



TRANSLATE YOUR THEME
OR PLUGIN TO 10 LANGUAGES
IN LESS THAN A WEEK

Developer Nerd

NodeBig
Linux PHP
Cappella
Full
Nginx
Entrepreneur
A. Designer
Speaker
Stack
Data
Consultant
Systems
Mac
Public
CTO
Admin
Architect
Programmer
System

> Hi, I am Dovy Paukstys

<http://dovy.io>



REDUX✓



Owlet

Rest Assured.



Internationalization

Quite possibly the most painful thing you will ever do.

Really, it just plain sucks. Well, it used to.

WHAT IS INTERNATIONALIZATION?

Turning this: "My name is Dovy."

To this: "Mi nombre es Dovy."

Or this: "Το όνομά μου είναι Dovy."

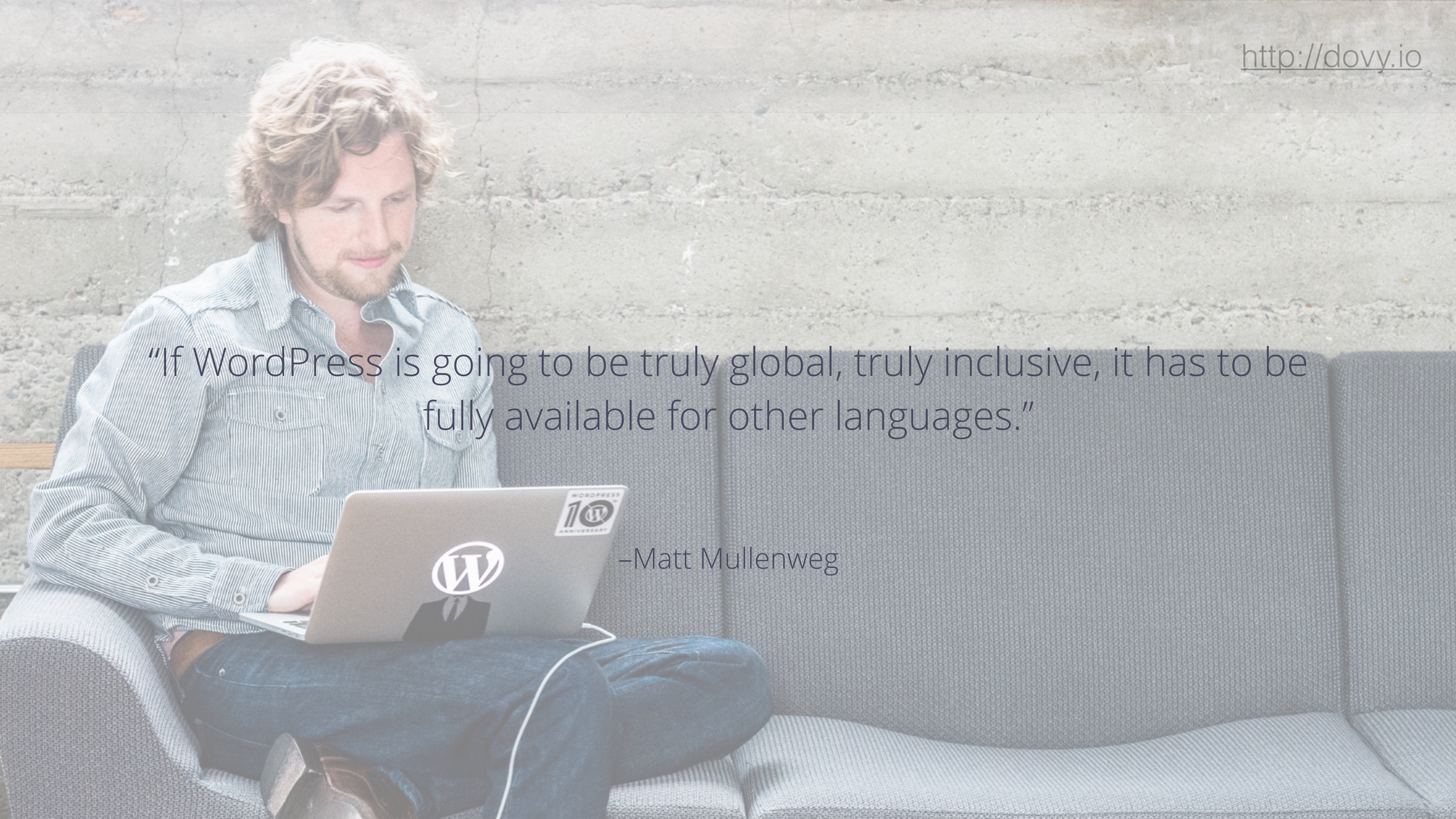
Or even this: "私の名前はDovyです。"

Ooo, how about this: "اسمي دوفي."



“If WordPress is going to be truly global, truly inclusive, it has to be fully available for other languages.”

–Matt Mullenweg



DO YOU SPEAK
ENGLISH ?

