How to Translate URL Coupon Text with WPML and Polylang

How to · https://wpfactory.com/docs/woocommerce-translate-url-coupon-notices/

Translating URL coupon text lets you show a different message to each language on a multilingual store, so a coupon notice or landing-page line reads in the visitor's own language. Coupons & Add to Cart by URL Links for WooCommerce ships a free shortcode, `[alg_wc_url_coupons_translate]`, that shows or hides content based on the active WPML or Polylang language.

Before you start

- WooCommerce, active.
- WPML or Polylang installed, so the site defines the current language.

The shortcode reads the active language from the `ICL_LANGUAGE_CODE` constant that WPML and Polylang define. If no multilingual plugin is active, the shortcode treats the visitor as "not in the listed languages".

Two ways to use it

You can pass the two language variants as attributes, or wrap each language's content between shortcode tags.

1. Attribute form

Give the languages, the text for those languages, and the fallback text for all other languages:

```
[alg_wc_url_coupons_translate lang="EN,DE" lang_text="Discount applied!" not_lang_text="Reduction appliquee !"]
```

Visitors browsing in English or German see the first message; everyone else sees the fallback.

2. Wrapping form

Wrap the content for a set of languages, and use a second tag with `not_lang` for the rest:

```
[alg_wc_url_coupons_translate lang="EN,DE"]Discount applied![/alg_wc_url_coupons_translate]
[alg_wc_url_coupons_translate not_lang="EN,DE"]Reduction appliquee
![/alg_wc_url_coupons_translate]
```

Attributes

Attribute	What it does
`lang`	Comma-separated language codes to match, for example `EN,DE`.
`not_lang`	Comma-separated language codes to exclude (used in the wrapping form).
`lang_text`	The text shown to the `lang` languages (attribute form).
`not_lang_text`	The fallback text shown to all other languages (attribute form).

Language codes are matched case-insensitively, so `en` and `EN` both work.

Using it inside a coupon notice

The Pro **Custom notice** and per-coupon notice fields run shortcodes, so you can drop the translate shortcode straight into a notice to make it multilingual. Combine it with the free `[alg_wc_url_coupons_print_notices]` shortcode on any landing page that does not show WooCommerce notices by default.

Troubleshooting

- **Everyone sees the fallback text.** Confirm WPML or Polylang is active, since the shortcode relies on the language constant they set.
- **Nothing shows for a language.** Check the language codes in `lang` or `not_lang` match the codes your multilingual plugin uses.
- **The tags print as text.** Make sure you are placing the shortcode where WordPress runs shortcodes, such as post or page content, not a plain-text widget that has shortcodes disabled.



URL COUPONS

This shortcode is free. Coupons & Add to Cart by URL Links for WooCommerce Pro adds custom per-coupon notices, per-coupon redirects, and add-to-cart coupons, so your multilingual messages can be tailored per coupon.

See what Pro unlocks →

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- How to Apply a WooCommerce Coupon with a URL
- URL Coupons: Advanced Options
- How to Apply a WooCommerce Coupon from a URL: Settings Explained
- Make URL Coupons Work for Guests and Cached Sites