



# Lingotek + WordPress

Finally. Networked translation inside WordPress.



## What can our connector do?

The Lingotek Inside WordPress plugin can easily translate WordPress content with Lingotek's Translation Management System. The plugin can also automate translation workflows, assignments, and publication.

## How It Works

The connector **extracts text** from WordPress, and sends it to Lingotek for translation. Once the linguist completes the translation in Lingotek, the connector pushes it back into WordPress, **automatically rebuilding the multilingual version** of the asset. No knowledge of WordPress or coding is required!

## What is WordPress?

WordPress is a free and open source blogging tool and content management system (CMS) that powers 20% of websites worldwide.

## Use Cases



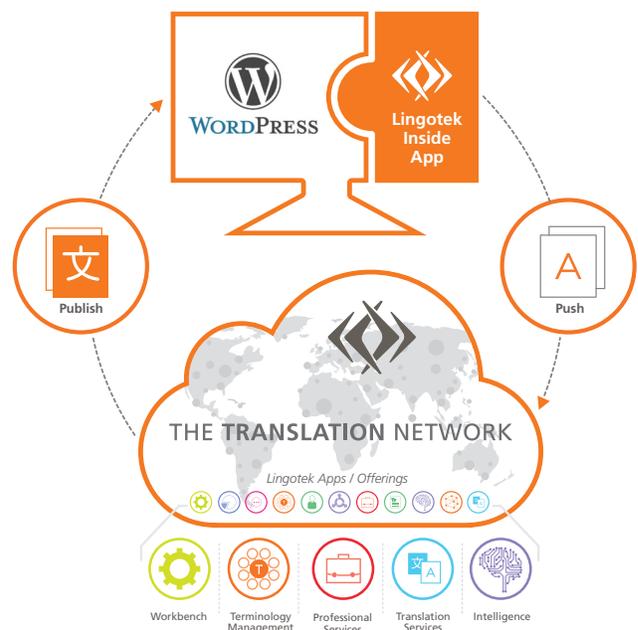
Content Management System



Blogs



ECommerce



## Key Features

- You can use as many languages as you want. Right to left (RTL) language scripts are supported. WordPress languages packs are automatically downloaded and updated.
- You can translate posts, pages, media, categories, post tags, menus, widgets.
- Custom post types, custom taxonomies, sticky posts and post formats, RSS feeds and all default WordPress widgets are supported.
- The language is either set by the content or by the language code in the URL, or you can use one different subdomain or domain per language.
- Categories, post tags as well as some other metas are automatically copied when adding a new post or page translation.
- A customizable language switcher is provided as a widget or in the navigation menu.
- The admin interface is also multilingual. Each user can set the WordPress admin language in its profile.
- We offer full translation services for WordPress' code repository (GlotPress)

## Additional Features

- Create translation profiles, which are special translation settings, for:
  - Pages vs. Posts: For example, you can automatically publish completed translations for pages and manually publish & review translations for posts.
  - Each individual target language: For example, you can machine translate into Spanish and professionally translate into English.
- Choose Lingotek translation projects and workflows to handle your content.
- Translate pages, posts, and strings.
- Customize translation preferences for pages, posts, and languages.
- Automate translation requests and page publication.

## Benefits

- **Make your WordPress** content available to more potential customer in more markets
- **Translate to more languages** to make them available to global markets
- **Save support cost.** Translators can translate built in, on-screen text, menu items, buttons, and on-screen

instructions. Lingotek rebuilds each translated asset behind the scenes as soon as it is complete.

- **Reduce administrative costs.** WordPress users can manage translation for many languages within a single instance.
- **Put your best foot forward.** Keep translations private until you are ready to publish.
  - Check character-based languages for page display issues
  - Preview content to check for fit and layout
  - Publish in bulk or publish pages one by one
- **Lower translation costs with volunteers.** Significantly reduce costs and time to market by with community-based translation.



