



WordPress Multilingue

- una panoramica -

Chi sono



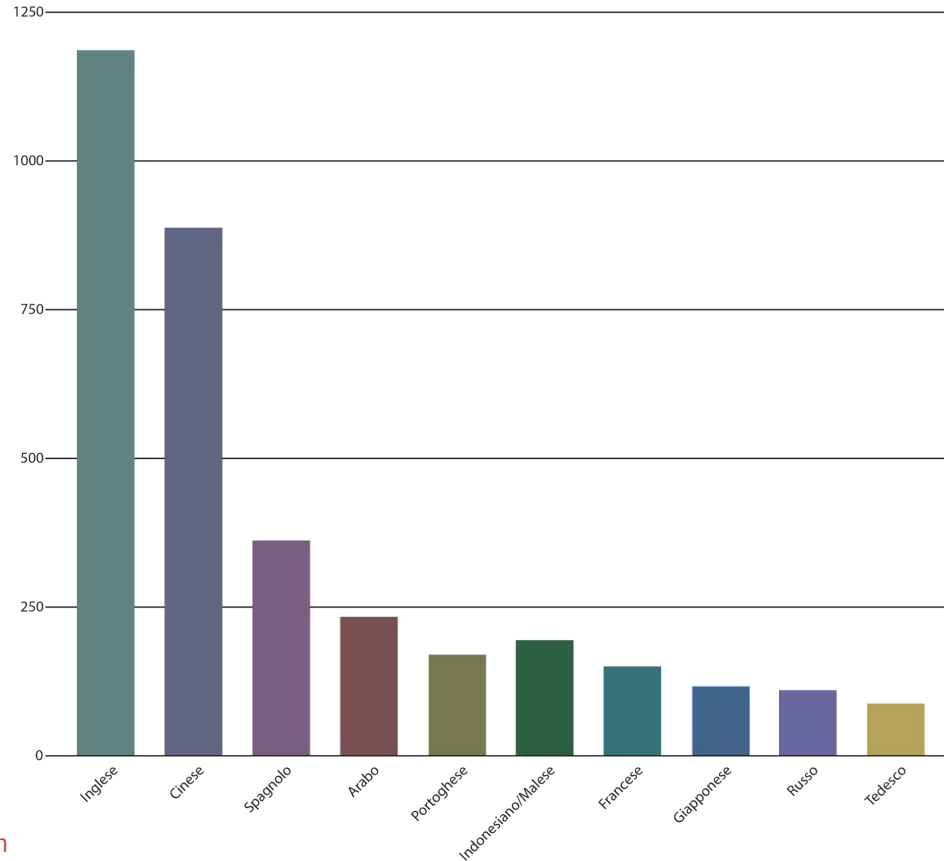
Laura Carletti
WPML SUPPORT
CHAT TEAM LEADER



WordPress enthusiast - since 2005

Perché?

