



Multilingual Wordpress Websites

Optimized translation workflow using
WPML + memoQ + CMS connector

Presenter: Dipl.-Ing. Stefan Weimar, PRODOC Translations GmbH

30 May – 1 June 2018 | Budapest, Hungary

Multilingual Wordpress Websites

1

Why WPML?

WPML features for multilingual website management

2

WPML translation features

PO files and XLIFF
WPML XLIFF structure
Shortcodes and Attributes
Custom XML configuration

3

memoQ WPML filter

Why is it important?
Features

4

memoQ CMS connector

Streamlining of the translation workflow using the CMS connector



Why WPML?

multilingual SEO-aware
translation workflow

Why WPML?

Multilingual features

- Language management
- Language switcher
- Site structure
- Menu Sync
- String and taxonomy translation

Workflow features

- Translation Management
- XLIFF Export + Import

SEO Features

- Integration with SEO-Plugins
 - hreflang-tags
-



Site Languages

These languages are enabled for this site:

English

French

German (default)

Italian

Japanese

Hide languages

You can completely hide content in specific languages from visitors and search engines, but still view it yourself. This allows reviewing translations that are in progress.

Language URL format

Choose how to determine which language visitors see contents in

- Different languages in directories ((<https://prodoc-translations.com/> - German, <https://prodoc-translations.com/ca/> - Catalan))
- Use directory for default language
- A different domain per language
- Language name added as a parameter (<https://prodoc-translations.com?lang=ca> - Catalan)

Why WPML? Multilingual features

Language Management

- Enable Languages
- Show + Hide Language
- Define the URL format



Make themes work multilingual

This feature turns themes into multilingual, without having to edit their PHP files.

Adjust IDs for multilingual functionality

Note: auto-adjust IDs will increase the number of database queries for your site.

Browser language redirect

WPML can automatically redirect visitors according to browser language.

This feature uses Javascript. Make sure that your site doesn't have JS errors.

- Disable browser language redirect
- Redirect visitors based on browser language only if translations exist
- Always redirect visitors based on browser language (redirect to home page if translations are missing)

Remember visitors' language preference for hours (please enter 24 or multiples of it).



Why WPML?

Multilingual features

Language Management

- Multilingual themes
- Browser language redirect



Language switcher options

All language switchers in your site are affected by the settings in this section.

Order of languages [?](#)

Drag and drop the languages to change their order

Catalan Chinese (Simplified) Dutch English French German Italian
Japanese Korean Polish Portuguese (Brazil) Russian Spanish
Swedish Turkish

How to handle languages without translation [?](#)

- Skip language
- Link to home of language for missing translations

Preserve URL arguments [?](#)

Additional CSS [?](#)



Why WPML?

Multilingual features

Language switcher

- Menu
- Widget
- Footer

WP Menu Sync

Menu synchronization will sync the menu structure from the default language of German to the secondary languages.

German	Catalan	Chinese (Simplified)	Dutch	English
Main Menu	Main Menu - Catalan	Main Menu - Chinese (Simplified)	Main Menu - Dutch	Main Menu - English
Übersetzung	<i>Not translated</i>	<i>Not translated</i>	<i>Not translated</i>	Technical translation
- Softwarelokalisierung	<i>- Not translated</i>	<i>- Not translated</i>	<i>- Not translated</i>	- Software localization
- Terminologiemanagement	<i>- Not translated</i>	<i>- Not translated</i>	<i>- Not translated</i>	<i>- Not translated</i>

Sync

Item changed position Untranslated strings for menus Untranslated URLs for menus

Your menu includes custom items, which you need to translate using WPML's String Translation.

1. Translate these strings: [Footer](#)
2. When you're done translating, return here and run the menu synchronization again. This will use the strings that you translated to update the menus.

Why WPML? Multilingual features Menu Sync

- Synchronize translated pages and posts
- Translate menu items

Taxonomy Translation Screen Options ▾ Help ▾

Select the taxonomy to translate:

Category Translation Hierarchy Synchronization

Translation of Categories

Show

Category terms (in original language)	
Aktuelles	+ + + + + + + + + + + + +
Automatisierung	+ + + + + + + + + + + + +
Automotive	+ + + + + + + + + + + + +
Energietechnik	+ + + + + + + + + + + + +

Why WPML?

