# WEGLOT

The Ultimate Ecommerce Translation Checklist

1. Choose languages /audiences to target

Although it might be tempting to add languages right away, it's important to be strategic about your choices.

Start by conducting research to understand the most efficient languages for your store.

MOST TRANSLATED LANGUAGES WITH WEGLOT

32% ENGLISH
12% SPANISH
11% FRENCH
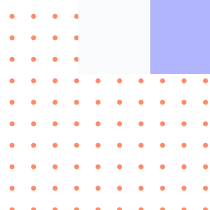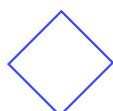**7**% GERMAN
5% ARABIC
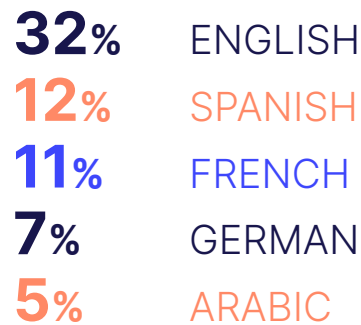
2. Install a website translation solution

Choose a website translation solution that's fit to translate ecommerce stores. Look for useful features such as glossary, variables, and automatic translation to facilitate your workflow.

3. Prioritize content for human translation

Determine which pages need more attention and require human editing to optimize time spent on manual translations.
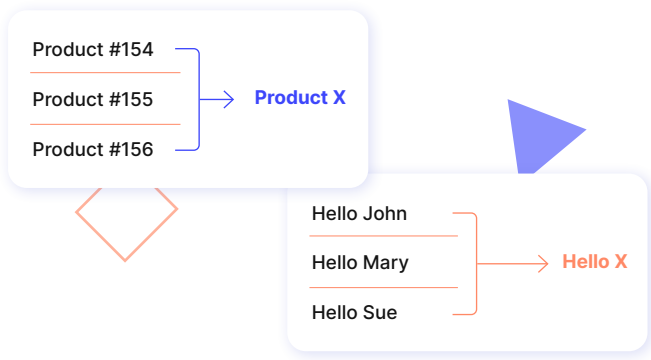
You can use our template to prepare your own content prioritization strategy.

PRIORITY	CONTENT
High	Homepage Marketing Content etc.
Medium	Product /Service pages Account pages etc.
Low	«Page not found» «Thank you» page etc.

4. Create a glossary

Create a glossary to set translation rules for your communication style and terminology. This asset will help you save on translation costs, stay consistent and maintain branding across languages.

RULE		LANGUAGES
🚫	Never translate "WordPress"	All language pairs
🚫	Exclude /blog/ pages	All pairs but Spanish
🚫	Never translate "My Brand Name"	All language pairs
✅	Always translate "Shop" by "Acheter"	French

Product #154
Product #155 → **Product X**
Product #156

Hello John
Hello Mary → **Hello X**
Hello Sue

5. Use translation variables

Take advantage of the variables feature to bulk translate repetitive content such as product tags and generic messages.

Ecommerce businesses can easily manage their vast content with this useful feature.

6. Translate popups, reviews, and checkout

Popups, reviews, and the checkout pages include crucial information for your customers. Make sure they are included in your website translation project to boost your international conversion.
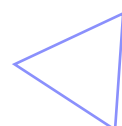
> "Weglot centralized communication and turned selling into a team sport for us."
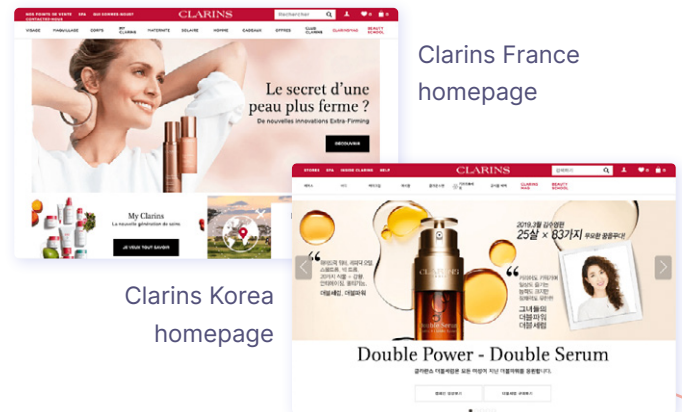>
> @sallyharrolds

> ""Weglot a centralisé la communication et a fait de la vente un sport d'équipe pour nous.""
>
> @sallyharrolds

7. Translate media files

Media elements are influential assets for any ecommerce store so make sure especially images with text are not left untranslated. Go the extra mile by swapping your creatives with more locally targeted versions.

Clarins France homepage

Clarins Korea homepage

A study by SearchPilot found that localizing the product page content for the US market resulted in a statistically significant and positive impact on organic traffic with an approximate uplift of 24%.

8. Localize your content

Go beyond translation by adapting content to cultural nuances and adding a sense of familiarity. A small adjustment like referring to sneakers as trainers for the UK audience can make a huge difference.

9. Add a currency switcher

Price is one of the main factors that influence customers' purchasing decisions. Display your prices in your target market's currency to provide clarity and improve conversion rates.

10. Offer local payment methods

Allow international visitors to pay in their preferred method to simplify one of the most crucial parts of the customer journey.

PayPal
for Germany

Alipay
in China

iDeal in the
Netherlands

Who are we?

Weglot is a no-code website translation solution that allows you to launch a multilingual website instantly. It detects, translates and displays the content of your website removing the pain of having to manage multiple websites for multiple markets.

Ready to start your website translation project?

Start your Weglot 10-day free trial.

WEGLOT