


In the Kentico E-commerce Solution, you can translate various e-commerce objects when running a [multilingual store](#). Learn how to enter different content for different languages. There are three different approaches when maintaining multilingual stores:

- [Maintaining multilingual products and their details](#)
- [Maintaining other multilingual e-commerce data](#)
- [Maintaining multilingual texts, such as e-commerce notifications or invoices](#)

 You can see the interface for multilingual stores only when your store is configured to use multiple cultures (languages). See more in [Configuring multilingual stores](#).

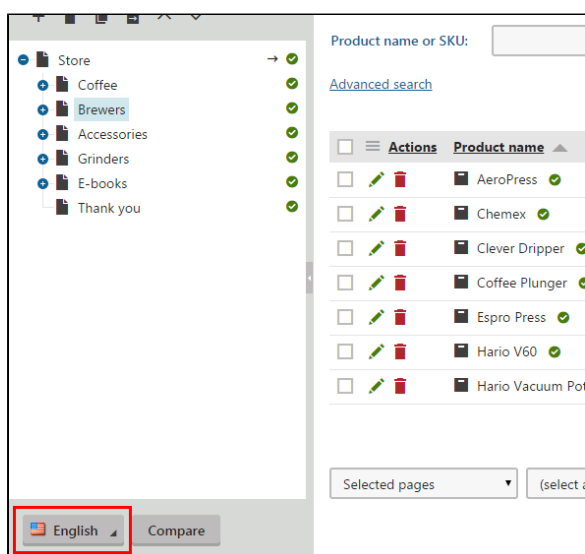
## Maintaining multilingual products

 This section describes translation of [products](#) created in the default way (i.e. an SKU linked with a page). Products stored as [stand-alone SKUs](#) need to be translated as [multilingual texts with resource strings](#).

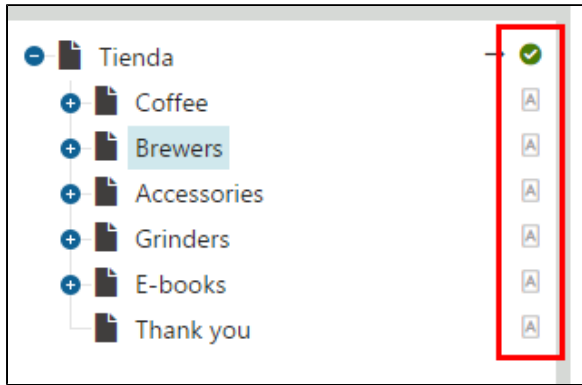
To translate the names and descriptions of [product options](#) or [product variants](#), you need to use resource strings and the approach described in the [Maintaining other multilingual e-commerce data](#) section.

## Getting familiar with the multilingual product interface

You can translate products either from the **Products** application or from the **Pages** application. In both applications, you can see a selector with which you can switch languages.



You can recognize translated and not translated products simply by looking at the product tree. The translated products are labeled with a green tick (✓), the not translated products are labeled with an A character in a frame.



You can also see the translation status of a specific item by looking at the **Languages** column in the product listing. If you hover your mouse over a specific culture icon, additional information appears.

Actions	Product name	SKU	Price	Stock	Status	On sale	Languages
	AeroPress	AER-AP	\$25.90	98	Bestseller	Yes	
	Chemex	CM	\$49.90	80		Yes	
	Clever Dripper	CLV-DRIP					
	Coffee Plunger	COF-PLNG					
	Espresso Press	ESP-PR	\$74.90	98	On sale	Yes	
	Hario V60	HAR-V60	\$15.90	0		Yes	
	Hario Vacuum Pot	HAR-VP	\$74.90	10		Yes	