Does your user base?



FOR WORDPRESS.ORG DEVS

The WordPress.org repo is now offering free translations for themes, and is slowly rolling the same offering out to all plugin developers. This will be coming out in 2015.

If you do any premium offering, or want more control over your translations, then this presentation is pertinent to you.

POEDIT

Poedit is the best translations editor for translating apps and sites (that use gettext). Thanks to its distraction-free approach, you'll translate faster and easier with it.

GREAT app for editing language files.

PAINFUL to manage many different translations.

<http://poedit.net>

GLOTPRESS

Open Source

Weak (Improving) Theme

Painful to Setup

Difficult to maintain?

<https://github.com/GlotPress/GlotPress>

TRANSIFEX

Basis of this presentation.

Free to Open Source

Affordable

<https://www.transifex.com/>



PRODUCT

PRICING

CUSTOMERS

PARTNERS

DOCS

LOG IN



mozilla



JAWBONE

waze



coursera

NOKIA

WooTHEMES

Atlassian



Imagination



Dailymotion

The Transifex localization platform makes it easy to collect, translate and deliver digital content, web and mobile apps in multiple languages.



Eventbrite

DISQUS



TRY IT FOR FREE
insightly

SEE HOW IT WORKS
FISKARS

Tictail

steelseries



ORGANIZATIONS GOING GLOBAL WITH TRANSIFEX

PunchTab

Control4

Eventbrite

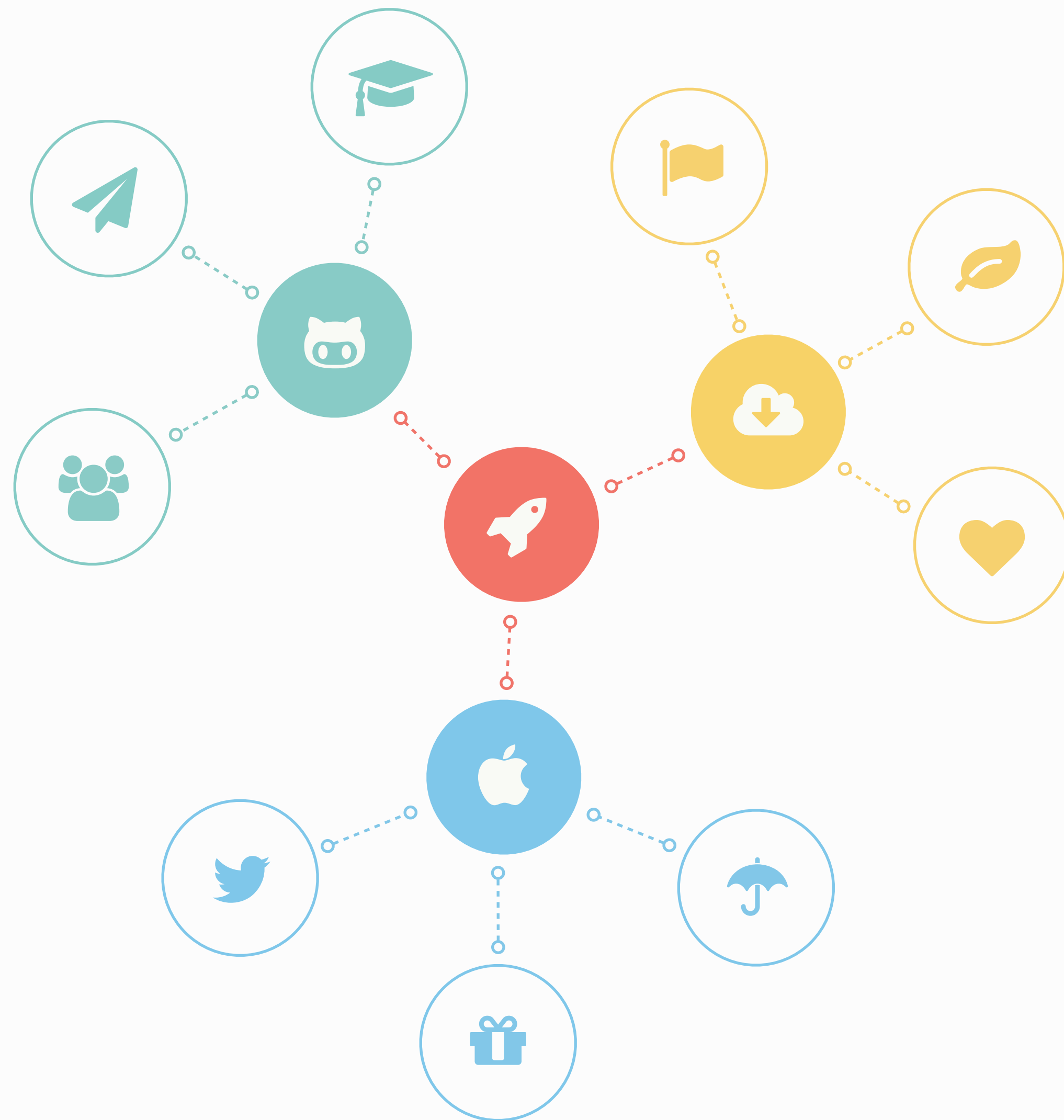


FISKARS



Avoid the Pain

Some useful tips to help you get started.



