Engineer

Built a multilingual Hugo site in 3 languages

Built a multilingual static site in Hugo across 108 template files including 53 partials, publishing every page in four representations from one content tree in three languages, and again under seven focused subdomains built from that same tree.

August 2026

108

template files serving three languages and four formats

Situation. The company needed a public site that works in three languages, proves capability rather than asserting it, costs nothing to run, and does not hand its visitors to anybody. Most of those are ordinary requirements. Together they rule out almost every content management system, because a runtime backend is a thing to secure, to patch, to pay for, and to explain on a privacy page.

Task. The site had to be generated entirely at build time and still behave like a modern one — searchable, installable, syndicated, printable, and readable by a screen reader in every language it ships.

Action. At the recorded design stage, it was a static site: 108 template files, of which 53 were partials and 18 were shortcodes, three languages, no runtime backend, and one first-party script granted as a scoped exception for a portfolio filter whose every control was hidden until it ran. Capability was added at build time rather than in the browser, which was a product decision and was written down as one. Every page was published in four representations from one content tree — HTML, a Markdown twin, a Gemini document and a Gopher menu entry — with the home page adding three syndication feeds and an installable-application manifest on top. The taxonomies were deliberately two rather than one, and the distinction was load-bearing: a category was a topic tag

on the work, a service was something the company sold, and collapsing them would have made the catalogue a list of skills instead of a list of offerings. The same tree was then built seven more times, once per focused subdomain, by pointing the generator at a different content directory rather than by forking anything.

Result. At that stage, the site served three languages and four representations from one tree, needed no request-time application backend or separately billed application service, and its one piece of JavaScript was held to a contract a linter enforced. Beyond that exception, interactive features had to be solved at build time or omitted, which had ruled out several things that would have been easy with an application server and was the reason the search index was costed and parked rather than shipped. This describes the recorded design stage, not the current site's inventory or implementation.

Bring this experience to your project

Use "Built a multilingual Hugo site in 3 languages" as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. Interfaces that load quickly, work on a phone and behave the same in every browser your customers happen to use.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Built a multilingual Hugo site in 3 languages — 108 template files serving three languages and four formats

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Need a fast site that speaks your customers' languages?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Frontend Engineer. It draws on Frontend Engineering, Full-Stack Development, Web Development, Performance Tuning, Design Systems & UI and Internationalization. And while you are here, we are rather good at Frontend Development, Full-Stack Product Development, Website Development & CMS, AI Agent Readiness and Internationalization & Localization.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Describe the workflow, the existing interfaces and the users who need the change. We can define a testable delivery and a handover that lets your team maintain it.

See what it costs Get in touch →

Need a fast site that speaks your customers' languages?

Ask about the decisions behind “Built a multilingual Hugo site in 3 languages”. You will speak with the people who can explain the work and assess your own project.

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