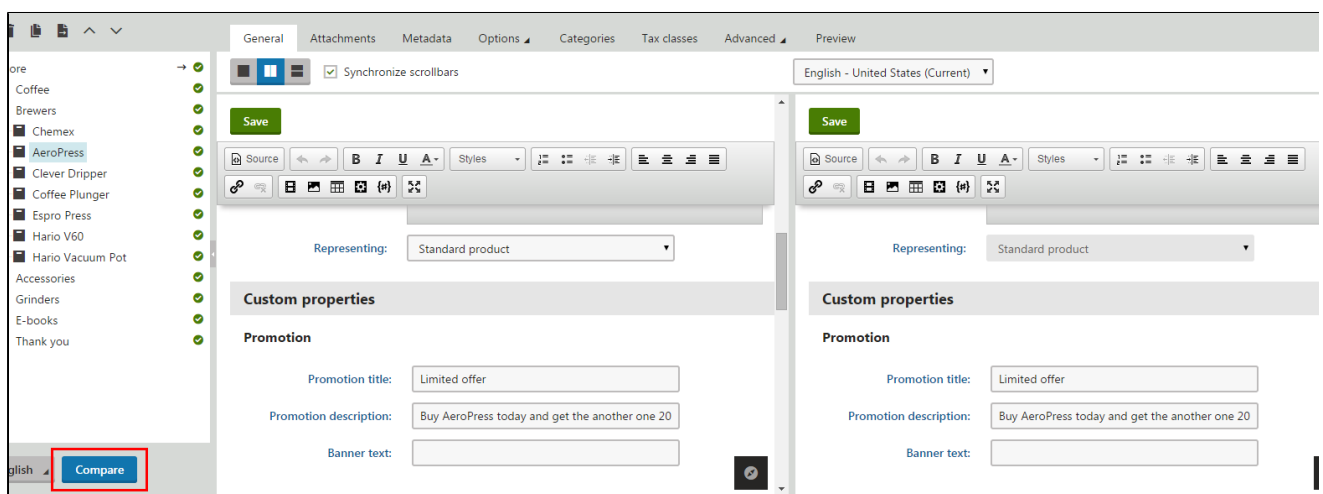
Get more information about language versions in [Language status overview](#).

## Translating products

If you edit a non-translated product, the system offers several options:

- *Create an empty page* – creates a new page of the same type, but without any content.
- *Copy content from another language* – creates a copy of the page with content loaded from the selected language version. If you select the *Save the new page before editing*, the system adds the new page version and immediately saves the copied content.
- *Translate using translation service* – the content of the page will be provided by an external translation service. The translation service needs to be [configured](#) first.

After you click **Create page**, you are ready to edit the page. To make translations easier, click **Compare** to see content of two language versions next to each other.



✓ Learn more information about comparing two language versions in [Comparing language versions](#).

## Editing multilingual products under workflow

**Workflow** is a sequence of steps that define the life cycle of pages and products. It allows you to set up a reviewing and approval process to ensure the quality of content.

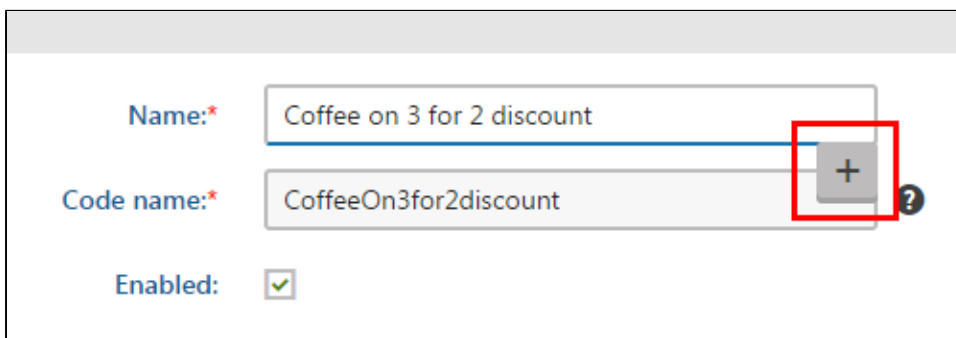
Workflow covers product properties in the **General** section (with some exceptions) and overall page settings. If your multilingual products are under workflow, the product properties are **NOT shared between different language versions** of a single product. Any updates of the product **Price** (or other key properties) need to be made separately for each language version. Alternatively, your developers can set up some form of automatic synchronization mechanism.

## Maintaining other multilingual e-commerce data

The **Display name** and **Description** fields in the administration interface of all e-commerce data provide a user-friendly way to handle localization.

