

Spanish Website Launch Checklist

A free checklist from ChurchCreation.com (2026 pricing — verify current rates)

Platform tools & cost

PLATFORM	TOOL	COST	NOTES
WordPress	Polylang	Free / €99 Pro	Manual free; auto-translate is Pro. Built-in hreflang.
WordPress	TranslatePress	Free / \$89+	Visual front-end editing — easiest for volunteers.
WordPress	WPML	€39 / €99	No free tier; best for big/complex sites.
Wix	Wix Multilingual	Native (free credits)	True native switcher; best builder experience.
Squarespace	Weglot or manual /es/	\$0 / ~\$17+/mo	No native feature; Weglot is a JS overlay — weaker SEO.
Any site	Weglot	Free 2k words / \$17+	Machine-translates first; edit before publishing.

TRANSLATE THESE PAGES FIRST

- ☐ Service times & location
- ☐ Plan Your Visit / what to expect
- ☐ A short welcome — "Quiénes somos"
- ☐ How to reach a Spanish-speaking person
- ☐ Kids & family ministries

DO IT WELL

- ☐ Use a native speaker — not raw machine translation
- ☐ "Fellowship" ≠ "beca"; check church vocabulary
- ☐ Reflect your community (Mexican / Caribbean / Central American)
- ☐ Name a real Spanish-speaking contact

GET THE SEO RIGHT (HREFLANG)

- ☐ Use separate per-language URLs (/es/)
- ☐ Add hreflang tags so Google serves the right language
- ☐ Codes: es, or es-US / es-MX with region
- ☐ Polylang & Wix add hreflang automatically

THE #1 MISTAKE TO AVOID

- ☐ Don't use the old Google Translate widget
- ☐ It's discontinued, low-quality & bad for SEO
- ☐ A clickable translate button ≠ a real bilingual site
- ☐ Browsers already auto-translate — build it properly instead