So Is most of your work to do with translating websites from English?

No, not really, although we do get a lot of Western companies who want to break into Asian markets. The problem is ... they think they can just come along and translate their website, just like that … But really that's a very _____ and _____ way of doing things.

There's more to it than that?

Yes. And _____, it's quite _____ to think you can create a _____ impression and attract a lot of customers without really trying. To start with, customers are still _____ ...

What ... of newcomers? Or of the technology?

Both. You have to work hard to show that you are _____ and to make customers feel _____ in your company.

Yes, but that's not a particularly Asian phenomenon, is it? I mean, if you have a website with spelling mistakes, people are bound to be _____, aren't they?

That's right, but just like in traditional advertising, some things are more _____ in some cultures than others.

So you're saying a localized website would need to be genuinely different in some way?

Yes. In the West, the websites have a lot of words - lots of facts and figures, they're often quite _____. But here, the websites that work best are _____ and _____ ... in the same way that many Asian cultures prefer offices that are _____ rather than _____.

A case of less is more?

Yes, exactly. And you have to understand the local culture. For example, here in China, when people go shopping online, they like sites where they can bargain and make a deal, because that's what they like to do in real life.

So a website like that would need a lot more than just translating. You might have to rebuild the whole site.

That's right. For really _____ website localization, you have to start the process from the beginning, _____ all these cultural things _____ ... not just translate the words and hope for the best.

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