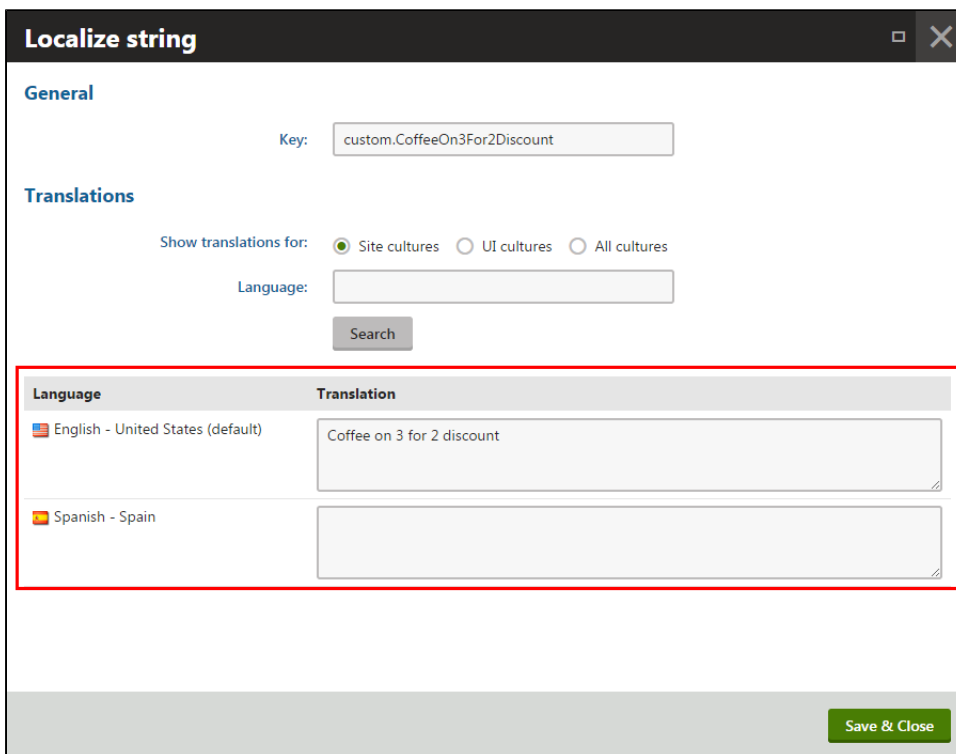
For example, if you want to localize a specific [Buy X Get Y discount](#):

1. Open the **Buy X Get Y discounts** application.
2. **Edit** (✎) a Buy X Get Y discount.
3. Click to the **Name** field.
4. Click **Localize** (+) in the grey square that just appeared.



The screenshot shows a form with three fields: 'Name:\*' with the value 'Coffee on 3 for 2 discount', 'Code name:\*' with the value 'CoffeeOn3for2discount', and 'Enabled:' with a checked checkbox. A red box highlights a grey square button with a '+' sign and a question mark icon, located to the right of the 'Code name' field.

- The **Localize field** dialog opens.
5. Leave the default *Create new resource string* option.
    - If you prepared a resource string beforehand, select *Use existing resource key* and select the key.
  6. Click **Save & Close**.
    - The **Localize string** dialog opens.
  7. In the dialog, all activated languages are displayed and you can type the translation for every language.



**Localize string**



**General**

Key:

**Translations**

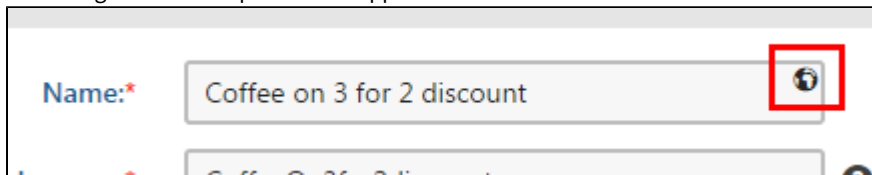
Show translations for: ☒ Site cultures ☐ UI cultures ☐ All cultures

Language:

Language	Translation
 English - United States (default)	Coffee on 3 for 2 discount
 Spanish - Spain	

8. Click **Save & Close**.

- The dialog closes and a planet icon appears in the field.



Name: \*

9. Click **Save** to save the discount.

The name of the discount is now displayed differently according to user's current language.

Similarly you can localize other e-commerce data.

 See more information about multilingual display names and descriptions in [Localizing text fields](#).

## Maintaining multilingual texts

For editing content of longer texts, typically [invoices](#) or [emails](#), you can use resource strings. The following example edits an email notification.

- To create a resource string, open the **Localization** application.
- On the **Resource string** tab, click **New string**.
- Type a key in the **Key** field. For example, *custom.Hello*.



4. Type variants to desired languages, for example *Hello* in the **English** field and *Hola* in the **Spanish** field.

General

Key:

Translations

Show translations for: ☒ Site cultures ☐ UI cultures ☐ All cultures

Language:

Language	Translation
English - United States (default)	<input type="text" value="Hello"/>
Spanish - Spain	<input type="text" value="Hola"/>

5. Click **Save** to save the resource string.
6. Open the **Email templates** application.
7. Click **Edit** () to modify a specific notification.
8. In the **HTML version** or **Plain text version** field, type the resource string in the following format:

```
{ $custom.Hello$ }
```

9. Click **Save** to save the email template.

The notification now sends emails with *hello* in English or Spanish, according to the current user's settings. You can set similarly also other texts.



Learn more information about resource strings in [Working with resource strings](#).