



WordPress / WPML Responsibility Matrix

Action	Responsible Party	Comment
<p>Marking content (pages, taxonomies, strings and other relevant types of content) up for translation in WPML</p>	<p>Client</p>	<p>It's the client who knows best which pages they want translated. Sending out lists of page URLs to the creative agency or the translation provider generates unnecessary additional communication, uncertainty, questions, back and forth emailing and phone calls and is error-prone. No one knows it better than the client. No one knows better what's there in the CMS and what is final. On the tech note, the client is also the one who will be the fastest to mark up the right pages for translation and it will be the easiest for them to do it. If they have the access to WordPress, they are all set.</p>

Action	Responsible Party	Comment
<p>Selecting content (e.g. pages) for translation, adding it to the translation basket and sending from WPML to translation provider's memoQ</p>	<p>Client</p>	<p>Some content marked up for translation may need translation now, some - later. It's easier when a person who knows what needs to be done when or at all selects the right content to be added to the translation basket and sent to translation provider. They also know how to organize the translatable content into translation basket bundles to keep things in order. „Can the creative agency or the translation provider do it?“ - yes, they could, but it would mean a lot of everyone's (including the client) time needed to exchange the information what (needs to be sent for translation), when (it needs to be completed) and how. You can also imagine this situation happening twice: between the client and the creative agency first, then between the agency and the translation provider. Then, on top of it, each party may ask each party about the same things, while no one still knows what they should do.</p>

Action	Responsible Party	Comment
Receiving translations, translating, managing translation project and team, sending back to WPML	Translation provider	That's pretty obvious, that's why you hired them in the first place.
Accepting and publishing ready translations from the translation provider	Client OR creative agency	Depends on the arrangements between the client and the agency. Depends on the process and workflow. If there is a client review step involved, the publication must wait until the review round is finished, unless they decide they want to have the content published right away. Of course, the client may want just some of the content published immediately and the rest later on in any chunks they need.

Action	Responsible Party	Comment
Contact with WPML support and placing support tickets	Creative agency	<p>The agency will be the fastest as it's them who deal with tech issues (even if they are connected with WPML translation plugin) on a regular basis. This becomes even more important when the parties work in different time zones. WPML support is very fast, just remember to select your time zone so that the right support specialist is assigned to your ticket. This way all the teams work almost 24/7 and are on track with the project. No one needs to wait for the other stakeholders as when one party sleeps, another one is working and so on round the clock. Pretty cool, isn't it?</p>