Multilingual features

Taxonomy and string translation

- Categories
 - Tags
- Strings, e.g. from Plugins

Translation Management








Screen Options ▾

Translation Dashboard Translators Translation Services Translation Jobs Multilingual Content Setup

Translation Notifications Custom XML Configuration

Page ▾ in German ▾ translated to Any language ▾
Translation in progress ▾ All statuses ▾ Title Filter

[How to translate](#)

<input type="checkbox"/> Title	Type		Date	Notes
<input type="checkbox"/> Automatisierungstechnik	Page		2016-12-07 Published	
<input type="checkbox"/> Softwarelokalisierung Edit View	Page		2016-12-07 Published	
<input type="checkbox"/> Automobilindustrie	Page		2016-12-07 Published	

Why WPML? Workflow features Translation Management

- Select Pages / Posts for translation

Translation Management

Translation Dashboard Translators Translation Services **Translation Jobs** Multilingual Content Setup Translation Notifications Custom XML Configuration

Translation jobs for: All Status All translation jobs From German To English

Jobs

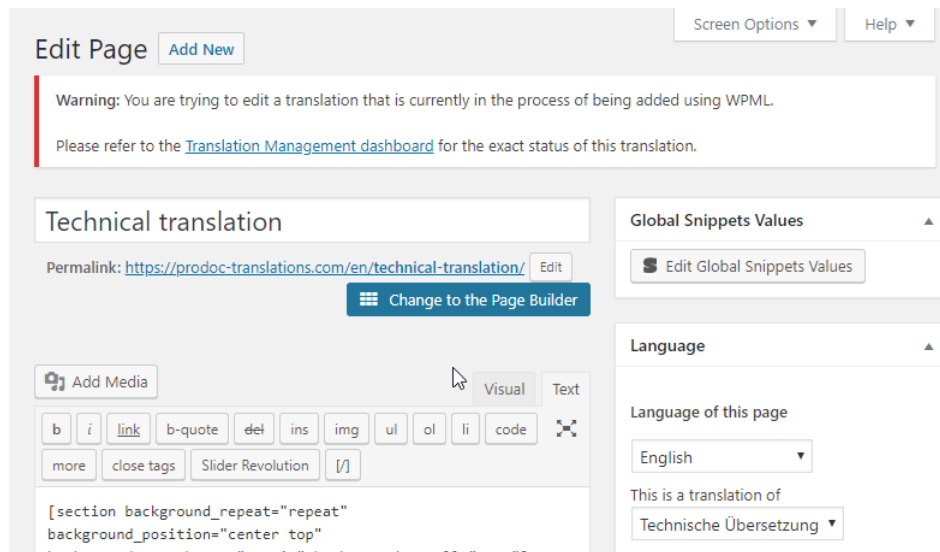
<input type="checkbox"/>	Job ID	Title	Language	Status	Deadline	Translator
Translation Batch sent on 2018-03-23 07:39:47 — Collapse						
<input type="checkbox"/>	641	Sprachen	German & English	Complete - (needs update)		Stefan Weimar
Translation Batch sent on 2018-01-24 15:19:11 — Collapse						
	593	Home	German & English	Complete	2018-02-09	Stefan Weimar

Why WPML?

Workflow features

Translation Management

- Translation job overview



The screenshot shows the WPML 'Edit Page' interface. At the top, there is a warning message: 'Warning: You are trying to edit a translation that is currently in the process of being added using WPML. Please refer to the [Translation Management dashboard](#) for the exact status of this translation.' Below the warning, the page title is 'Technical translation' and the permalink is 'https://prodoc-translations.com/en/technical-translation/'. A 'Change to the Page Builder' button is visible. The interface includes a 'Global Snippets Values' section with an 'Edit Global Snippets Values' button, and a 'Language' section where the 'Language of this page' is set to 'English' and 'This is a translation of' is set to 'Technische Übersetzung'. A rich text editor toolbar is also visible, containing buttons for bold, italic, link, b-quote, del, ins, img, ul, ol, li, code, and a 'Visual' tab.

