WEGLOT

CHECKLIST

9 tips for designing a multi-language website

Use global templates for consistent branding

The branding, layout, and web design elements should be consistent throughout all language versions of the website.

Let visitors choose their preferred language

Always give visitors the option to choose their preferred language instead of forcing them to display the website based on their region.

Make the language switcher easy to find

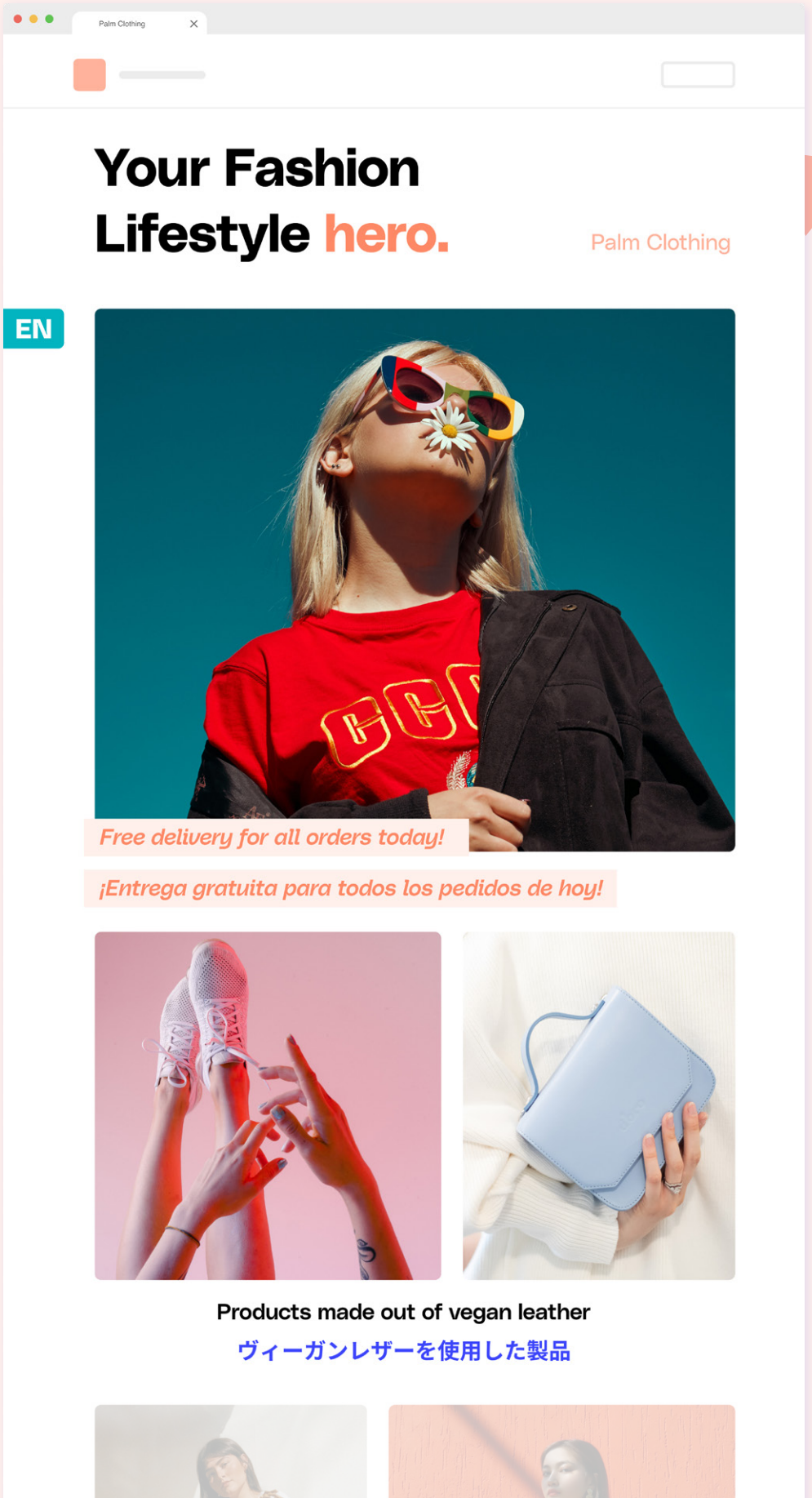
The switcher should be placed in a prominent and fixed location on all your pages.

Account for text expansion

Keep in mind that text tends to expand/contract in different languages while designing your pages.

Consider web font compatibility and encoding

The fonts you use should be compatible with all the non-English languages and different characters.



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○ Design for right-to-left languages

Don't forget that right-to-left languages will require different design structures.

○ Use images and icons that are culturally appropriate

Be mindful of the local preferences, sensitivities, and restrictions when using media elements.

○ Use culturally appropriate colors

Understand the symbolic meanings associated with different colors before using them strategically.

○ Dates and other formats

Adapt other elements like dates, units of measurement, and currencies to provide a fully localized experience.





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For more information about these best practices and examples, [read our complete guide.]