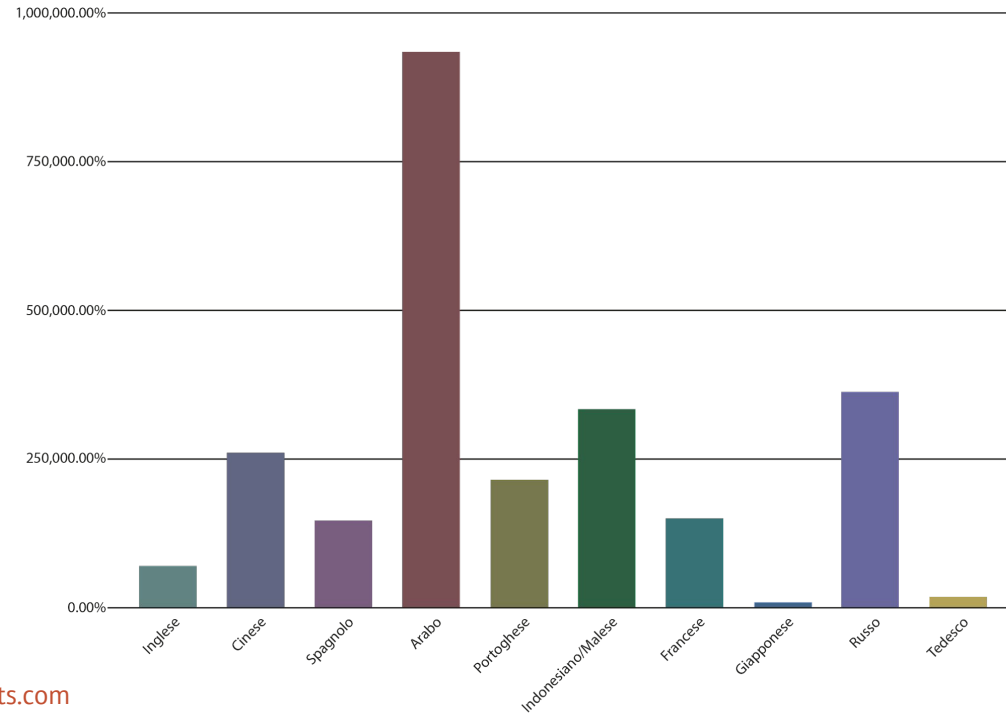
Le 10 lingue più usate
su Internet al
31/07/2020



Fonte: <http://www.internetworldstats.com>

Perché?

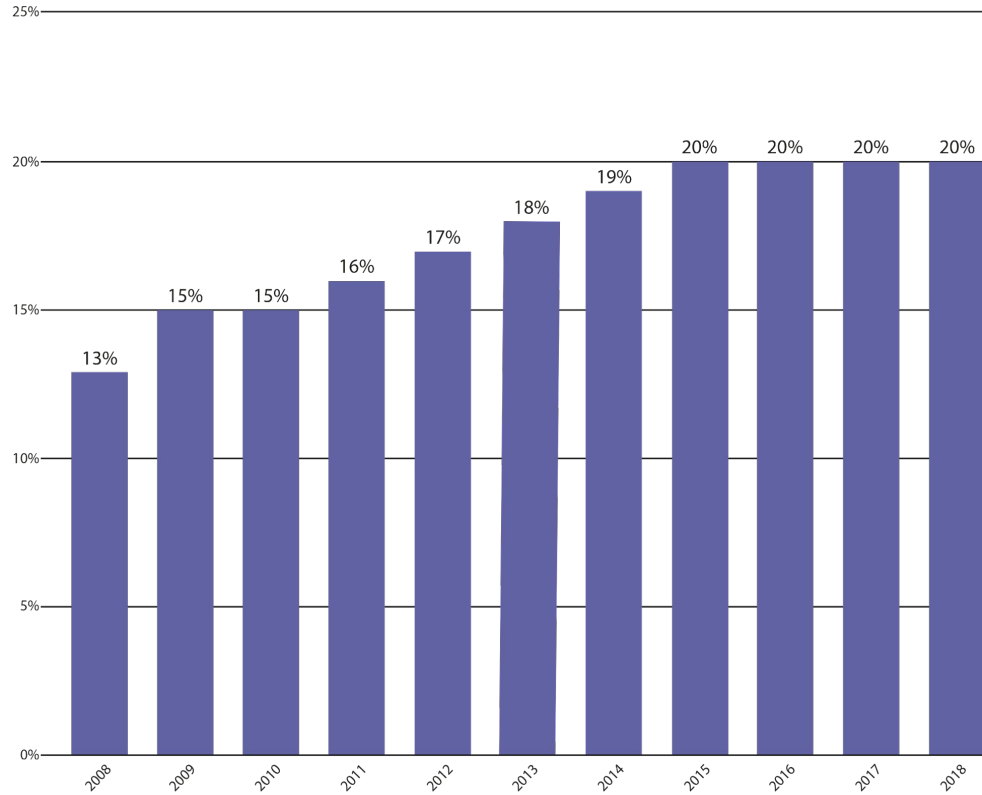
Incremento degli
utenti di internet per
lingua (2010-2020)