Why WPML? Workflow features Translation Management

- Translation info for single pages

Yoast SEO Premium

[Need help?](#)

Technische Übersetz... technische Übersetz... x + Add keyword

Snippet preview

Technische Übersetzung von Ingenieuren in alle Industriesprachen
<https://prodoc-translations.com/technische-uebersetzung/>

Die technische Übersetzung wird bei PRODOC von Ingenieuren durchgeführt. In den Bereichen Automatisierungstechnik, Energietechnik, Automotive erstellen wir mit Hilfe modernster Tools zertifizierte technische Übersetzungen aus Deutsch und Englisch in allen wichtigen Industriesprachen.

Edit snippet

SEO title
Technische Übersetzung von Ingenieuren in alle Industriesprachen

Slug
technische-uebersetzung

Meta description
Die technische Übersetzung wird bei PRODOC von Ingenieuren durchgeführt. In den Bereichen Automatisierungstechnik, Energietechnik, Automotive erstellen wir mit Hilfe modernster Tools zertifizierte technische Übersetzungen aus Deutsch und Englisch in allen wichtigen Industriesprachen.

Why WPML? SEO features

Integration with SEO plugins

- Translate SEO texts

SEO Options

Display alternative languages in the HEAD section.

Position of hreflang links

Save

```
<head>
<meta charset="UTF-8" />
<title>Technical Translation - for Automation, Automobile, Energy industries</title>
<link rel="profile" href="http://gmpg.org/xfn/11" />
<link rel="pingback" href="https://prodoc-translations.com/xmlrpc.php" />

<link rel="alternate" hreflang="en" href="https://prodoc-translations.com/en/technical-translation/" />
<link rel="alternate" hreflang="fr" href="https://prodoc-translations.com/fr/traduction-technique/" />
<link rel="alternate" hreflang="de" href="https://prodoc-translations.com/technische-uebersetzung/" />
<link rel="alternate" hreflang="it" href="https://prodoc-translations.com/it/traduzione-tecnica/" />
<link rel="alternate" hreflang="es" href="https://prodoc-translations.com/es/traducccion-tecnica/" />
```

Why WPML? SEO features

Integration with SEO plugins

- Set hreflang-tags to inform Search engines



WPML translation features

a closer look at WPML XLIFF



30 May - 1 June 2018 | Budapest, Hungary

WPML translation features

.po files for strings

- Categories
- Tags
- Menus
- Widgets
- Plugin-Texts
- ...

Use standard memoQ
.po filter

XLIFF for longer text

- Pages
- Posts
- Works
- Portfolio
- ...

Use memoQ WPML filter

- Custom XML config may be required!!!

WPML translation features

XLIFF = **X**ML **L**ocalisation **I**nterchange **F**ile **F**ormat

- Standardized by OASIS in 2002
- Contains translation units with source+target
- memoQ uses XLIFF for language pair exchange
- Current Spec is v2.1
- WPML uses 1.1 or 1.2

```
<trans-unit id="1">
  <source xml:lang="en">Cannot find the file.</source>
  <target xml:lang="fr">Fichier non trouvé.</target>
</trans-unit>
```

