。 一般情况 下,被毛的颜色从淡黄色到深金色或褐黄色,变化和图案的黑色花



# **Professional Translation**



#### **Professional Translation**

**Multilingual Wordpress** 

English

**Português** 

Deutsch

中文

#### **Rabbits**

Rabbits are small mammals found in several parts of the world.

There are eight different genera in the family classified as rabbits, including the European rabbit and cottontail rabbits. Rabbit habitats include meadows, woods, forests, grasslands, deserts and wetlands.



#### Leopard





#### **Rabbits**

Rabbits are small mammals found in several parts of the world.

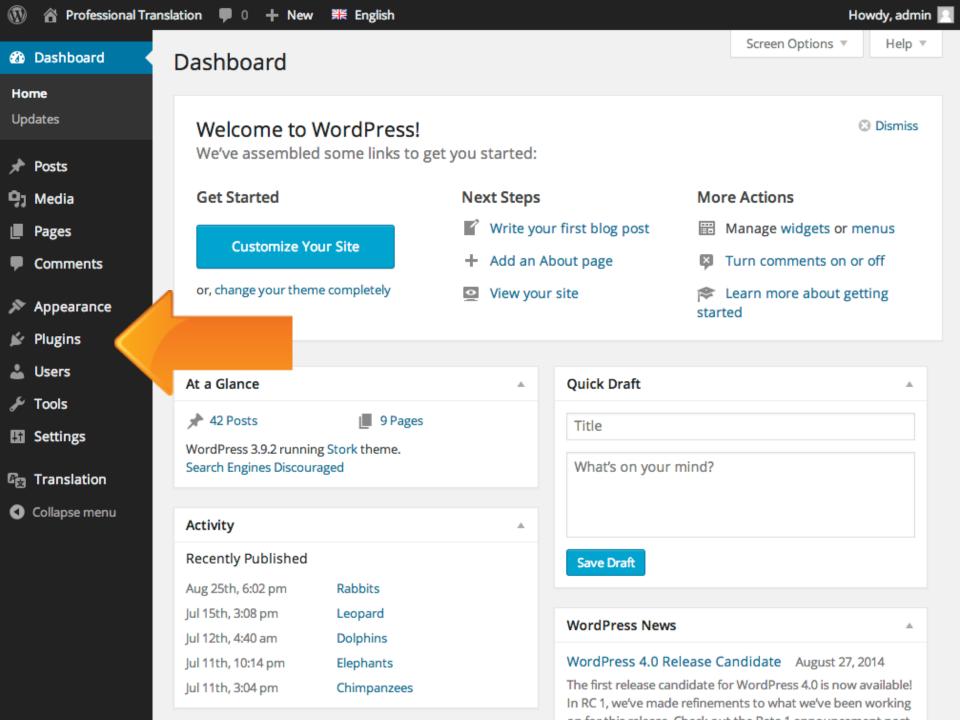
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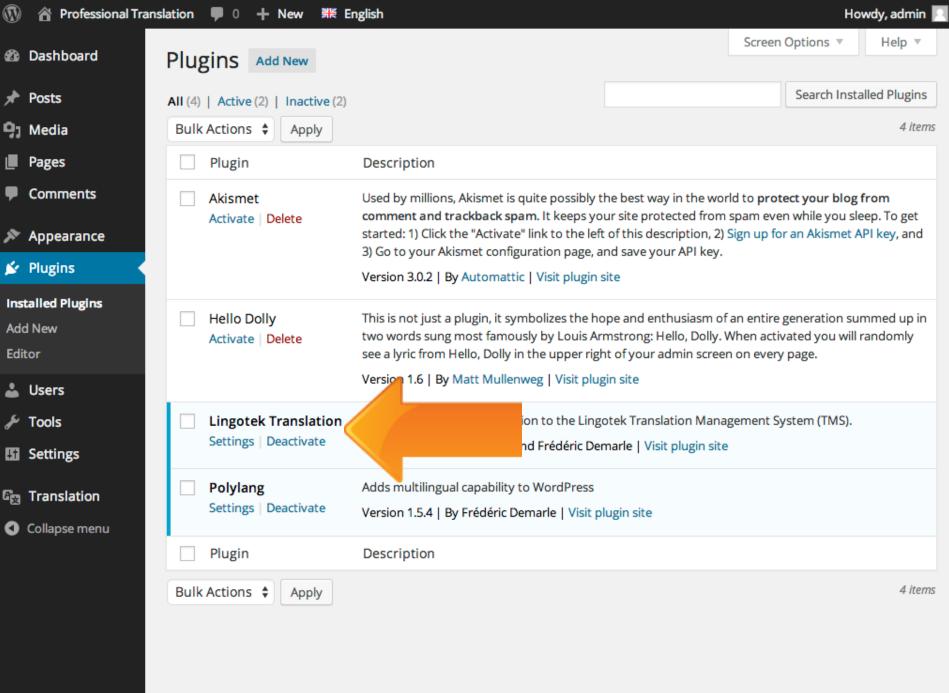