- Ensure translation quality with a peer-based voting system
- Motivate volunteers with friendly competitions and data boards
- Increase content accessibility in international markets
- **Save overhead costs.** Automate most of the PM process with a Lingotek workflow; choose default assignees, languages, and more.
- **Get convenient follow up.** Automatic email alerts notify the next assignee when a task is ready.
- **Translate into new languages.** Easily translate your site into new languages by adding the desired language to your site.
- **Quality.** Based on needs and cost, choose the type of content translation you need.

- **Automatically translate content.** Machine translation is an excellent option if you're on a tight budget, looking for near-instant results, and are okay with less-than-perfect quality. The app allows you to quickly and automatically translate your site (the cost is covered by Lingotek for up to 100,000 characters).
- **Request professional translation.** Use your own translation agency or tap into Lingotek's network of more than 5,000+ in-country translators. Content transfer is fully automated between WordPress and Lingotek. You'll have full visibility into the translation process every step of the way. Once the translations are completed, they'll automatically download and publish to your website according to the preferences you've set.
- **Offer Volunteer Translations.** Crowdsourcing translations to community volunteers can save you time and money. By assigning volunteers to handle a translation, you can significantly reduce costs while increasing content accessibility in international markets.





## Frequently Asked Questions

### **Which components can I translate with the Lingotek connector?**

The connector allows you to translate content within any WordPress website.

### **Do I need to purchase a CAT tool?**

No. The Lingotek plugin comes with a built-in CAT tool, the Lingotek Workbench.

### **I use the same five translators for all of my Korean translations.**

#### **Is there an easy way to automate the assignments?**

Yes. You can create control default settings, like automatic assignments, by creating a Lingotek workflow. Simply apply the workflow whenever you have a Korean translation project.

### **Can my new or existing Language Service Providers utilize Lingotek's Translation Network?**

Yes. Many of our clients elect to use our technology coupled with their preferred LSPs. We have extensive experience in implementing new and existing LSPs with our Translation Network.

### **Can I leverage my existing linguistic assets within Lingotek?**

Yes. You can import all of your linguistic assets, including glossaries, terminologies, and translation memory. Additionally, when you create assets with Lingotek you maintain full control of those assets.

### **I need to translate into 34 languages. Can Lingotek handle that?**

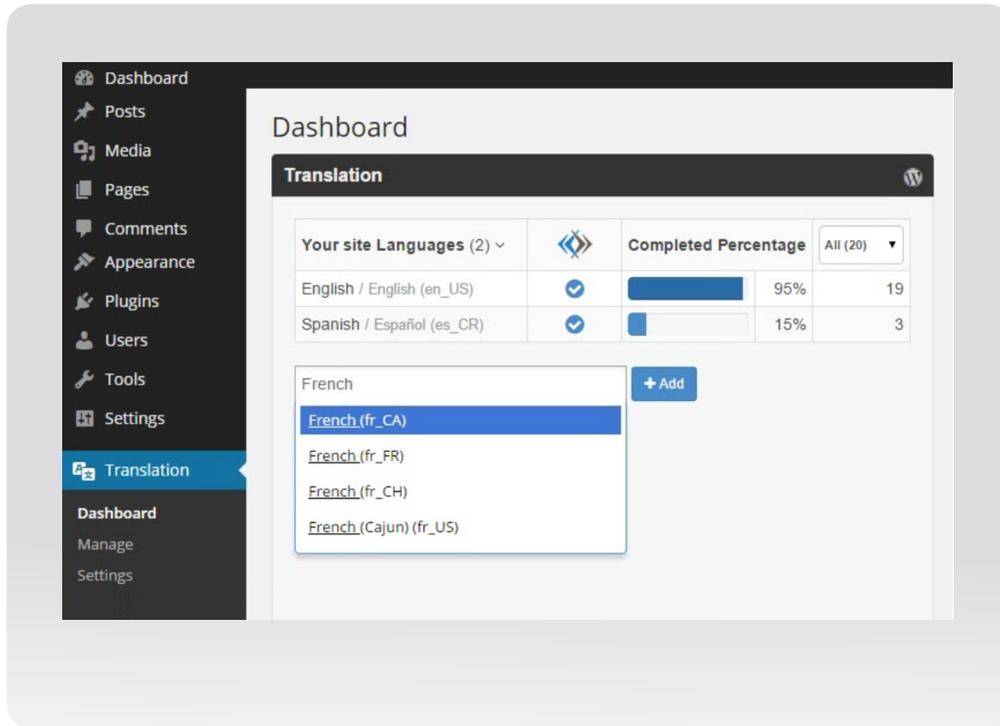
Lingotek supports translation into as many as 250 languages. Translate into as many (or as few) languages as you like.

