



MONDIALE VGL

GLOBAL WEBSITE TECHNICAL SOLUTIONS

General Overview

WP Multisite

- Each website can be set up with a domain, subdomain or directory.
- Each website will have its own tables in the database.
- Each website will have its own SEO properties, if set up with a domain or subdomain. (Maintained separately).
- Each website can have its own content, structure, themes and plugins.
- Potential thin content if websites are light in content.
- Potential duplicate content SEO issues if websites use the same text.

WP Single Site

- Each website will live as a page, under the main website.
Format: domain.ext/country/page, Example: mondiale.com/au/about
- All 'websites' are pages created on the main website.
(One database for all content).
- All 'websites' use the main website SEO property, but each page can target a particular keyword. (Maintained as country specific landing pages).
- All websites can use the main website header and footer, however this can be customised to change slightly depending on the landing page.
- All websites can link to the main website pages for general information.

Maintainability

- Both options are a single install of WordPress.
- All WordPress, plugin and theme updates are applied to all sites at the same time.
- Approval workflows can be created using a plugin such as: <https://publishpress.com/>

SSL

- Wild card domain will cover *.domain.ext (Eg: au.mondiale.com, nz.mondiale.com, us.mondiale.com). This usually costs more than a standard domain name.
- Using directories (for multiple landing pages) will only require one SSL certificate for the domain name before the directory.
- If domains are different, each will need their own SSL Certificate.



WordPress Setup Comparison

	Single Website	WP Multisite Network	Multiple Websites
# WordPress Installs	1, Standard WordPress	1, WordPress with Multisite Enabled	Separate installation for each website.
# WordPress Dashboards	1	1 for the network admin, plus 1 per site on the network.	Separate dashboard for each website.
# Websites Managed	1	2 - millions	Each website is separate.
# Hosts	1	1	Each website is separate.
Design	Consistent across the website.	Each website can look different, or use the same theme.	Each website can look different, or use the same theme.
Themes	One active theme.	Themes activated on each website by network admin.	Each website has a theme managed individually.
Plugins	No limits to plugins.	Plugins activated on each website by network admin.	Each website has its own plugins.
Domains	One domain, site pages are sub directories.	Each website can be set up as a sub directory, sub domain, or have its own domain.	Each website has its own domain name.
Users	All users are shared across all websites. Permissions can be applied to each user.	All users are shared across all websites, but can be active only on one. Permissions can be applied per site, or per user.	Each website has its own database of users and permissions.
SEO	One search console and analytics property to manage.	Potentially multiple search console and analytics properties to manage. (If not directory set up).	Multiple search console and analytics properties to manage.



WP Multisite Database

The database is scaled by creating additional tables per website on the network. This can lead to a large number of tables in the database if there are a large number of sites on the network.

WP Multisite Network



WP Multisite Database - Additional Sites

When a new site is created on the network, it will be blank and need to be configured with a theme, plugins and content.

Network Site #3

wp_3_commentmeta	#3 site data.
wp_3_comments	#3 site data.
wp_3_links	#3 site data.
wp_3_options	#3 site data.
wp_3_postmeta	#3 site data.
wp_3_posts	#3 site data.
wp_3_terms	#3 site data.
wp_3_termmeta	#3 site data.
wp_3_term_relationships	#3 site data.
wp_3_term_taxonomy	#3 site data.

Every website created on the network will contain a set of these tables.
These are added to the main database.



Single Site Database

The database for a single install of WordPress can handle a very large number of pages and content. Each website can be set up as a page on the website, and organised into a hierarchy. New websites can be easily added by creating new pages on the website and linking these to the navigation.

