How to Translate the Back Button

How to · https://wpfactory.com/docs/translate-the-back-button/

To show the back button label in the visitor's language, use the built-in translation options in Back Button Anywhere Widget for WordPress. These are free and work with multilingual plugins that set the standard `ICL_LANGUAGE_CODE` constant, such as WPML and Polylang.

Option 1: the translate shortcode

`[alg_back_button_translate]` outputs different text depending on the active language. It has two forms.

Self-closing form

Provide all three attributes: `lang`, `lang_text`, and `not_lang_text`.

```
[alg_back_button_translate lang="FR" lang_text="Retour" not_lang_text="Back"]
```

When the active language is French, this prints "Retour"; otherwise it prints "Back".

Enclosing form

Wrap the text between opening and closing tags. Use `lang` to show it only for a language, or `not_lang` to show it for everything except a list.

```
[alg_back_button_translate lang="FR"]Retour[/alg_back_button_translate]
[alg_back_button_translate lang="DE"]Zurück[/alg_back_button_translate]
[alg_back_button_translate not_lang="FR,DE"]Back[/alg_back_button_translate]
```

On a French page only "Retour" renders; on a German page only "Zurück"; on any other language only "Back". You can list several codes, comma-separated.

Option 2: the lang attribute on the button shortcode

The main `[alg_back_button]` shortcode accepts `lang` and `not_lang_text`. When the active language is not in `lang`, the label is replaced with `not_lang_text`.

```
[alg_back_button lang="FR" label="Retour" not_lang_text="Back"]
```

Combine the two

Because `[alg_back_button]` runs shortcodes inside its `label`, you can nest the translate shortcode in the label to build a fully localized button:

```
[alg_back_button label='[alg_back_button_translate lang="FR" lang_text="Retour"
not_lang_text="Back"]']
```

Attributes reference

Attribute	Used in	Effect
`lang`	both shortcodes	Language code(s) this text applies to.
`lang_text`	`[alg_back_button_translate]`	Text shown when the language matches (self-closing form).
`not_lang_text`	both shortcodes	Text shown when the language does not match.
`not_lang`	`[alg_back_button_translate]`	Language code(s) to exclude (enclosing form).

Good to know

- Language codes are matched case-insensitively, so `FR` and `fr` behave the same.
- These options read the active language from `ICL_LANGUAGE_CODE`. If no multilingual plugin sets it, the non-matching text is used.
- The `fa` (Font Awesome) attribute and the `lang` label swap cannot be combined in one `[alg_back_button]`. Use separate shortcodes if you need both an icon and a translated label.



Translation is free. Back Button Anywhere Widget for WordPress Pro adds menu placement, a floating button, and hide/show rules.

See what Pro unlocks →

Related articles

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- How to Customize the Back Button (Color, Style, Position, Icon)
- Getting Started with Back Button Widget
- How to Add a Floating Back Button
- How to Add the Back Button to a WordPress Menu