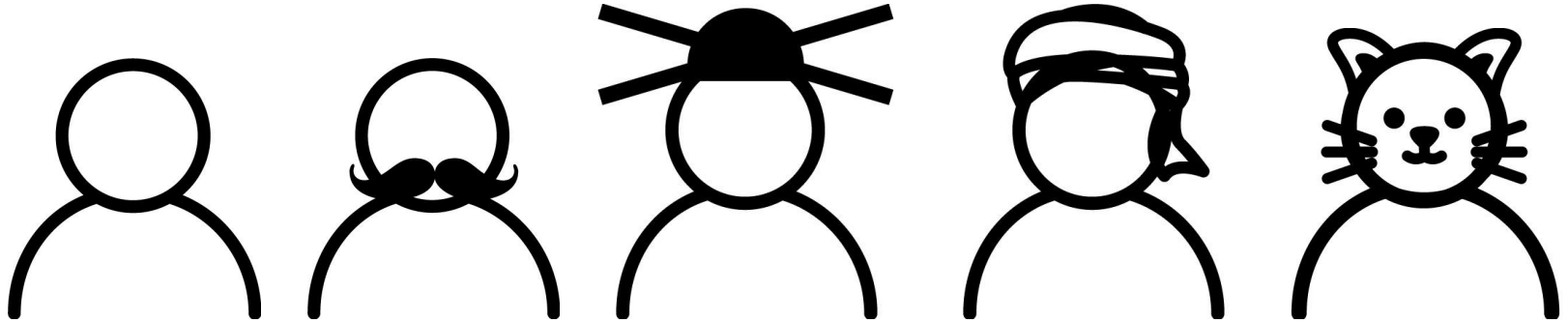
Fonte: <http://www.internetworldstats.com>

Perché?

Percentuale degli acquisti effettuati tramite e-commerce all'interno dell'Unione Europea

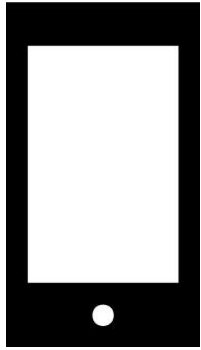


Perché?



