Your website inside WeChat

WeChat is the "go-to" platform for businesses in China. It may be very different from many internet services used elsewhere. The WeChat platform contains all the elements needed to run a business: messaging, email, social media, and website pages, as well as its proprietary software and programming tools, the "WeChat Mini Program".

Integrating your website into the WeChat Mini Program will make your business information available without the full costs of rebuilding your website inside WeChat.

WeChat Mini Program

WeChat, created by TenCent, launched in 2017, is built on a different platform that does not align with the industry standard for websites.

Mini Programs operate entirely inside the WeChat ecosystem. Users can access them by scanning QR codes, searching within WeChat, clicking links from official accounts, or receiving shared links in chats and group conversations.

E-commerce stores, hotel and restaurant bookings, ride-hailing services, event tickets, customer service platforms, and even government services such as health services and tax systems.

WeChat Mini Program is coded, like HTML / CSS, with a different command structure. You can create pages of detail, create an app, take sales, process orders, etc., all the processes you would see in a normal app.

The advantage is that, once trained, you can quickly and successfully create a WeChat Mini Program with less government certification required. The certification is still needed, but the WeChat management performs it.

Mini Programs do not require installation, are very small, update automatically, and are easily shared via WeChat. Traditional apps require downloading from app stores and manual updates.

To access your WeChat Mini Program, you need to sign in to WeChat. It cannot be downloaded onto a mobile or standard APP.

Our WeChat integration service

Most overseas business and social platforms, such as LinkedIn and YouTube, are unavailable in China. Although business websites are accessible in China, they respond very slowly. The exception to this rule is Microsoft Bing.

Our services create a WeChat Mini Program for your business containing "static and brochure business information", the business details that describe your company, products and services. We then link your company website.

- static and brochure business information feeds the WeChat search engine while keeping the information maintenance to a minimum.
- company website link so that more information is available to interested parties as required, without the cost of duplication, maintenance, and management of data in WeChat

Points for consideration

Having a WeChat Mini Program will give you a business presence in the Chinese business world, both within China and internationally. When meeting Chinese business people, a WeChat presence earns local respect and makes it easy for them to review and share your business details.

While WeChat search engine functionality is available across Mini Programs, millions of Mini Programs compete for search rankings. Just having a WeChat Mini Program will not always lead to new leads.

When your website is open on WeChat, it uses its own international WeChat browser. If you have not corrected the issues with your website "Being Seen" in China, your website will not open. See "Dynamic Website Service" to correct this.

All Chinese internet publishing rules (ICP) apply. This is normally not a problem for an international business.

Why use our services

We understand the challenges of getting your business seen online in China, and we only take on work when we know we can deliver results.

A WeChat Mini Program developed in China costs $3,000 to $5,000 to implement. We charge £500 to £750 to link to your existing website rather than creating a new website in WeChat.

We will always review work before undertaking for ICP compliance, website availability in China, and work to fix price terms.