- `__()` - Return string translation.
- `_e()` - Same as `__()` but echo's immediately.
- `_x()` - Differentiate identical strings in different contexts.
- `_ex()` - Same as `_x()` with instant echo.
- `_n()` - Retrieving the plural or single form based on an amount.
- `esc_attr__()` - return translated string escaped to be an attribute
- `esc_attr_e()` - echo translated string escaped to be an attribute
- `esc_attr_x()` - return translated string with context escaped to be an attribute
- `esc_html__()` - return translated string escaped to be HTML
- `esc_html_e()` - echo translated string escaped to be HTML
- `esc_html_x()` - return translated string with context escaped to be HTML
- `n_noop()` - Register plural strings in POT file, but don't translate them.
- `_nx_noop()` - Register plural strings with context in POT file, but don't translate them.
- `translate_nooped_plural()` - Translate the result of `_n_noop()` or `_nx_noop()`

A decorative border at the top of the image consisting of a grid of circular icons. Each icon is a simple, flat design in a different color (blue, yellow, red, green) and is enclosed in a thin circular outline of the same color. The icons represent various concepts: speech bubbles, gears, people, rockets, graduation caps, paper airplanes, leaves, video game controllers, a speedometer, and a paper plane.

Don't worry,
there's a repo for that.

<http://dovy.io/>

A decorative border at the bottom of the image, identical to the one at the top, featuring a grid of circular icons in various colors representing different concepts like communication, technology, education, and recreation.



Thou Shalt

by Otto (Samuel Wood)

<http://ottopress.com/2012/internationalization-youre-probably-doing-it-wrong/>



THOU SHALT #1

NOT use PHP variables of any kind inside a translation function's strings.



```
$string = __( $string, 'plugin-domain' );  
$string = __( "You have $number tacos", 'plugin-domain' );  
$string = __( 'You have 12 tacos', $plugin_domain );  
$string = __( 'You have 12 tacos', PLUGIN_DOMAIN );
```


THOU SHALT #2

Always translate phrases and not words.



```
$string = __( 'You have ', 'plugin' ) . $number . __( ' tacos.', 'plugin-domain' );
```

```
$string = __( 'You have ', 'plugin' ) . '<a href="#">3</a>'. __( ' tacos', 'plugin-domain' );
```

```
$string = sprintf( __( 'You have %d tacos', 'plugin-domain' ), $number );
```

```
$string = sprintf( _n( 'You have %d taco.', 'You have %d tacos.', $number, 'plugin-domain' ), $number );
```


THOU SHALT #3

Disambiguate when needed.

```
$string = _x( 'Buffalo', 'an animal', 'plugin-domain' );  
$string = _x( 'Buffalo', 'a city in New York', 'plugin-domain' );  
$string = _x( 'Buffalo', 'a verb meaning to confuse somebody', 'plugin-domain' );
```

Each string is given a context, so treated as 3 different strings,
not the same one. Context gives way to better translations.

THOU SHALT (4)

NOT put unnecessary HTML markup into the translated string.



```
$string = sprintf( __( '<h3>You have %d tacos</h3>', 'plugin-domain' ), $number );
```

```
$string = '<h3>' . sprintf( __('You have %d tacos', 'plugin-domain'), $number ) . '</h3>';
```

```
$string = sprintf( __( 'You have %s tacos', 'plugin-domain'), '<strong>' . $number . '</strong>' );
```


GET STARTED NOW

This example GitHub repo will:

Guide you through the setup of Transifex.

Generate your translation file (.pot).

Automatically push your language file to Transifex.

Automatically pull from Transifex in the proper format.

Check for missing textdomains.

Generate your project zip for you.



<https://github.com/reduxframework/grunt-transifex-wordpress/>

GET SOME HELP!

A Great open-source initiative to help translate WordPress plugins. Excellent resource.

<http://wp-translations.org/developers-wp-translations/>

I worked with FX Bernard to create the first instance of this flow, but he has since taken it to a new level.



Let's Dig In

<https://github.com/reduxframework/grunt-transifex-wordpress/>



A decorative border at the top of the slide featuring a grid of circular icons. The icons include a speech bubble, gears, a group of people, a rocket, a graduation cap, a paper plane, a leaf, a game controller, a paint palette, and a paper airplane, among others. The icons are arranged in a repeating pattern across the top edge.

Questions?

A decorative border at the bottom of the slide, mirroring the top border. It features a grid of circular icons with various symbols like a speech bubble, gears, a group of people, a rocket, a graduation cap, a paper plane, a leaf, a game controller, a paint palette, and a paper airplane.