WPML XLIFF

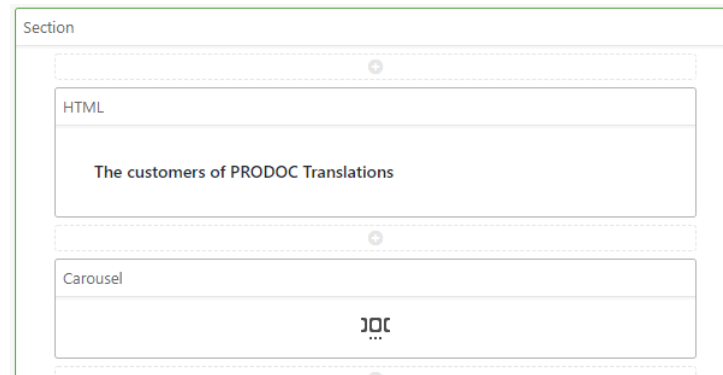
- Crappy without custom XML config
- All page body content goes into 1 trans-unit which contains 1 CDATA element
- CDATA element contains shortcodes and HTML tags

```
<?xml version="1.0" encoding="utf-8" standalone="no"?><xliff version="1.2" xmlns="urn:oasis:
<file original="255-be3a75e4bf6153d365719f711c3c43f7" source-language="de" target-langua
</reference></header>
<body>
<trans-unit resname="field_yoast_wpseo_title-0" restype="string" datatype="text"
<source><![CDATA(Terminologiemangement für einheitliche Unternehmenskommunikati
<target><![CDATA(Terminologiemangement für einheitliche Unternehmenskommunikati
</trans-unit>
<trans-unit resname="field_yoast_wpseo_metadesc-0" restype="string" datatype="html"
<source><![CDATA(PRODOC bietet mit seinem memoQ-Webportal eine zentrale Basis für
<target><![CDATA(PRODOC bietet mit seinem memoQ-Webportal eine zentrale Basis für
</trans-unit>
<trans-unit resname="field_yoast_wpseo_focuskw-0" restype="string" datatype="html"
<source><![CDATA(Terminologiemangement)]></source>
<target><![CDATA(Terminologiemangement)]></target>
</trans-unit>
<trans-unit resname="title" restype="string" datatype="html" id="title">
<source><![CDATA(Terminologiemangement)]></source>
<target><![CDATA(Terminologiemangement)]></target>
</trans-unit>
<trans-unit resname="body" restype="string" datatype="html" id="body">
<source><![CDATA(Mit einem gut durchdachten Terminologiemangement sorgen Sie da
Webportals erreichen können erfahren Sie in diesem Beitrag.
<!--more-->
[space]
[/space]
<h2>Überlegungen zum Terminologiemangement in Unternehmen</h2>
[three_fourth valign="top" animation="none"]
<h3>Terminologiemangement – was ist das?</h3>
Unter Terminologiemangement verstehen wir die kontrollierte Entwicklung und Verteilung einer
<ul>
-><li>Ziel des Terminologiemagements ist es, dass alle schriftlichen Äußerungen eines Un
-><li>Idealerweise betrifft das nicht nur die übersetzten Texte, sondern schon die Originals
-><li>Um dies zu erreichen müssen von allen Beteiligten beim Erstellen und Übersetzen von
</ul>
<h3>Terminologiemangement und Übersetzungen</h3>
Terminologiemangement bedeutet unter anderem, dass einheitliche Begriffe beim Übersetzen ve
Übersetzungen werden oft von mehreren internen und externen Stellen erstellt. Diese Stellen
Geht es um das Nachschlagen einzelner Begriffe, dann sucht ein Anwender aktiv: es reicht auc
Wird eine größere Textmenge übersetzt, dann sollte dem Anwender angezeigt werden, für welche
```

Shortcodes in Wordpress

- Shortcodes are required to give Theme-Builders flexibility
- Shortcodes allow comfortable editors
- **Shortcodes may contain translatable attributes!!!**

```
[section background_color="#ffffff" background_repeat="repeat" background_position="center top" background_attachment="static" background_scroll="none"]  
<h2>The customers of PRODOC Translations</h2>  
[carousel coin_nav="none" direction_nav="standard" autoplay="standard"]  
[carousel_item]  
[one_fifth valign="top" animation="none"]
```



Shortcode attributes

Example: Shortcode **[quote]** (3clicks Theme)

Translatable attributes:

- `author_name`
- `author_description`

Non-translatable attributes:

- `size`
- `style`

```
[quote author_name="Thomas Rönitzsch"
author_description="Teamleiter Marketing und Technische
Dokumentation, Bihl+Wiedemann GmbH" size="small" style="solid"]
<p style="text-align: left;">Expertise, professional experience,
flexibility, customer satisfaction – that's what PRODOC
Translations GmbH stands for to me. A reliable partner who offers
so much more than translation services. This is collaboration which
is really enjoyable.</p>
```

```
[/quote]
```

Expertise, professional experience, flexibility,
customer satisfaction – that's what PRODOC
Translations GmbH stands for to me. A
reliable partner who offers so much more
than translation services. This is
collaboration which is really enjoyable.



