Zone 10: Technology

Part 1: Designing a website

Helen	Can you get our **website** up? Do you know the **website address**?	Néng dǎkāi wǒmen de **wǎngzhàn** ma? Nǐ zhīdào **wǎngzhǐ** ba?
Liu Gang	Yes, I've already **visited** (literally: got on) it. I've also had a look at some of the **competitor websites**.	Zhīdào. Wǒ yǐjīng **shàng le** wǒmen de **wǎngzhàn**, hái kàn le **jìngzhēng duìshǒu** de yìxiē **wǎngzhàn**.
Helen	Great, that will really help us today.	Tài hǎo le. Zhè yǒuzhùyú wǒmen jīntiān de gōngzuò.
Liu Gang	We've got to think about our **Chinese website visitors**.	Wǒmen bìxū wéi **Zhōngwén wǎngzhàn de yònghù** kǎolǜ.
Helen	How should we **adapt** it for them?	Wǒmen yīnggāi zěnyàng **tiáozhěng** ne?
Liu Gang	Well, the **English website** has just four main **pages**. The **navigation** works, so we should follow the same format.	Èn, Yīngwén wǎngzhàn yǒu sìgè **zhǔyè**. **Dǎoháng** néng yòng, suóyǐ wǒmen yīnggāi cǎiyòng tóngyì géshì.
Helen	Yes, I agree.	Shì, wǒ tóngyì.
Liu Gang	It is important to have a strong **marketing message** on the first page.	Zhòngyào de shì dìyíyè yào yǒu qiángliè de **yíngxiāo xìnxī**.
Helen	Yes, that is important.	Shì, fēicháng zhòngyào.
Liu Gang	Then on the second page, they can see **technical information** about the	Dìèryè kèhù néng kàn dào chánpǐn **jìshù xìnxī**; dìsānyè shì zài **Zhōngguó**
	product. On the third page, they will have our **contact details** in China. They can **order** from the fourth page.	de **liánxìfāngshì**; dìsìyè kéyǐ **dìnghuò**.
Helen	OK. But do you think we need to make a few changes for the **Chinese market**?	Hǎode. Dàn nǐ rènwéi wǒmen shìfǒu yīnggāi wéi **Zhōngguó shìchǎng** zuò jīchù gǎidòng?
Liu Gang	Yes, you will need to let your **customers place orders** in RMB.	Shì. Yǐbiàn **kèhù néng yòng rénmínbì dìnghuò**.
Helen	I'll have to talk to our **bank** and our **webmaster** about **processing transactions** in RMB.	Wǒ yào hé **yínháng** hé **wǎngluò guánlǐyuán** tányitán **chúlǐ rénmínbì jiāoyì wèntí**.
Liu Gang	We've got to change some of the **photos** on the **website**.	Wǒmen hái yào gǎidòng **wǎngzhàn shàng** de yìxiē **zhàopiàn**.
Helen	Yes, we will include photos of **Chinese** families.	Shì, yào bāokuò yǒuguān **Zhōngguó** jiātíng de zhàopiàn.
Liu Gang	And one more thing. I wonder if we should **register** the .com.cn **domain name**?	Háiyǒu yíjiàn shì. Wǒ xiǎng wǒmen shìfǒu yīnggāi **zhùcè** .com.cn **yùmíng**?
Helen	And then it will probably be easier to **get the website listed** by the **Chinese search engines**.	Zhèyàng kěnéng gèng róngyì **bèi Zhōngguó sōusuǒyǐnqíng dēngjì**.
Liu Gang	I will look into whether you can **register the**	Yīnwèi nǐmen **gōngsī shì zài Yīngguó zhùcè** de, wǒ