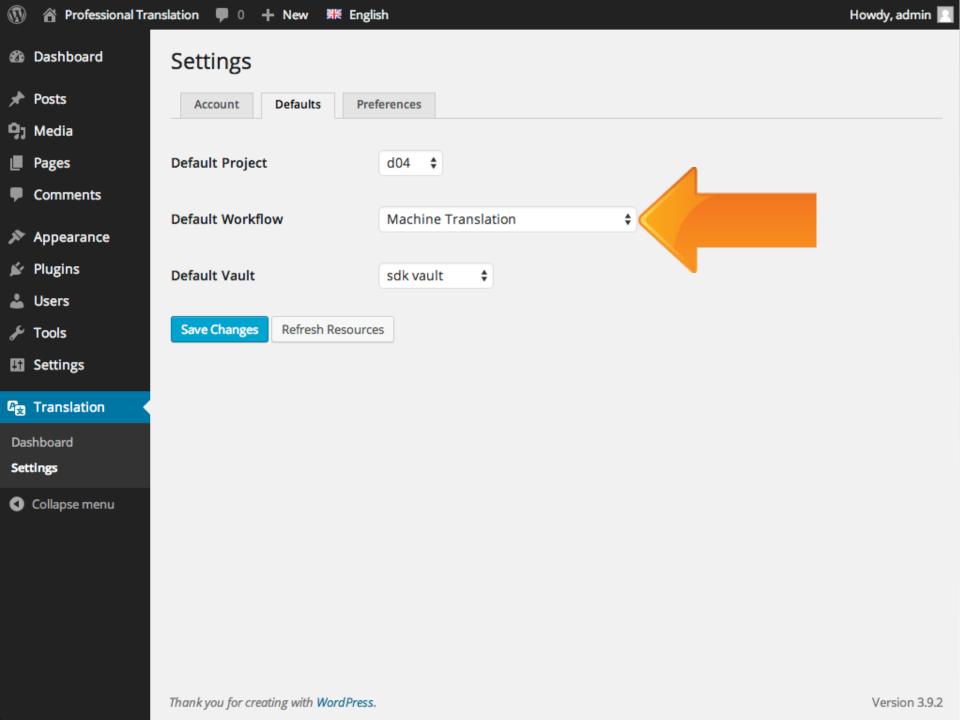
#### Leopard

Leopards show a great diversity in coat color and rosettes patterns. In













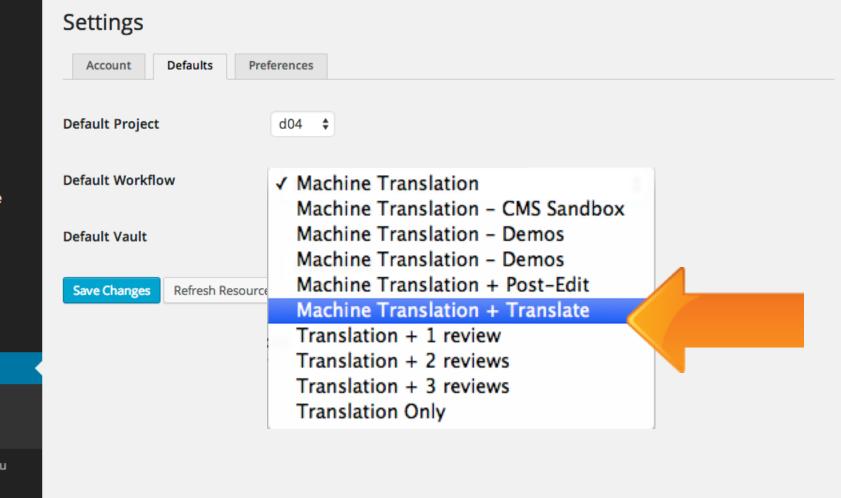
- Posts
- 🛂 Media
- Pages
- Comments
- Appearance
- Plugins
- Users
- Settings