Thomas Rönitzsch
Teamleiter Marketing und Technische
Dokumentation, Bihl+Wiedemann GmbH

Custom XML configuration

- Required to tell which attributes are to be translated
- Creates <trans-units> for every shortcode within the page body
- Does not come with all themes that claim to be WPML-compliant
- Can be done easily with some coding experience
- **Does not work with incorrectly nested shortcodes – theme dependent!!!**

```
1 <wpml-config>
2   <shortcodes>
3     <shortcode>
4       <tag>quote</tag>
5       <attributes>
6         <attribute>author_name</attribute>
7         <attribute>author_description</attribute>
8       </attributes>
9     </shortcode>
```



memoQ WPML filter

why is it important?

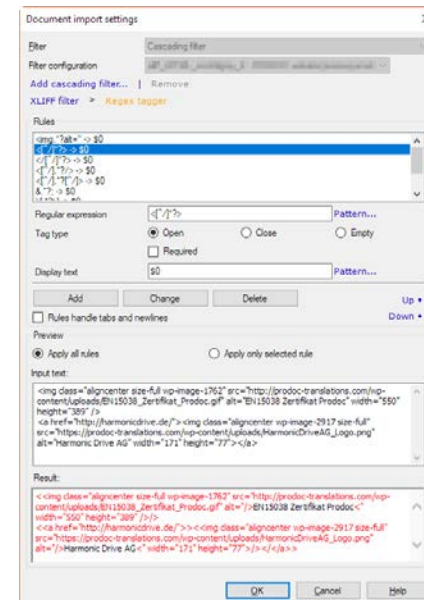
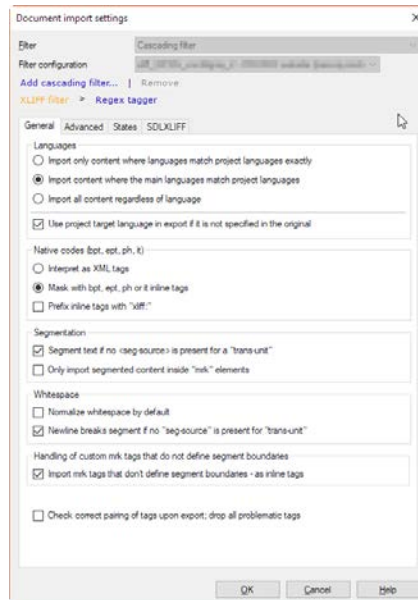


30 May - 1 June 2018 | Budapest, Hungary

memoQ WPML filter – Why is it important?


Situation before introduction of the WPML filter

- Standard XLIFF filter exists
- Cannot handle WPML XLIFF
- Custom cascading filter required
- XLIFF filter
- Regex tagger
- Regex difficult because of `<![CDATA]` ...



memoQ WPML filter – Why is it important?

Shortcomings of the custom filter

- Segments source and target
 - No automated pre-translation possible
 - After import target has to be cleared
 - Then manual pre-translation run
 - All shortcodes are converted to visible tags
 - More tags than translatable text
 - Shortcode attributes remain untranslated
-
- 

memoQ WPML filter – Why is it important?

Result of the custom filter after import in memoQ

[carousel_item] br	[carousel_item] br	0%	🔒
br	br	0%	🔒
[quote author_name="Thomas Rönitzsch" author_description="Teamleiter Marketing und Technische Dokume...	[quote author_name="Thomas Rönitzsch" author_description="Teamleiter Marketing und Technische Dokume...	0%	🔒
br	br	0%	🔒
br	br	0%	🔒
Fachkompetenz, Branchenerfahrung, Flexibilität, Kundenzufriedenheit – dafür steht für mich die PRODOC Translations GmbH.	Expertise, professional experience, flexibility, customer satisfaction – that's what PRODOC Translations GmbH stands for to me.	99%	✅
Ein verlässlicher Partner, der weit mehr bietet als reine Übersetzungsdienstleistung.	A reliable partner who offers so much more than translation services.	100%	✅
Eine Zusammenarbeit, die einfach Spass macht. br	This is collaboration which is really enjoyable. br	100%	✅
br	br	0%	🔒
[/quote] br	[/quote] br	0%	🔒

memoQ WPML filter – Why is it important?

