

# Website Translation Checklist

From first setup to going live in new markets, here are website translation steps that matter, in the right order.

## 1 Set up your website for multiple languages

How you set up your multilingual website affects everything downstream: performance, SEO, user experience.

### Choose how to serve translations

- Duplicate websites per language (high maintenance, not recommended at scale)
- One website, multiple languages (faster to launch and manage)

### Choose a URL structure

Your URL structure determines how each language version of your site appears in a browser and to search engines.

- Top-level domain: [www.mywebsite.fr](http://www.mywebsite.fr)
- Subdomain: [fr.mywebsite.com](http://fr.mywebsite.com)
- Subdirectory: [www.mywebsite.com/fr/](http://www.mywebsite.com/fr/) (most common, easiest to manage)

### Choose how to add hreflang tags

Hreflang tags are small pieces of code you add to your website to tell search engines which language version of a page to show to which audience.

- Add manually (error-prone, high maintenance)
  - Validate your setup [with our free tool](#)
- Generate and maintain automatically (recommended)



AI-powered website translation tools like Weglot automatically add hreflang tags for your website.

## 2 Translate your content

Not all translation methods deliver the same quality. The approach you choose will affect how your brand comes across in every language.

### Choose your translation method

- Professional translator (high quality, slow and costly at scale)
- Generic automatic translation (fast, but risks brand accuracy and tone)
- AI translation with a custom model (accurate, brand-consistent, scales without friction)

### Set up your AI Translation Model

An AI Translation Model is a translation engine trained on your specific brand inputs: your tone of voice, glossary, and key terminology. Unlike generic machine translation, it learns what makes your brand sound like itself and applies that consistently across every language.

- Define your brand voice and tone
- Add glossary rules / guidelines: product names, key terms, brand language that should never change, or phrases that should always be translated in a certain way.
- Configure exclusion rules for what to translate, what to skip

## Go further

Use our [Glossary Builder Template](#) to define your brand voice and translation rules. You can then use it to enrich your automatically generated custom model in your Weglot Dashboard.

### 3

## Follow best practices

Don't repeat common mistakes and set things right from the beginning.

**Assign a project owner**

Someone should own the translation rollout: decisions, approvals, updates.

**Translate supporting assets**

Media files, CTAs, external links: ideally, everything a visitor sees should match their language.

**Test each language version before publishing**

Translated pages can behave differently: text expansion in some languages can break layouts, and formatting may shift. Do a visual check across key pages in each language.

### 4

## Become internationally visible

Going live is step one. Ranking and converting in new markets is the real goal.

**Translate metadata and alt text**

Titles, descriptions, image alt text: all need to be translated and indexed per language.



AI-powered website translation tools like Weglot automatically translate your metadata and alt text.

**Implement multilingual SEO and GEO**

*Multilingual SEO is the practice of optimizing your translated pages so they rank on search engines in each target language.*

*GEO (Generative Engine Optimization) goes a step further: it ensures your content is structured so AI-powered search tools, like ChatGPT or Claude, can also surface it when users ask questions in their language.*

**Language-specific URLs created and structured correctly**

**Hreflang tags generated and maintained automatically**

**Sitemap updated continuously so every new page is indexed from day one**

**Translated content ready to surface on search engines and in AI-generated answers**

### Go further

Get the full international visibility playbook in our [Multilingual GEO Hub](#).



WEGLOT

# Why teams choose Weglot



Weglot is an AI-powered website translation tool that helps you launch and scale internationally, while staying true to your brand across every language.



## AI translation that sounds like you

Weglot's AI Translation Model, built with OpenAI and Gemini, learns your brand voice, terminology, and tone. The result is accurate translations your team can trust, without the need for systematic human review.



## Built to rank in every language

Weglot handles the full multilingual SEO and GEO setup: language-specific URLs, hreflang tags, translated metadata, and a continuously updated sitemap. Every new page is ready to be indexed and discovered, on search engines and in AI-generated answers.



## Hands-off workflow, from day one

No prompt engineering. No tool chaining. No maintenance overhead. Connect Weglot, configure your AI Translation Model, and go live. As your site evolves, Weglot keeps your translated content in sync automatically.



## One tool, every market

Whether you're launching in one new language or twenty, you don't need to scale your team. Weglot grows with your expansion without adding operational complexity.

**Trusted by 110,000+ websites across all industries.**

Rated #1 for ease of use on G2 for 4 years in a row.

**Start your 14-day free trial,  
no credit card required.**

[Translate my website](#)