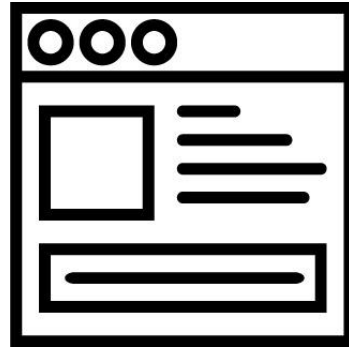
Fidelizzare gli utenti

Da tenere a mente: User Experience



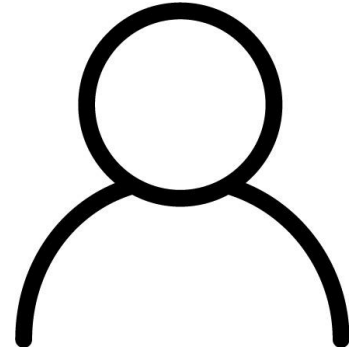
Mobile first

+



Content first

=



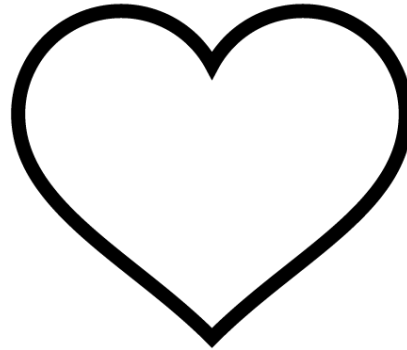
User first

Da tenere a mente: occhio a Google



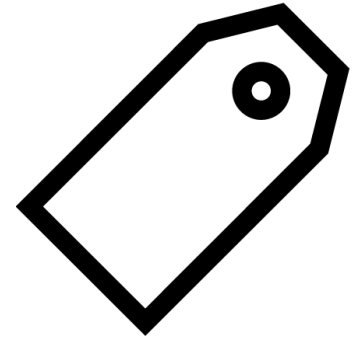
Contenuti
originali

+



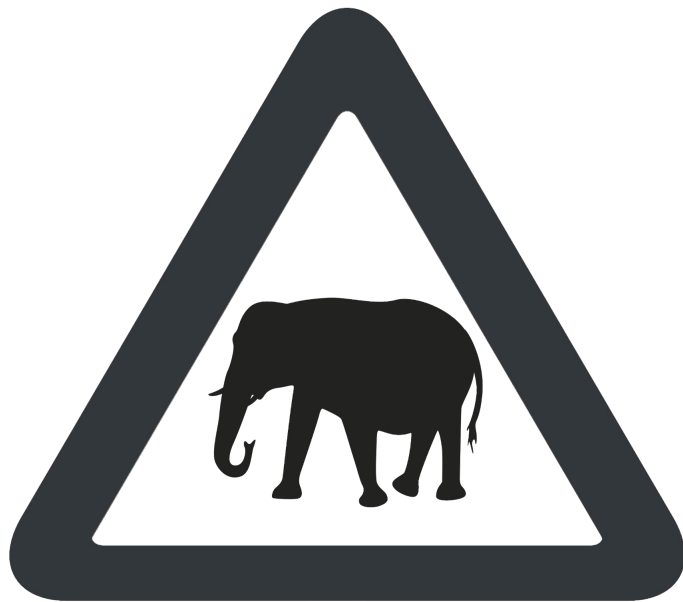
Traduzioni create
da umani

+



Ottimizzazione
SEO

Da tenere a mente: **traduzione automatica**



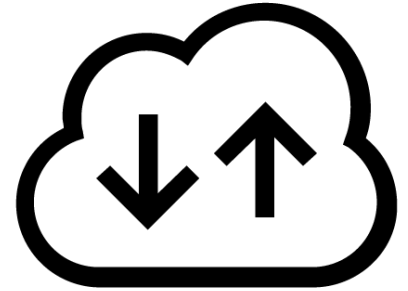
Da tenere a mente: chi traduce?