Benefits of the memoQ WPML filter

- Automated pre-translation possible
- Context ID gives info on the current segment
- Preview
- Clear presentation – only necessary tags are shown
- Shortcode attributes become translatable
- ... provided the theme does not use nested shortcodes!

memoQ WPML filter – Why is it important?

Result of the WPML filter after import in memoQ

1.	Technische Übersetzung für die Automatisierungsindustrie	Technical Translation for the Industrial Automation sector	100%	✓
2.	PRODOC erstellt technische Übersetzungen in den Bereichen <u>Automatisierungstechnik</u> , <u>Energietechnik</u> , <u>Automotive</u> in allen wichtigen Industriesprachen.	PRODOC creates your technical translation in the industrial automation, power engineering and automotive sectors in all important industry languages.	101%	✓
3.	Technische Übersetzung	Technical translation	100%	✓
4.	Technische Übersetzung	Technical translation	100%	✓
-	<u>strong</u> Wir erstellen die zielgruppengerechte technische Übersetzung Ihrer	<u>strong</u> We create the professional technical translation of your product	101%	✓

Changed sweimar 05.02.2018 11:32 Context field_yoast_wpseo_metadesc-0

View pane

Source	Technische Übersetzung für die Automatisierungsindustrie
Target	Technical Translation for the Industrial Automation sector
ID	field_yoast_wpseo_title-0

Source	PRODOC erstellt technische Übersetzungen in den Bereichen Automatisierungstechnik, Energietechnik, Automotive in allen wichtigen Industriesprachen.
Target	PRODOC creates your technical translation in the industrial automation, power engineering and automotive sectors in all important industry languages.
ID	field_yoast_wpseo_metadesc-0



memoQ CMS connector

for a smoother translation workflow



30 May - 1 June 2018 | Budapest, Hungary

CMS setup

CMS connection Setup is fast and straightforward in

- memoQ server administrator,
- the CMS dashboard
- WPML

Connection management

Connection name	Client name	Client ID	Root URL
PRODOC Homepage	Stefan Weimar	1	https://prodoc-translati...

Add

Delete

Connection details - PRODOC Homepage

Connection name: Source language(s):

Client name (ID): Client email:

CMS Type: Target language(s):

Root URL:

Connection key:

Connection manager:

[Copy client configuration information to the Clipboard](#)

Jobs Workflow automation Events

Choose CMS connection

Connection name	Client name	Root URL	Contact email
PRODOC Homepage	Stefan Weimar	https://prodoc-translations.com	s.weimar@prodoc.de

Automated workflows

Workflow name	Source language	Target languages	Project template	Project manager	Pattern for project name
Homepage in EN	ger	eng	PRODOC Wordpr...	sweimar	{Project}-{YYYY}-{MM}-{DD}

Add new workflow Delete selected workflow

Workflow details

Name and scope
Workflow name:
Source language:
Target language(s):

Automation instructions
Project template:
Project manager:
Delivery of completed jobs:


[Naming patterns and hints](#) [Review template settings](#)

Add Add all Remove Save Cancel

Translation Dashboard Translators Translation Services Translation Jobs Multilingual Content Setup

Translation Notifications Custom XML Configuration

Active service: **memoQ**

 The memoQ connector for WordPress offers a fully automated translation workflow between WPML and memoQ server and provides an easy way to manage multilingual web content and translation projects within WordPress.

[Documentation](#)

memoQ is authorized.

