Going international: How to make your WordPress site globally friendly

International expansion is an expected ambition for progressive WordPress sites and ones of similar likes. The online nature of this global reach means that the uncertainties, legal dangers, and cultural hazards are minimized. The world is at your fingertips, and the costs in reaching it successfully are minimal.

The rationale for reaching out to a new audience, readership, viewership or listenership, maybe one of opportunity, exciting new prospects, high growth potential, or to escape a domestic audience that has become too saturated or competitive.

With only some limitations, the internet is a global phenomenon that effectively ties us all together with invisible strings. Send a Tweet from Prague and reply to it in Illinois. Publish an eBook in Seattle and share it with your friends in Beirut. There are practically no boundaries when it comes to sharing content online.

When it comes to your WordPress website, the one you've dedicated time, money and energy building, I expect that you will want it to possess the maximum global reach possible. This doesn't just happen by chance and requires some key features within your site to make this happen. The following

tips and suggested plugins should set you and your WordPress site on the path to international influence.

Whitepaper

Four tips to help make your WordPress site globally friendly

1. Globalize your content

The foundation of an internationally appealing website is its content transcreation. This does not focus on the mere translation of words but ensures the recreation of meaning, intent, and context.

It is important to make sure that the meaning of the content does not change when translated into another language and does not convey your message wrongly. Cultural hazards are rife when it comes to the international expansion of any kind. To be accepted and welcomed in a different geographical area, you cannot afford to display misunderstood and potentially offensive content.

Unsurprisingly, over 73% of the global market prefers websites with content in their native language. If people cannot understand the content on your website, you cannot hope to keep their interest. In the same vein, inaccurate translations just won’t cut it. The best option is to find a content writer who can craft the copy in a specific language for better quality content.

2. Avoid rigid localized options

Some websites choose the default website domain and language based on dynamic Geolocation IP tracking. Others do not have rigid local settings and allow their websites to be accessed

by users from anywhere. If you are hoping to reach as many readers as possible, this option is best. No matter the country from which your website is browsed, it can be accessed without limitations of location.

3. Avoid using text on images

Google cannot translate text on images. This is the same for logos, headings, and other information. This can be majorly off-putting for readers who do not understand some parts of your website. Further, no translator or software that runs on your multilingual site can translate graphical text. Therefore, avoid it altogether for the best results, or keep it to a minimum for a more international audience.

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4. Localize checkout and shipping factors

Whether your WordPress site is an online store or sells software as a service that doesn’t require any shipping at all, your checkout process should be appropriately localized. Currency options are fundamental to users taking that final step to make the purchase. There are WordPress plugins available to allow for multiple currencies to be displayed and chosen from.

If you are giving the option of international shipping then inform the buyer beforehand whether or not the product is available for shipping to his local address. Make the option to convert the currency clear and choose a suitable API tool for currency conversions. In order to keep on track of abandoned cart figures, allow the user to view the delivery charges and taxes prior to checking out. Finally, remember

that people from different locations are more comfortable with different payment methods- so ensure to provide multiple options.

Plugins to help make your WordPress site globally friendly

1. TranslatePress

This full-fledged WordPress multilingual plugin translates every aspect of your website. Its main feature is that it allows you to translate directly from the front-end. It allows you to easily switch languages during the translation- and the live preview is updated instantly. All translations of content, theme, plugins and even meta-data can be made without changing the interface.

It is ideal for manual translations. Do it yourself or assign a custom translator ‘user role’ to any user on your site. Users will then be able to translate as and when they want, without needing access to the admin area.

Lastly, the plugin creates SEO friendly URLs for all languages and boosts you up the local SEO results. Ranking well will make this extra effort to globalize your site worth all the while. Once you have established yourself as an authoritative and respectably ranking website abroad, you’re in and can continue the normal operation of your site.

2. Multi-currency for WooCommerce

As discussed, the need for multiple currencies on your international online store is unchallenged. This plugin allows users to easily switch to different currencies and make use of currency exchange rate converter with no limits. It can be used to accept only one currency or all currencies. Multi-currency for WooCommerce helps enhance your site’s user

experience and will do so for free. It’s a no brainer.

These tips and plugins will help you achieve your international SEO goals. Wish to add more tips and plugins to this list? Mention them in the comments.

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