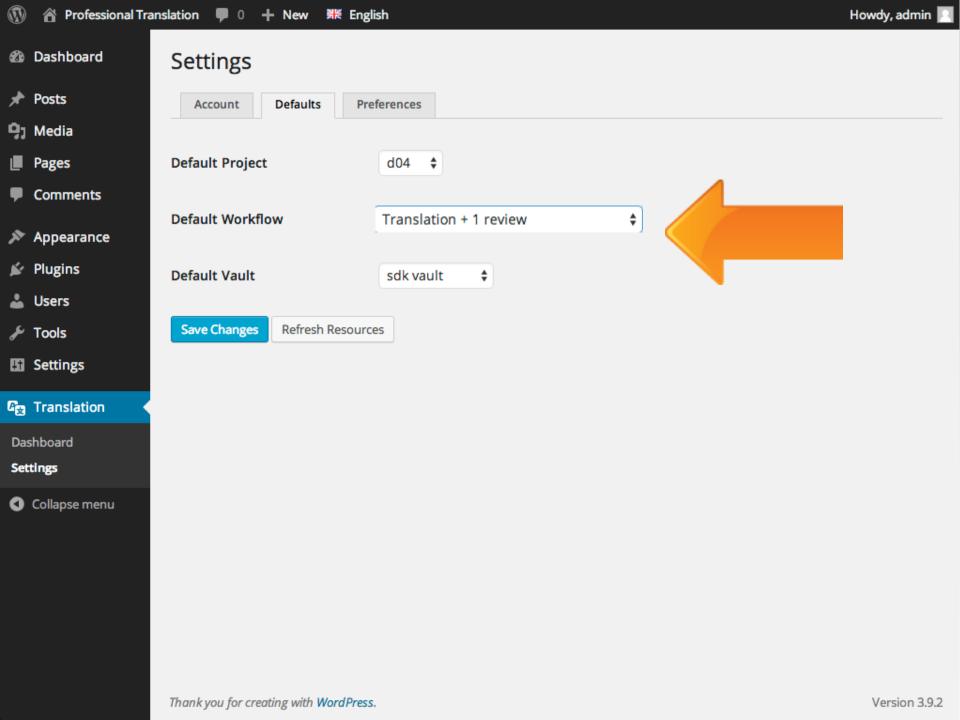
#### **G** Translation

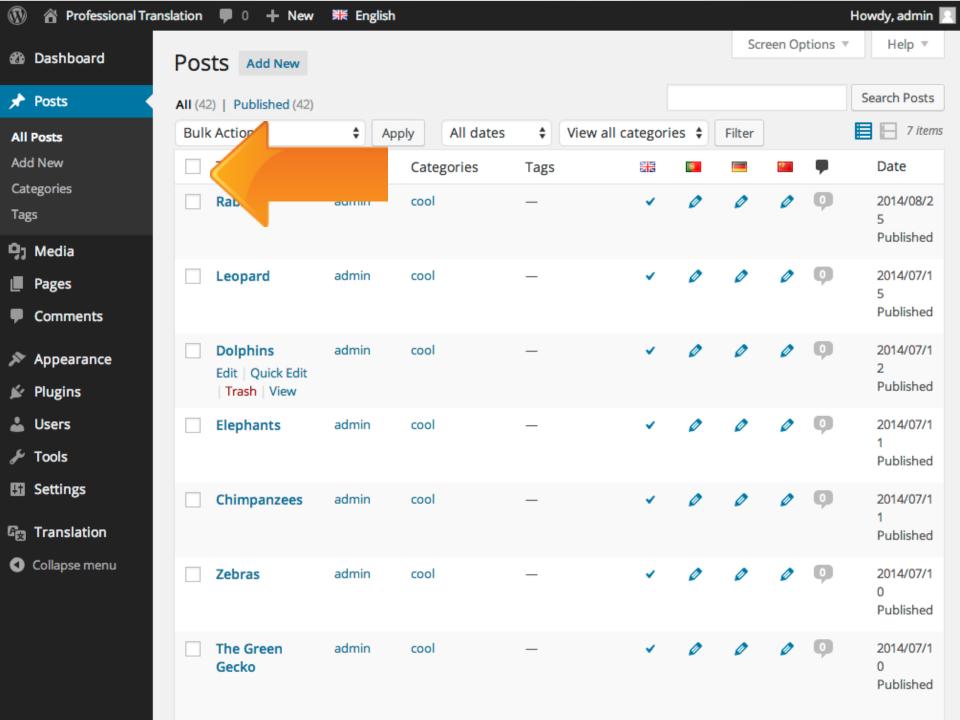
Dashboard

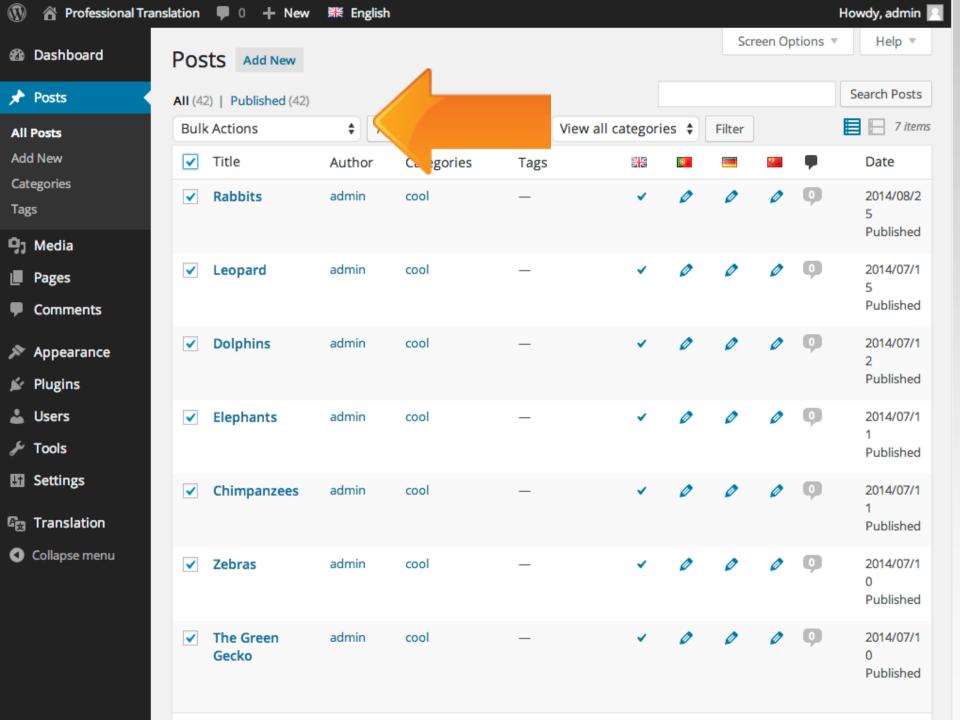
Settings

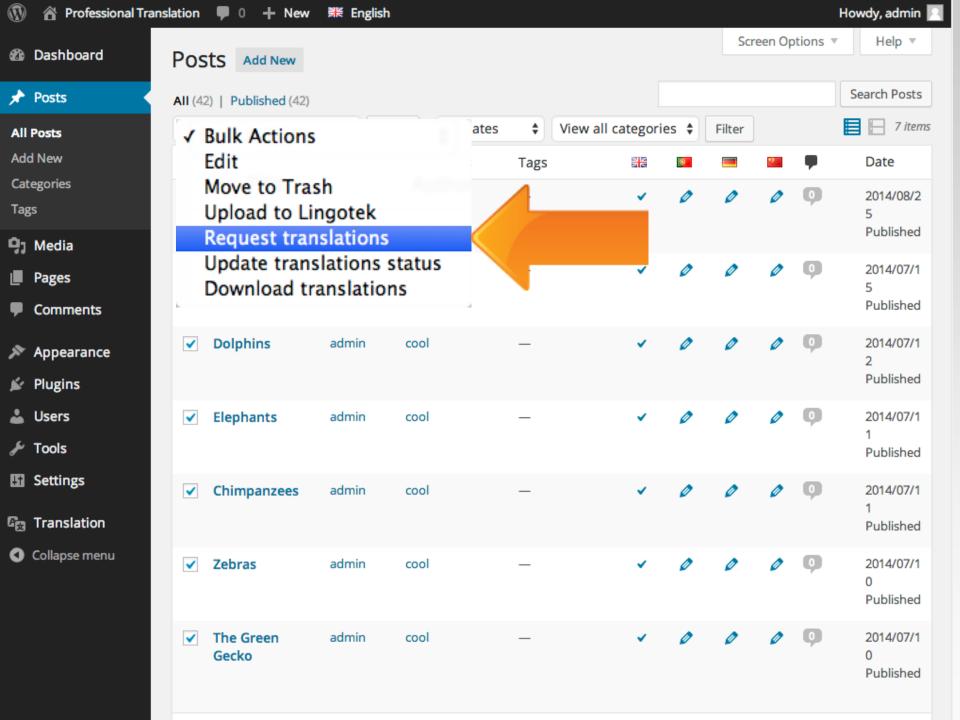
**◆** Collapse menu

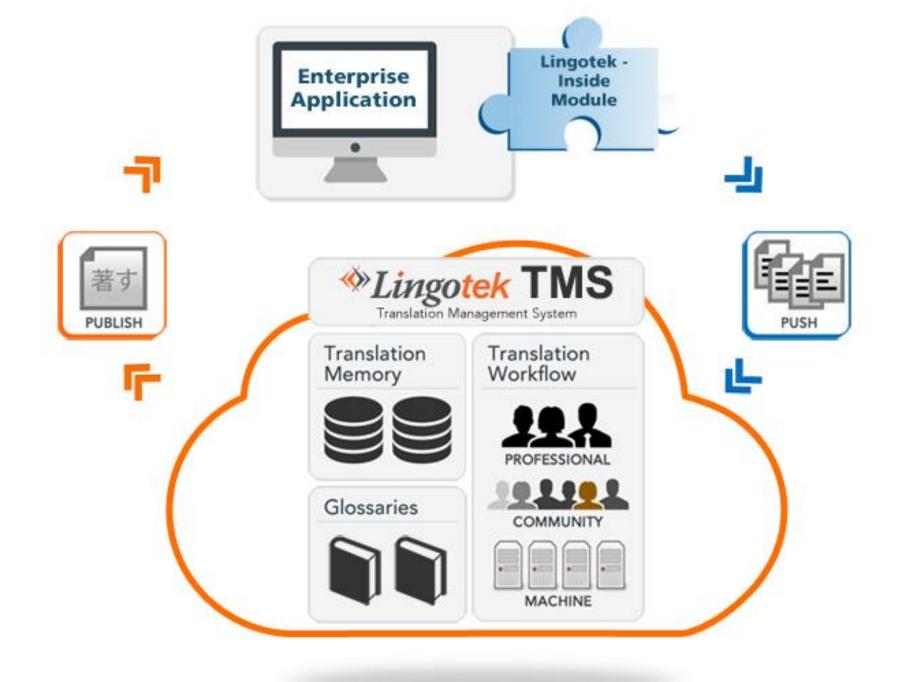






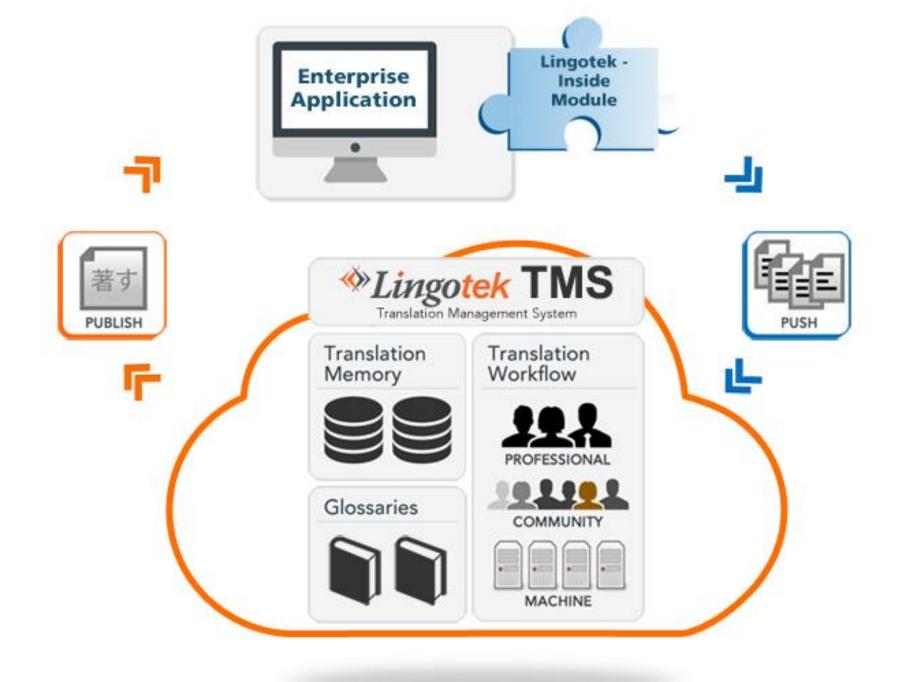














#### **Professional Translation**

**Multilingual Wordpress** 

**English** 

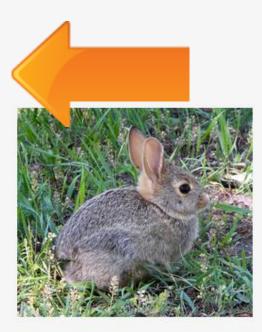
**Português** 

Deutsch

中文

#### Coelhos

Os coelhos são pequenos mamíferos encontrados em várias partes do mundo. Existem oito diferentes gêneros da família classificada como coelhos, incluindo o coelho-Europeu e os coelhos do coelho. Os habitats coelho incluem prados, bosques, florestas, pradarias, desertos e zonas húmidas.



## Leopardo

Leopardos apresentam uma grande diversidade de casaco cor e rosetas nadrões. Em goral, a cor da nolagem varia do amarelo nálido