In-house



Traduttore esterno



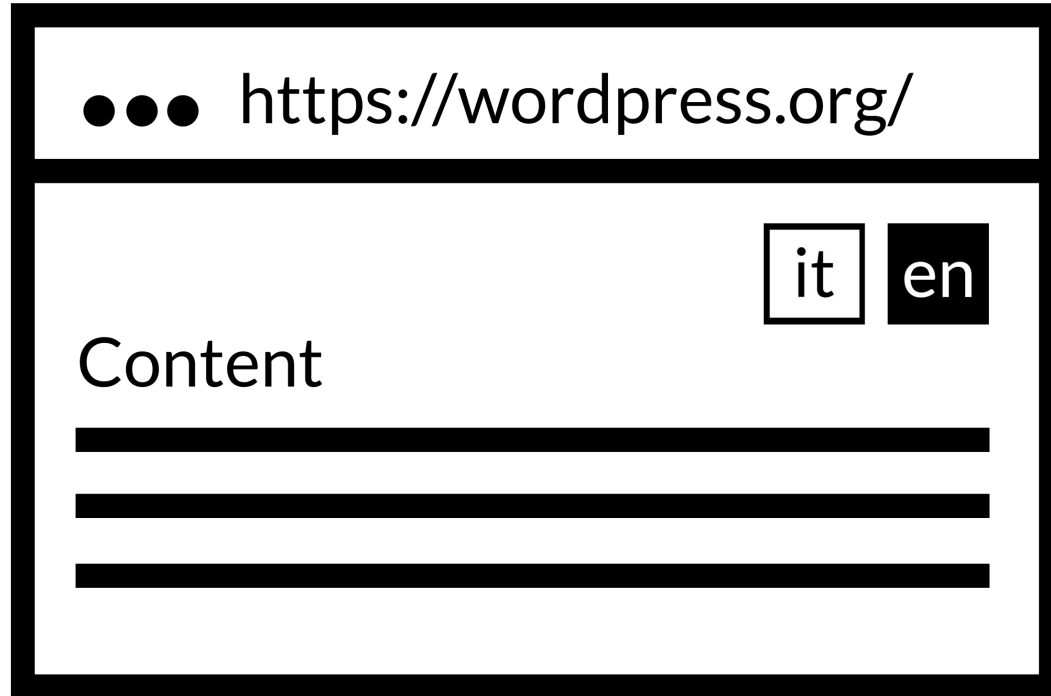
Agenzie di
traduzione

Da tenere a mente: contenuto



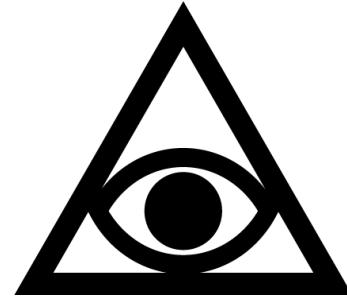
Multilingue **vs** Localizzato

Da tenere a mente: struttura



Da tenere a mente: per gli sviluppatori

- Seguire il Codex

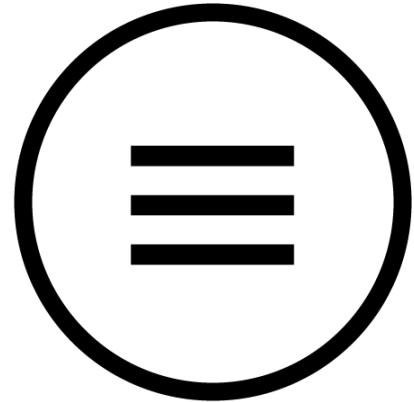
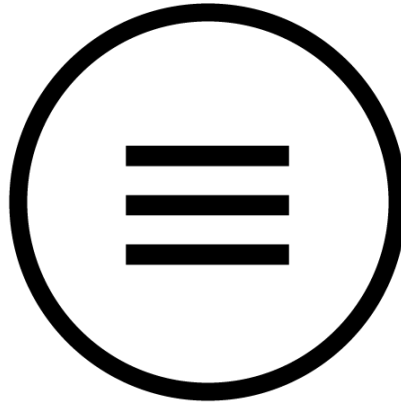
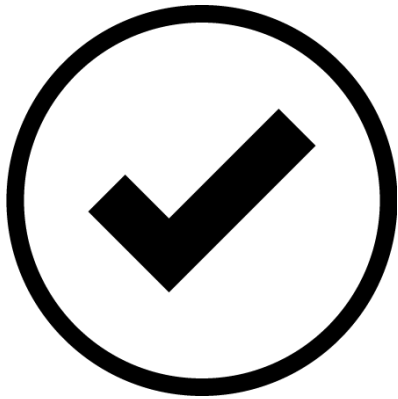


- Rifarsi alle migliori pratiche



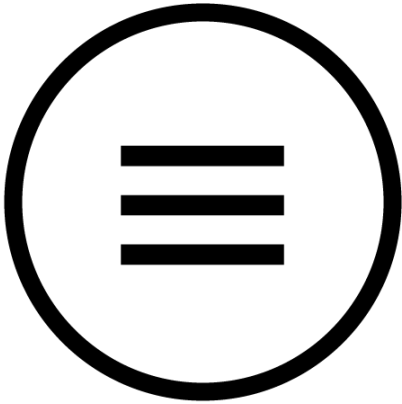
WordPress Multilingue

Scegliere una soluzione...



WordPress Multilingue

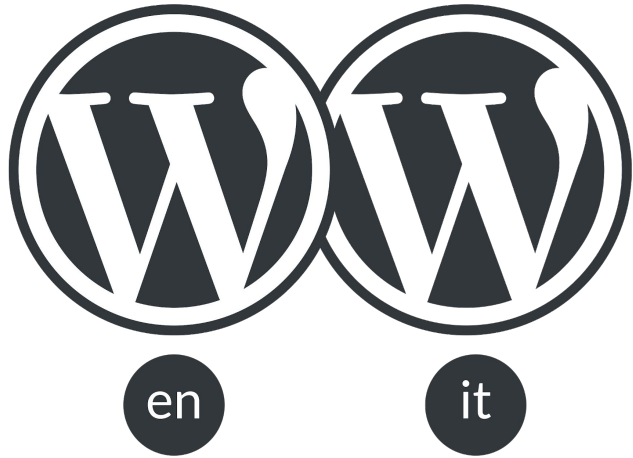
... Ma quale?