### **Do I need to learn a new system to manage translations?**

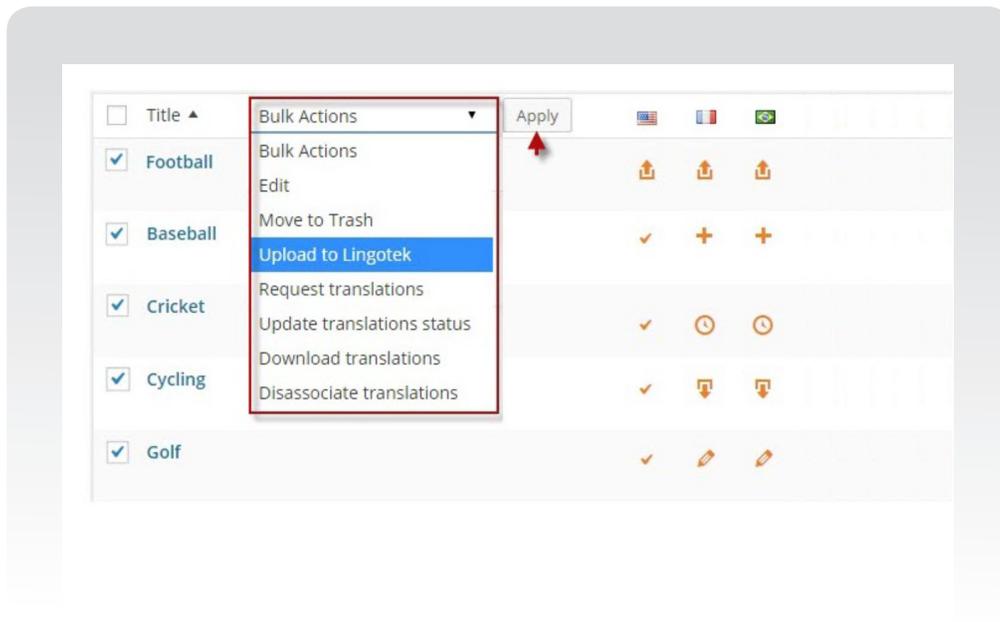
Lingotek integrates deeply into WordPress, giving you a seamless and familiar experience.

# Screenshots

Choose target languages for translation



Choose which articles to translate





## Company

### Lingotek | The Translation Network

**Finally. Networked Translation.**  
**Connect your company to the world.**



Lingotek's Translation Network is the only cloud-based solution to connect all your global content in one place, giving you the power to manage your brand worldwide. Our industry-leading technology pairs with the best enterprise applications to continuously push dynamic multilingual content to all of your global markets. **Finally. Networked translation.**

Our clients effectively manage translation using an intuitive, cloud-based dashboard. Translators use a completely browser-based translation interface that provides access to all the tools needed to produce high quality translations, including glossaries, style guides, and translation memory. Our software tools and translation services can adapt to fit your

content translation needs by matching your timeline and budget to the appropriate workflow—from machine translation post-editing to professional, and everything in between.

Clients can use translators, editors and reviewers who are paid professionals, community volunteers or internal employees. We are agnostic to your choice of translators and translation vendors—so feel free to use our translators or your own. If you need help contracting qualified translators, our translation marketplace can help you find and hire professional freelance translators.

Lingotek has deployed systems for some of the most innovative organizations world wide and has enabled the success of large Fortune 500 corporations, small professional firms, and companies of every size in between.

Lingotek was founded in 2006 and has received broad industry and analyst recognition. Lingotek is privately-held and backed by Signal Peak Ventures and In-Q-Tel.

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 **Lingotek** | THE TRANSLATION NETWORK | [www.lingotek.com](http://www.lingotek.com)

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