WP Single Site

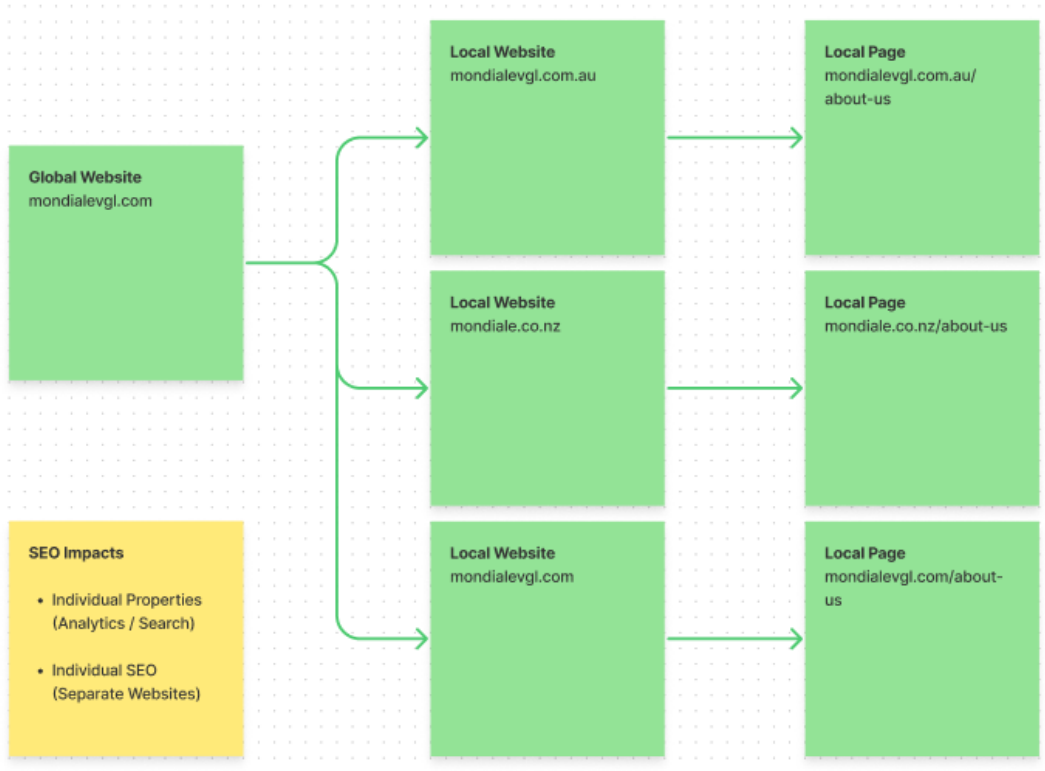
WordPress Database

wp_commentmeta	All websites data.
wp_comments	All websites data.
wp_links	All websites data.
wp_options	All websites data.
wp_postmeta	All websites data.
wp_posts	All websites data.
wp_terms	All websites data.
wp_termmeta	All websites data.
wp_term_relationships	All websites data.
wp_term_taxonomy	All websites data.
wp_usermeta	All websites data.
wp_users	All websites data.

All websites use only these tables. When more sites are added, only the size of the table grows, not the number of tables.

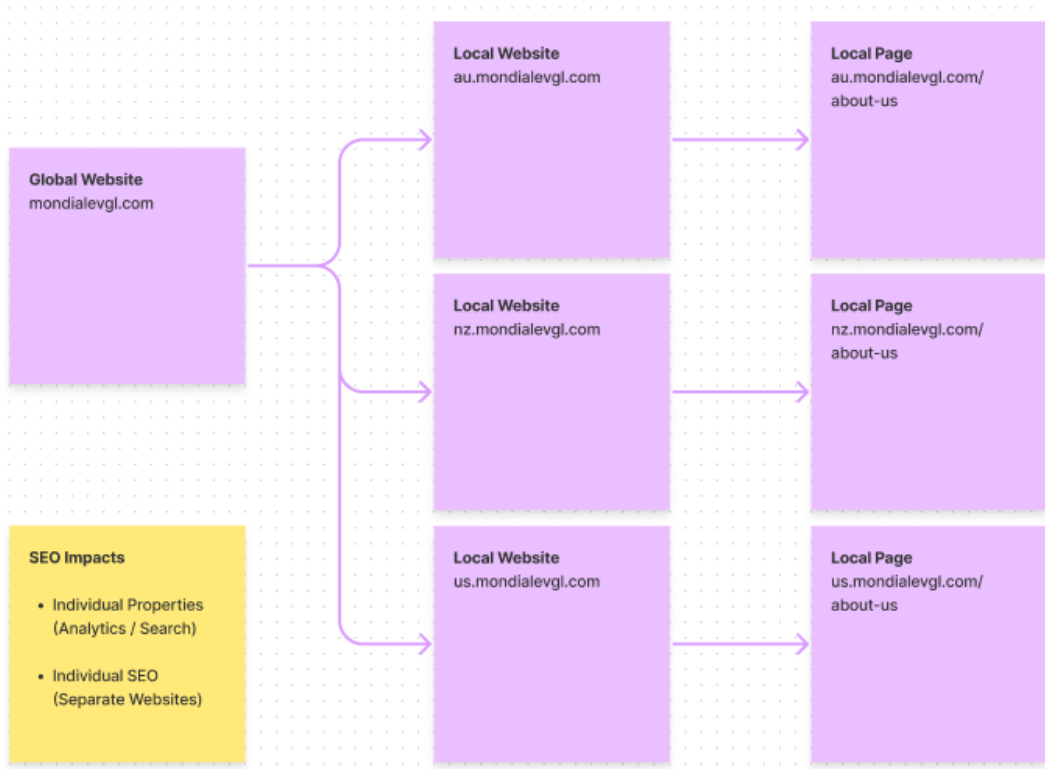
Domains Overview

Current Setup (Mix of Domains)