- Multilingual Press
- qTranslate / qTranslate X
- Weglot
- Polylang
- WPML...

WordPress Multilingue

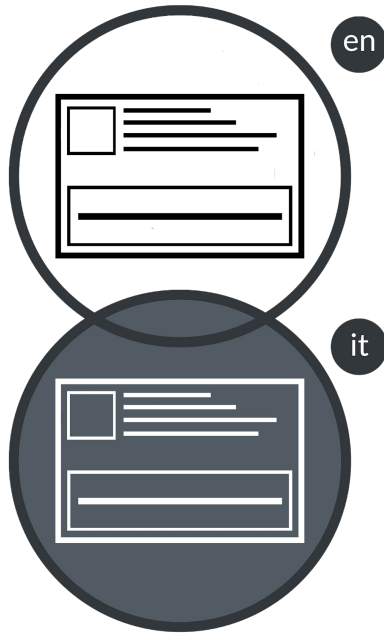
Quale soluzione?



Ogni lingua in un sito
separato

WordPress Multilingue

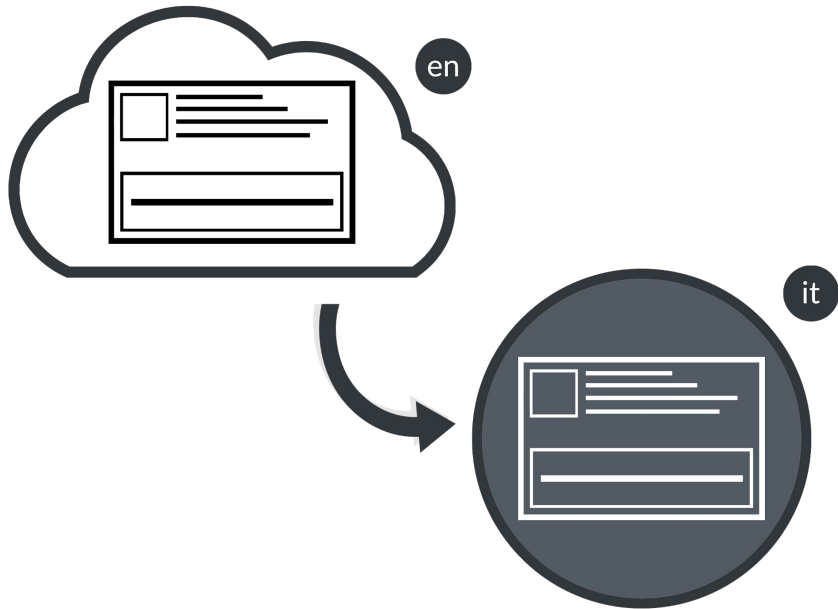
Quale soluzione?



Tutte le lingue in
un solo post

WordPress Multilingue

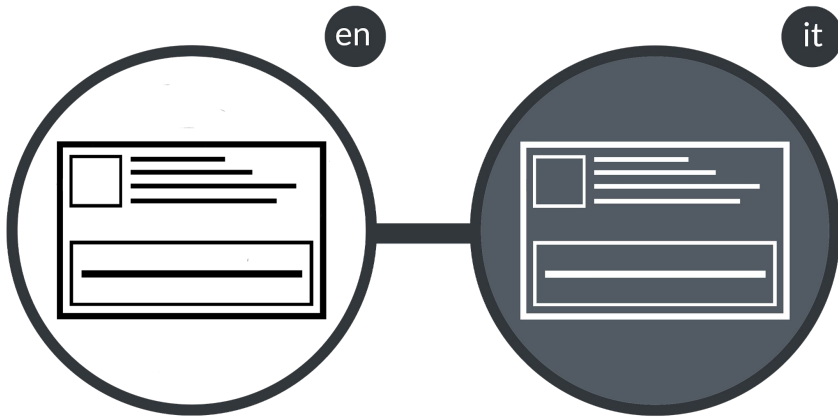
Quale soluzione?



