



Is your website visible in China?

Only 25% of foreign websites are accessible in China; 20% take more than 20 seconds to load, and 55% cannot be accessed.

We tested the top 100 companies listed on the London Stock Exchange and found that only 14 companies' websites were accessible in China.

Why does this matter

Like the rest of the world, Chinese companies and consumers are looking for products and services; the starting point is an online search.

Since international social media is not available in China, your website is the primary local source of information about your business.

Practical takeaway: If you plan to trade in China, ensure your website and its content are accessible to Chinese users.

What is happening

Fewer than 1% of websites are blocked in China. A blocked company IP address is not usually the cause of a website not being seen in China.

Overseas DNS lookups are slow in China, making the website unreachable.

Overseas websites load slowly in China due to poor international internet performance.

Website content is often blocked, for example, on international social media platforms, or significantly slowed by Chinese networks, i.e. CDNs and other third-party services.

Why use our website testing tools?

The testing process helps you understand which parts of your business are visible online in China and the associated response times.

The reports show how each part of your website's content performs. Your website's performance is measured by how end users experience it.

Website testing tools: [Web Page Test](#)

Website upgrades are needed for a website to be seen in China: [Website upgrades](#)

Quick checklist

- Are DNS lookups slow or unreliable from Chinese networks?
- Do pages rely on blocked resources (Google, global social platforms)?
- Are critical JS/CSS files hosted outside China and subject to poor routing?
- Images are downloading slowly due to file size, international internet connectivity, or poor CDN performance in China.
- What is the time it takes to open your home page?

Chinese DNS and Name Servers: Learn more about the importance of using [Chinese DNS and Name Servers](#).

Note: A simple “ping test” only confirms your IP isn’t blocked — it does *not* explain missing content or real website performance.

Need help?

If you need help reviewing and correcting your website visibility in Chinese, please do not hesitate to get in contact. support@accesstochina.com