#### **Steven Sorenson**

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**Are you ready to join The Translation Network?** 







# **Our Customers**



## A Few of Our Customers...

















































































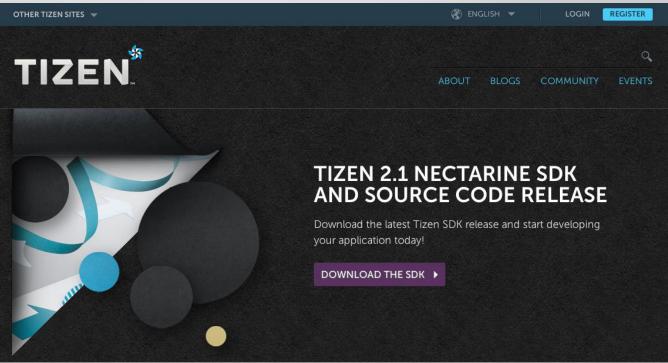




## **Case Studies**







6

Intel OSTC uses Lingotek for localization for the Tizen initiative into 6 languages



#### » Who:

 Tizen is an open source, standards-based software platform supported by leading mobile operators, device manufacturers, and silicon suppliers for multiple device categories such as smartphones, tablets, netbooks, invehicle infotainment devices, and smart TVs

## » Challenge:

- Translation process manual; not synchronized
