How to Expand Your WooCommerce Store

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1. Translating Your WooCommerce Store

Localization helps your store feel native to each visitor -- whether that means language, currency, or local tax display. WooCommerce supports translation through several tools and plugins.

A) Using WPML (Recommended)

WPML (WordPress Multilingual Plugin) is the most popular and reliable solution for multi-language WooCommerce stores.

Steps to Set Up WPML:

1. Install and activate the **WPML** plugin (and **WooCommerce Multilingual & Multicurrency** addon).
2. Go to **WPML → Languages** and select the site's default and additional languages.
3. Go to **WooCommerce → WooCommerce Multilingual** to configure:
   - Product translations
   - Currencies (optional)
   - Store emails and checkout strings
4. Translate products, categories, and attributes under **WooCommerce → WooCommerce Multilingual → Products**.

Tips for Better Multilingual Setup

- Enable **Auto-detection by browser language** if your audience is international.
- Use **Multicurrency** to show localized pricing per language.
- Sync stock and product data across languages automatically.

Pro Tip: Always test checkout and order emails in each language before launch to avoid untranslated phrases.

B) Using TranslatePress (Alternative Option)

If you prefer a **visual translation approach**, TranslatePress lets you translate your site directly from the front-end.

Setup Steps:

1. Install and activate **TranslatePress**.
2. Go to **Settings → TranslatePress → General**, choose your default and secondary languages.
3. Click **Translate Site** on the top admin bar to begin translating text, buttons, and labels visually.
4. For product content, TranslatePress automatically detects WooCommerce strings -- simply hover and translate.

TranslatePress is simpler to use for smaller stores or quick translations, while WPML is better for large, complex shops.

C) Translating Emails and System Messages

You can translate WooCommerce's built-in emails using either WPML or **Loco Translate**:

- Go to **Loco Translate → Plugins → WooCommerce**.
- Choose your target language and translate each string (order emails, checkout texts, etc.).

This ensures every customer-facing message matches your site's language and tone.

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2. Managing Multi-Currency (Optional)

If you sell internationally, displaying prices in local currencies improves trust and conversion.

Steps:

1. Install **WooCommerce Multilingual & Multicurrency (by WPML)** or **WOOCS (Currency Switcher)**.
2. Define available currencies (USD, EUR, EGP, etc.).
3. Set exchange rate update frequency (manual or automatic).
4. Add the currency switcher widget to your header or footer for easy access.

Note: Always test currency rounding and taxes before launch to prevent checkout mismatches.

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3. WooCommerce Mobile App Overview

Managing your store doesn't have to mean sitting at your desk. The **WooCommerce Mobile App** (available on iOS and Android) gives you real-time access to orders, revenue stats, and inventory updates on the go.

Key Features

- View and manage **orders** (including refunds).
- Get **push notifications** for new orders.
- Monitor **sales and revenue analytics**.
- Manage simple product stock and pricing.
- Add new products (basic setup).

How to Connect Your Store

1. Install the **WooCommerce Mobile App** from App Store or Google Play.
2. Log in with your WordPress.com account (the same one connected to **Jetpack** on your site).
3. Ensure **Jetpack** and **WooCommerce Services** are installed and active.
4. Your store will automatically appear in the app dashboard once linked.

Pro Tip: Keep the app logged in and enable notifications -- it's the fastest way to stay updated on your store activity.

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4. Best Practices for Global and Mobile Growth

- Use **Astra's responsive layout** to make your store mobile-friendly by default.
- Test your site on multiple screen sizes -- especially the checkout process.
- Always **translate SEO metadata** (titles, descriptions) if using plugins like Rank Math or Yoast with WPML.
- Display shipping and currency info transparently to build trust with international buyers.

Conclusion

Expanding globally and optimizing for mobile isn't just about convenience -- it's about creating a seamless, trustworthy experience wherever your customers are.

With **WPML or TranslatePress**, you can serve visitors in their own language. With the **WooCommerce Mobile App**, you can manage orders, stock, and performance anytime.

Your store is now ready to go worldwide -- without leaving your pocket.