Free screening: is your website suitable for WPML technology?

Congratulations! You have taken the decision to work with WPML. A smart move, since WPML enables Avanti to translate your website texts **quickly and efficiently**. WPML allows us to provide a quicker, easier and more efficient service, at a lower cost. This represents significant **added value**, enabling you to properly serve your business relations by means of a multi-language website.

Before we begin, we have a question: is your website suitable for using WPML technology? Of course, having a WordPress website is the first step. But one website is easier to translate than another, depending on the back-end technology. If you are unsure, or you have come across small hiccups, WPML will help by carrying out **a free scan** to check whether your website is suitable for WPML technology. You will be offered advice, and WPML may be able to make technical changes to your website. Once that's done, you can relax: all you need to do now is tell Avanti which pages you want translating, and into which languages.

Advantages of a sound, multi-language website

An optimal, multi-language website offers many benefits to doing business abroad: it helps you achieve your marketing goals. Existing customers or potential new business relations won't spend long visiting a website that operates less than optimally, and then you run the risk of losing prospects or receiving complaints - a waste of time, energy and cost. A technically optimal, multi-language website communicates effectively with your (potential) customers and **ensures maximum conversion**. It also enables you to pre-plan marketing strategies. You will have planned in advance which part of your site to deploy, which means you don't have to warn of delays or offer excuses. And you know exactly how long the translation will take and what it will cost. Together with Avanti, you can develop an optimum, multi-language website.

Constructing multi-language sites is a complex job

Are you creating your own website? If so, we can offer you a few tips straight away. Creating and managing a multi-language website is more complex than you may think. The greatest error that some organisations make is to skip certain steps and start the translation work before the site is technically ready. This wastes time, throws money down the drain, and loses business opportunities.

The right technology and maintenance

A second common mistake is to deploy too much technology on a site. The harmonising of all these various elements is a complicated process. It can also make you too dependent on too many suppliers. For **effective marketing** via multi-language websites, simplicity is a must. Our

advice is that you only use the functionalities that you really need, so that you limit the risks of anything going wrong. A third very common error is a lack of maintenance. Your site may well look great and work well on the day it goes live, but if you don't update your software at regular intervals, all of this will have been for nothing.

Tips for an effective, multi-language website

What steps can you take to develop an effective, multi-language website? Hire the right people; avoid too much functionality; select the parts you want to have translated; carry out a test run; and keep all plugins up-to-date.

Tip 1 – Get the right people onboard

Building a good website is a skill in its own right. Building a multi-language website requires even greater skills. Avanti works with the [WordPress Multilingual plugin](#); our partner, the WPML team, works alongside [specialist developers.](#) That's why we advise you to hire an [expert from WPML](#) to screen your website and make any adjustments. Whether you are already building your website, or are waiting to get started, WPML is the designated organisation for testing your website and the use of their technology. The team can provide you or your IT team with **optimum support** in (further) developing your site. And then it's simple for Avanti to set about translating your message to your customers.

Tip 2 – Choose the right plugins

We have noticed that some of our customers are tempted to add extras to their website, simply because they can. Or because some people from within their organisation have different views about functions they consider to be 'critical'. This process can result in a website in which different technologies are unable to communicate with each other, and in which you become too dependent on too many different suppliers. This in turn makes the site harder to translate, and to maintain. WordPress sites use one theme and a list of fixed plugins. The theme determines how the website looks, and the plugins add functionality. You should ensure that your choice of theme and plugins can be used for multi-language sites.

Do you want to check your situation? Then go to these sites:

[multi-language themes](#)
[multi-language plugins](#)

Even if you have checked that the plugins on your site are multi-language, too many plugins can cause problems. To simplify advanced, multi-language sites, WPML offers you as a customer [free plugins for building your site](#), using the [Toolset](#) supplied by the WPML team for this purpose. Because of the design, everything works well. However, if any problem should unexpectedly arise **you are completely covered** at all times under our service contract with WPML.

Tip 3 – Select the pages you want translated

Perhaps you want Avanti to translate a marketing campaign for a specific target group abroad. If so, you don't need to have every page of your site translated. By only translating the text of the actual campaign **you save money, and time**. It's easy to choose the selection of pages you want translating. Furthermore, WPML enables you to prioritise certain pages. This makes it easier to identify these pages, and to send them to Avanti in good time. What if at a later date you want to add more languages? Simple: you have already made the selection of pages, so you can send them to Avanti in one click.

Tip 4 – Carry out a scan

Is everything working like clockwork? Avanti and the WPML team can provide you with a free scanning service for WPML sites. The WPML team will screen the software on your site to check for any extra configuration or development work that may be required. WPML can carry out any such work, giving you the confidence that your site is 100% equipped to use the WPML technology for your translation work. Furthermore, before you send us your entire batch of documents for translation, we can conduct for you a 'test run' translation, **free of charge**, of up to two pages. In this way we can work together to identify and resolve any problems in good time.

Tip 5 – Ensure that the theme and all plugins remain always up-to-date

It's a job well done if we have translated your website texts to your entire satisfaction so that you have a multi-language website. However, WordPress will notify you whenever any updates are released and it is important that you implement these updates. We therefore advise you to designate someone within your organisation as responsible for implementing these updates, so that this is done in good time. You may also need to test the updates so that you can see how any changes affect your website before you go live. WPML Works together with developers who specialise in providing maintenance services.

Can we help you further?

Maybe, even though you have the technical skills yourself, or you have an IT department able to deal effectively with the requirements of multi-language websites, you come across problems you are unable to solve yourself. WPML is on hand to provide support and tips via a helpdesk or with the one-on-one assistance of experts. If you have opted for the testing and preparation service offered by WPML, **you will be supported** by your own designated project manager. WPML is available for all WPML customers.

Avanti is a proud partner of the WPML team. Working together with you, we can develop an optimum, multi-language website so that in addition to providing a good service to your existing customers, you can also **generate many leads and new customers**.

<p align="center">Avanti Language Services, the power of innovation</p>