- Not leveraging existing translation assets

#### » Results:

- 55% reduction in translation turn around
- 45% reduction in translation project costs
- Fully automated with real-time project over sight









180

With nearly 8 million people in more than 180 countries as customers, Alfresco needed a way to manage its localized websites and to synchronize its marketing messages in a simple, scalable and cost-effective solution.

#### » Who:

 By automating document-intensive business processes and enabling large-scale collaboration, Alfresco helps companies to service customers better and adapt more quickly to rapid market changes. Every day, over 8 million business users in 180 countries rely on Alfresco to manage 4 billion documents, files and processes

#### » Challenge:

 Translation not synchronized across six web sites; manual process with emailing files, error prone, delayed content publishing in five language; unable to track project progress

#### » Results:

 Fully integrated, centralized workbench for access to all project files via Cloud; automated project management, workflow; reduced translation spend by 40% and time to deliver new content in all support languages from three months to three weeks









HGST launched a worldwide web site localization project that enabled the translation and localization of content into 8 languages, with room to scale



#### » Who:

HGST has an unmatched reputation for reliability and offers a broad portfolio of high quality hard disk and solid state drives that store, manage and protect the world's data. Our drives are relied on by enterprises, Internet companies, consumers and creative professionals to store and manage their data efficiently and securely.