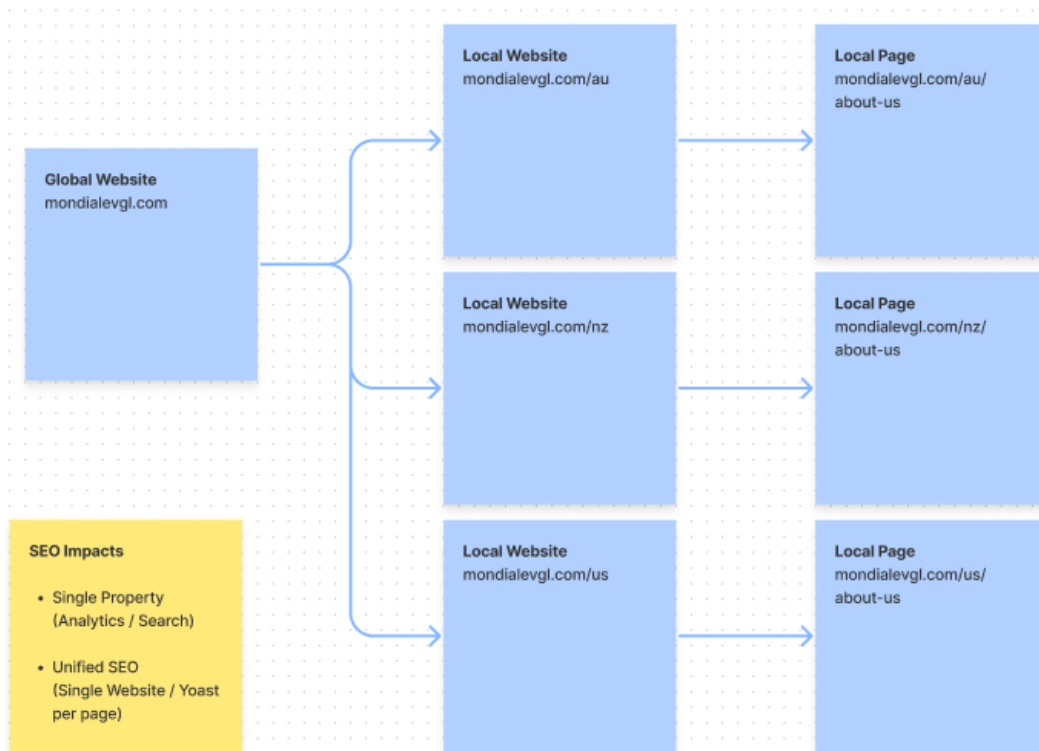


Single or Multi Site URL Structure

Sub Domains



Single Domain



Translation / Multilingual

- Websites in the local language are prioritised when a search is performed.
- Human translation is always better than automated translation and seems to always perform better in search results.
- WPML provides the ability to display translated content on pages within the website.
- Translations can be created by specific users added to the website, or their translation service can be used.



Recommended Setup

- WP Single Site
- Redirect existing websites and pages to relevant sections on WP Single Site.
- Single theme, used on all pages.
- Pages built of modules to allow flexibility. All modules are globally styled.
- Language / translations features can be provided by WPML plugin:
<https://wpml.org> \$99.00 USD / 1 year
- User access / content approval workflow can be provided by PublishPress plugin:
<https://publishpress.com> \$79.00 USD / 1 year
- Single SSL to cover the entire website and all sub pages. (Not wild-card).
- Main global navigation accessible from all pages.
- Country specific content can be created using a hierarchy of pages that will target a specific audience and country. Example: mondiale.com/AU/contact, mondaile.com/NZ/contact. Global pages can be set up at the top of the hierarchy. Example: mondiale.com/contact.
- If country specific forms are required to email different addresses, forms can be created with Gravity Forms to email different recipients with conditional logic. Otherwise multiple forms can be created and added to country specific pages.
- Each page will utilise Yoast SEO to target specific keywords and searches towards specific pages.
- Marketing campaigns can be created to send a targeted audience to a particular page, potentially translated into their local language, with local information.
- Secondary navigation menus can be created to display only on country specific pages and link to country specific content. Everything will look and feel the same as the global site, with the added secondary navigation.



References

- <https://www.wpbeginner.com/plugins/how-to-allow-editors-to-only-edit-certain-pages-in-wordpress/>
- <https://developers.google.com/search/docs/advanced/crawling/managing-multi-regional-sites>
- <https://publishpress.com/knowledge-base/customize-revision-notifications/>
- <https://publishpress.com/knowledge-base/schedule-or-publish-revisions/>
- <https://wordpress.org/plugins/revision-manager-tmc/>
- <https://wpml.org/>
- <https://publishpress.com/>