

WordPress Translation Checklist

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

1 Set up your WordPress site for multiple languages

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

Choose how to serve translations

- Duplicate websites per language (high maintenance, not recommended at scale)
- One WordPress site, 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. For a WordPress site, subdirectories are the most common and easiest to manage with most translation plugins.

- Top-level domain: www.mywebsite.fr
- Subdomain: fr.mywebsite.com
- Subdirectory: 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)



WordPress translation plugins like Weglot automatically add and maintain hreflang tags across your site, including dynamically generated pages.

Check your theme and plugin compatibility

Not all WordPress themes and plugins are built with translation in mind. Before committing to a translation approach, make sure your setup is compatible.

- Confirm your theme renders translated content correctly (check text expansion, RTL support if needed)
- Verify that key plugins (WooCommerce, Yoast, Elementor, ACF, etc.) are supported by your chosen translation solution
- Check that your page builder outputs translatable strings



Weglot is compatible with all WordPress themes and plugins, including WooCommerce, Elementor, Divi, and Yoast SEO, without requiring any code changes.

2 Translate your WordPress 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 and organize your key terms before you start translating.

Account for dynamic and database-driven content

WordPress sites often generate content dynamically: product descriptions, blog posts, custom post types, form labels. Make sure your translation method handles these, not just static page content.

- Confirm that new content published in WordPress is detected and translated automatically
- Check that WooCommerce product pages, checkout strings, and order emails are in scope if relevant

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.
 - Test your WordPress theme layout in all target languages
 - Check that your language switcher displays correctly across devices
 - Confirm that translated URLs resolve properly and don't return 404s

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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.



WordPress translation plugins like Weglot automatically translate your metadata and alt text, including fields managed by Yoast SEO and Rank Math.

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](#).



Why WordPress users choose Weglot



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



Install in minutes, no code required

Weglot installs directly from the WordPress Plugin Directory. Connect it to your site, and Weglot detects and translates your content automatically. No theme edits, no developer needed.



Works with your entire WordPress stack

Weglot is compatible with all major WordPress themes and plugins: WooCommerce, Elementor, Divi, ACF, Yoast SEO, Rank Math, and more. Your existing setup keeps working, now in every language.



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.

Wondering how Weglot compares to other WordPress translation plugins? [See the full comparison.](#)



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.



Hands-off workflow, from day one

No prompt engineering. No tool chaining. No maintenance overhead. As your WordPress site evolves and new content is published, Weglot keeps your translated pages in sync automatically.



One plugin, every market

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

Trusted by 110,000+ websites across all industries. Rated 4.8 on the WordPress Plugin Directory with 2,000+ reviews.

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



Translate my WordPress website