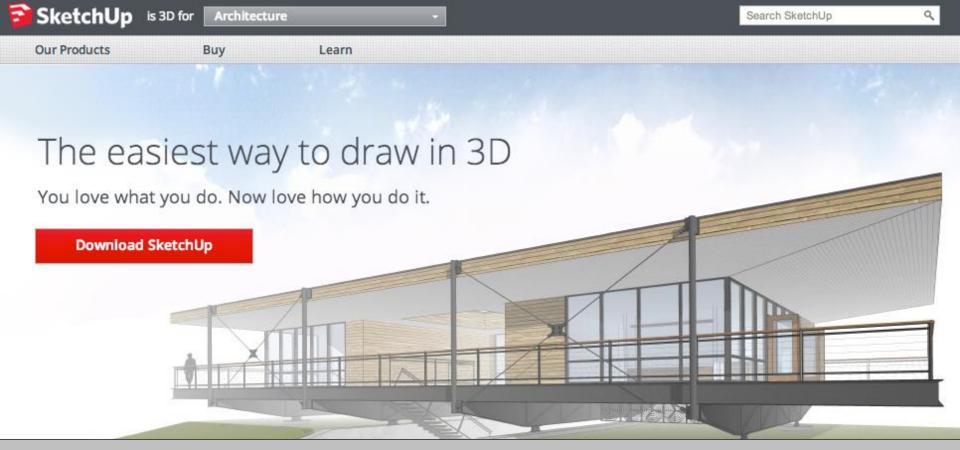
#### » Challenge:

 100's of web site content changes each month; manual translation process to keep updated in eight languages; slow, costly, error prone

#### » Results:

- ROI in first 3 months of use
- Content changes automatically identified, workflow started
- Fully automated with real-time project over sight







Ability to quickly keep Product Forums and Knowledgebase articles up-to-date in 9 languages



#### » Who:

- SketchUp, subsidiary of Trimble Buildings, develops 3D software for architects, designers, builders, and engineers
- 30 million unique activations a year
- 40% from outside USA

#### » Challenge:

 Localized content not updated; unlock Product Community Forums and Knowledgebase content to in customer's preferred language to drive CSAT and new activations in expanding APAC region; reduce Tech Support incidents through web self-service

#### » Results:

 SketchUp now has fully integrated Lingotek – Inside environment to extend subject matter expertise in Top 9 languages; ability to quickly keep Product Forums and Knowledgebase articles up-todate; measurable CSAT improvement and reduced support tickets





Products & Solutions

Support

Communities

Partners



. 00



# Expert Security and Mobility Strategies

Learn how to create an unbeatable enterprise mobility strategy and securely manage your APIs.

Read Security eBooklet →

Read Mobility eBooklet →

24,000

24,000 documents across 300 products in 19 languages with over 300 information developers and localization experts working together

#### » Who:

 CA Technologies delivers software and solutions across the complete service lifecycle—from preproduction portfolio planning and service modeling, to service assembly, automation, quality assurance and production management—with solutions that work across its customers' choice of platforms, technologies and vendors.

#### » Challenge:

- 300 information developers and localization specialists
- 24,000 Documents across 300 languages
- Support 19 languages

#### » Results:

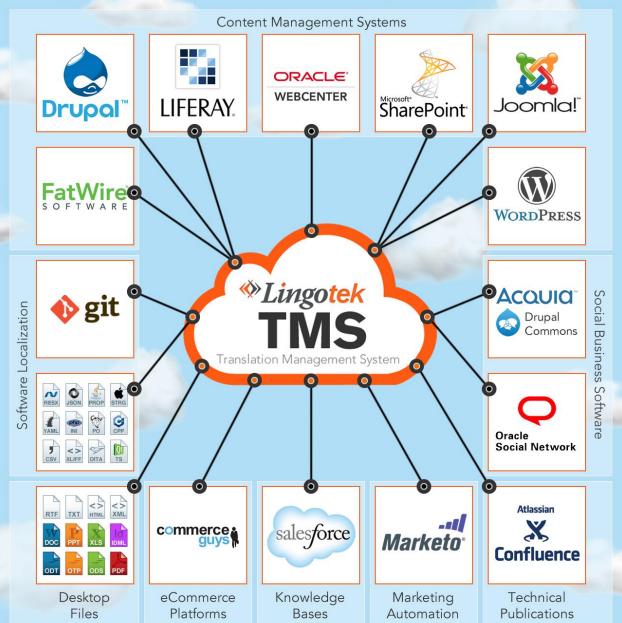
- 55% faster turnaround
- Content index by Google
- SEO friendly for each language





## **Translation in the Cloud**





## DevZone