Traduzione richiamata
dalle pagine

WordPress Multilingue

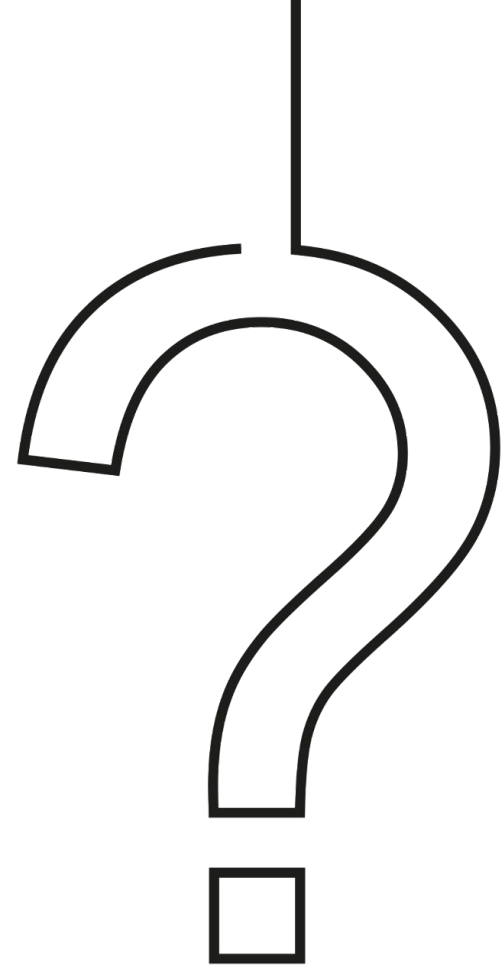
Quale soluzione?



Una lingua per
post

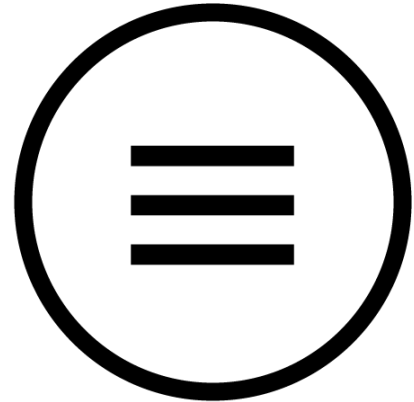
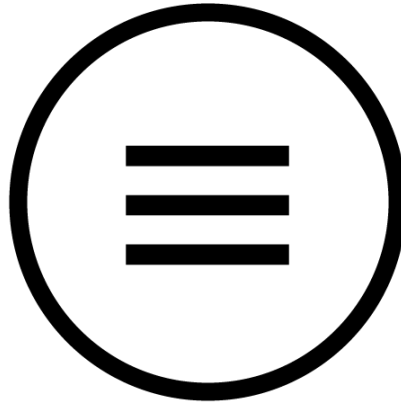
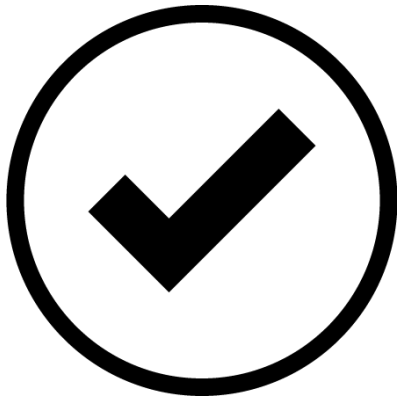
WordPress Multilingue

Aspettando la fase 4



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Risolvere il puzzle



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Pensa in grande



WordPress Multilingue

Domande?

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