

JAPAN CONTENT CHECK · SHORT VERSION

Three ways to make your Japanese page work harder

Company Veradyne Instruments (fictional example)
Page reviewed VT-500 Universal Testing Machine, Japanese product page · veradyne.example/ja/vt-500
Date October 26, 2026

The page already has strong technical content. The biggest gains come from three small changes: using one consistent name for the product type, replacing slogan-style lines with concrete benefits, and adding the information Japanese engineers look for first (SI units, standards, and a contact in Japan).

01 One product type, three different names

HIGH PRIORITY

CURRENT

引張試験機 / テンションテスター / 引っ張り試験機
Three different terms for "tensile tester" appear on the same page.

SUGGESTED

万能試験機 (引張・圧縮・曲げ試験に対応)
Use one standard term, "universal testing machine", and explain the test types once. Add it to a glossary for all pages.

HOW JAPANESE BUYERS SEE IT

Japanese engineers read inconsistent terms as a sign of machine translation, and the page becomes harder to find in Japanese search. Mixed wording also carries over into your distributors' quotes and documents.

02 Slogan translated word for word

MEDIUM PRIORITY

CURRENT

あなたの試験を次のレベルへ。
"Take your testing to the next level." translated literally.

SUGGESTED

試験の再現性と作業効率を、1台で高めます。
"Improve test repeatability and efficiency with a single machine."
Concrete, polite, and easy to quote internally.

HOW JAPANESE BUYERS SEE IT

In Japanese B2B writing, this reads as vague and a little casual, and "あなた" (you) feels out of place. Buyers look for concrete benefits they can repeat in an internal approval document.

03 Key information Japanese buyers expect is missing

HIGH PRIORITY

CURRENT

最大荷重：22,480 lbf / お問い合わせは英語フォームから
Specs in US units only, and the contact form is in English.

SUGGESTED

最大荷重：100 kN (22,480 lbf) / 対応規格：JIS Z 2241
ほか / 日本国内のお問い合わせ窓口
Show SI units first, list supported JIS standards, and add a Japanese contact point or distributor link.

HOW JAPANESE BUYERS SEE IT

Japanese engineers work in SI units and will check which JIS standards are supported. Without a Japanese contact or distributor, many buyers stop at this page instead of asking.

What a full check covers

- All key Japanese pages and your main catalog, with a prioritized fix list
- A glossary proposal so your key terms stay consistent
- Information Japanese buyers and distributors expect but can't find yet

Questions?

Happy to walk you through these notes or look at more pages.
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