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.

<table>
<thead>
<tr>
<th>MOST TRANSLATED LANGUAGES WITH WEGLOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% ENGLISH</td>
</tr>
<tr>
<td>12% SPANISH</td>
</tr>
<tr>
<td>11% FRENCH</td>
</tr>
<tr>
<td>7% GERMAN</td>
</tr>
<tr>
<td>5% ARABIC</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>PRIORITY</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Homepage Marketing Content etc.</td>
</tr>
<tr>
<td>Medium</td>
<td>Product / Service pages Account pages etc.</td>
</tr>
<tr>
<td>Low</td>
<td>«Page not found» «Thank you» page etc.</td>
</tr>
</tbody>
</table>
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.

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.

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.

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.