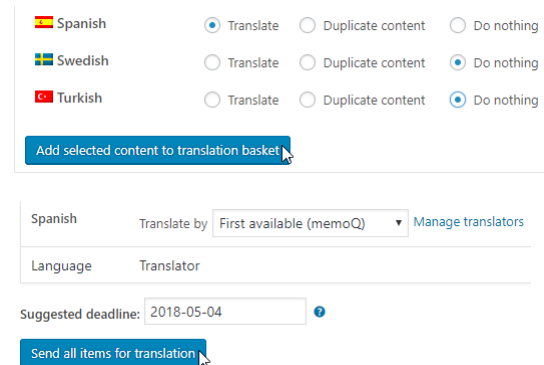
memoQ CMS connector

Translation workflow customer side

- Select file(s) to be translated and send them to translation basket
- Select translator (memoQ) and send items for translation

Additional tasks without CMS connector

- Select created translation job
- Export XLIFF
- Send XLIFF file(s) manually to translator

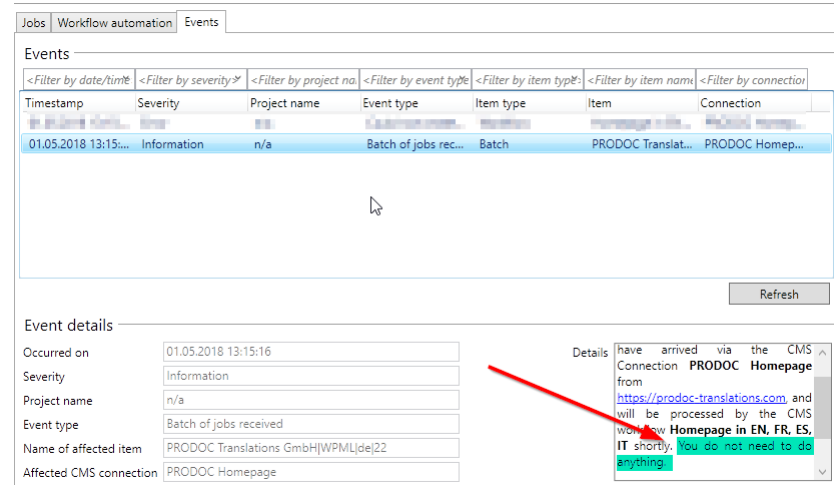


The screenshot displays the memoQ CMS connector interface. At the top, there are three language options: Spanish, Swedish, and Turkish. Each language has three radio button options: 'Translate', 'Duplicate content', and 'Do nothing'. For Spanish, 'Translate' is selected. For Swedish, 'Do nothing' is selected. For Turkish, 'Do nothing' is selected. Below the language options is a blue button labeled 'Add selected content to translation basket'. Below this is a section for 'Spanish' with a 'Translate by' dropdown menu set to 'First available (memoQ)' and a 'Manage translators' link. Below that is a table with columns for 'Language' and 'Translator'. At the bottom, there is a 'Suggested deadline' field set to '2018-05-04' and a blue button labeled 'Send all items for translation'.

memoQ CMS connector

Translation workflow LSP side

- Receive files
- Create memoQ project
- Import files
- Translate
- Click „Deliver“
- Send exported files to customer



The screenshot displays the 'Events' section of the memoQ CMS connector interface. It features a table with columns for Timestamp, Severity, Project name, Event type, Item type, Item, and Connection. A single event is listed with a timestamp of 01.05.2018 13:15:16, severity of Information, project name of n/a, event type of Batch of jobs received, item type of Batch, item of PRODOC Translations GmbH|WPML|de|22, and connection of PRODOC Homepage.

Timestamp	Severity	Project name	Event type	Item type	Item	Connection
01.05.2018 13:15:16	Information	n/a	Batch of jobs received	Batch	PRODOC Translations GmbH WPML de 22	PRODOC Homepage

Below the table, the 'Event details' section provides further information:

- Occurred on: 01.05.2018 13:15:16
- Severity: Information
- Project name: n/a
- Event type: Batch of jobs received
- Name of affected item: PRODOC Translations GmbH|WPML|de|22
- Affected CMS connection: PRODOC Homepage

The 'Details' section contains a message: 'have arrived via the CMS Connection PRODOC Homepage from <https://prodoc-translations.com> and will be processed by the CMS workflow. Homepage in EN, FR, ES, IT shortly. You do not need to do anything.' A red arrow points from the 'Event type' field in the table to the 'Details' section.



thanQ

this was a presentation by
PRODOC Translations GmbH
presenter: Stefan Weimar



30 May - 1 June 2018 | Budapest, Hungary