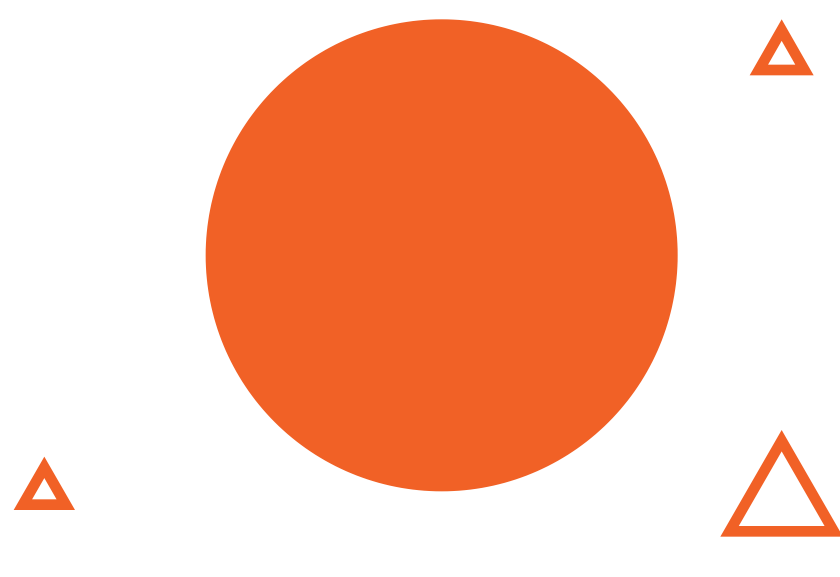


# Guide to Create a Successful Multilingual Website

## Learn 10 Proven Steps and Unlock International Growth



### 1 Select your target language(s)

Base your language choice on your current website data. Is there traffic from certain countries but sales are low? You might be able to improve conversion in these markets by translating your website. [LangShop supports 247 world languages and dialects](#). Some countries speak more than one language. For example, in Switzerland residents may use a combination of French, German, Italian, and English.

#### AVAILABLE LANGUAGES

<input checked="" type="checkbox"/> Afrikaans	af	Akan	ak	Albanian	sq
Arabic	ar	Azerbaijani	az	Armenian	hy
Bambara	bm	Basque	eu	Bengali	bn

### 2 Install a comprehensive translation solution

While selecting the solution, keep in mind that it should provide the following option:

- **AI-powered translation** capabilities for faster results and efficient handling of large volumes of content.
- **Manual translation**, giving you control over specific parts of the content.
- **Compatibility** with other apps that users may have installed on their stores and seamless integration with Shopify Translation API.
- **Currency conversion** for international customers, displaying prices in their local currencies and enhancing the shopping experience.
- **24/7 Customer Support** that ensures users can get assistance and resolve issues promptly, regardless of their time zone.



## You can embark on a multilingual journey now with LangShop!

Start your 14-day free trial today, and break down language barriers for sustainable international growth.

Start free now

### 3 Decide on the translation method

Technologies like machine AI (standard engines and Pro ones like DeepL Pro, Google Cloud Translation), professional human, manual translations have different strengths. So you should choose the most appropriate one based on the number of products and other priority content, as well as your budget.

#### Popular methods combinations among LangShop users

Machine AI	Standard engines	Machine AI
<b>90%</b>	<b>60%</b>	<b>70%</b>
Manual (edits)	Pro engines	Agency
<b>10%</b>	<b>40%</b>	<b>30%</b>

### 4 Create a glossary for consistency

Certain terms, brand names, and phrases should remain consistent across languages. Build a glossary that ensures uniformity in translation and enhances the user experience.

#### Glossary

Add new rule

Search rules

<input type="checkbox"/> Always translate «Checkout» to « Paiement»	22/11/2022
<input type="checkbox"/> Never translate «Brand Name»	22/11/2022

### 5 Translate first-priority content

If you wonder whether you need to translate your entire site, the answer is no. However, in reality, translating more of your website may be necessary. Here are a few elements that definitely need to be translated



#### Product Descriptions

Having a good product description encourages customers to make purchases. Additionally, it can help you rank well in local search results.



#### Privacy Policy/Terms of Use

Online shoppers are becoming increasingly concerned about data privacy, and some of them may want to check your site's data use policies before proceeding to purchase.



#### Help Centers/FAQs

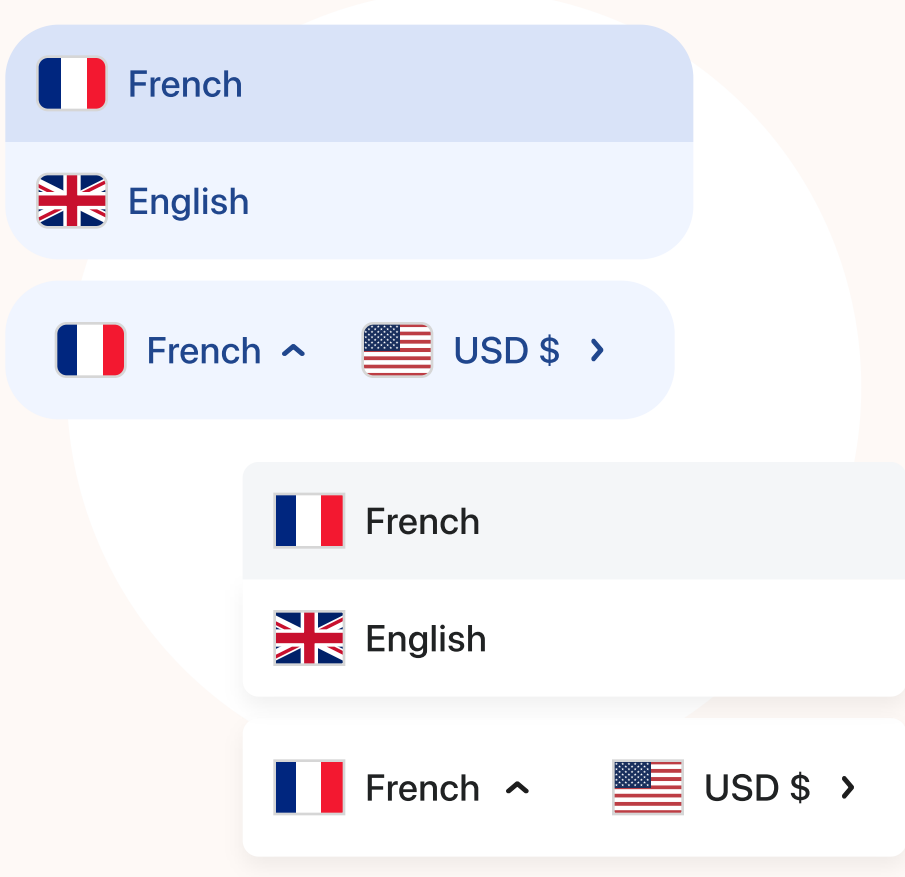
You will likely receive questions from your customers before they make any purchases. By putting FAQs in local languages, they'll be better able to find what they need without turning to your support team.

### 6 Provide a seamless switch between languages

You need to implement a convenient way to switch languages, so foreign buyers could see your website content in their native language.

And here are two main ways to switch languages:

- **Intuitive Language Autodetection Mode:** language autodetection identifies the user's preferred language based on their browser settings or IP address. This automated process eliminates the need for visitors to manually select their language, making the user experience more convenient and enjoyable.
- **Clear and Accessible Language Switchers:** Utilize clear and easily accessible language switchers on your website. Position them prominently, preferably in the header or footer, so that users can quickly locate and change the language whenever they wish. Consider using recognizable flags or language icons for visual clarity.



### 7 Translate popups, banners, and checkout

Translating this information is crucial as it directly influences your conversion. In particular, translation of the checkout page as it's the last step separating the buyer from the purchase. That's why it should be crystal clear.



### 8 Enable seamless currency conversion

In addition to providing multilingual content, offering seamless currency conversion is essential for creating a positive shopping experience for your international customers. According to studies, businesses that offer their products in customers' local currencies can increase sales by up to 30%. By integrating real-time exchange rates and a user-friendly currency switcher, you can create a more personalized, hassle-free shopping experience.



### 9 Localize your content

Localization goes beyond translation and involves adapting your business to fit the preferences and customs of your target audience. Consider linguistic techniques and cultural nuances for a more personalized experience.

For example, alter UK clothing terms for their respective US synonyms, like switching the UK "trousers" to the US "pants", or the UK pattern name "tartan" to the US name "plaid".

LangShop works with Shopify Markets, enabling to alter translations of the same language for different markets

### 10 Don't forget about multilingual SEO

Multilingual SEO is a crucial aspect of driving organic traffic from various regions and languages. By optimizing your translated pages for search engines, you increase the likelihood of ranking higher in localized search results, attracting targeted visitors, and expanding your international reach:

- Translate Metadata and URLs
- Conduct Keyword Research for Each Language
- Implement Hreflang Tags
- Consider Regional Search Engines (e.g. shoppers in China would use Baidu instead of Google).

## LangShop makes translation easy

With LangShop, implementation of all these tips becomes a breeze, leaving you with more time to focus on growing your business. Our user-friendly interface, powerful AI translation, and 24/7 customer support make the entire process smooth and enjoyable.

Start your multilingual journey today by starting a 14-day free trial.

Start free now