

# Making the most of your current website when selling to China

## Access to China

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Dyslexic!

Websites / Apps / Social media platforms means “your data on the internet”

This presentation was given as part of the China E-Commerce Masterclass arranged by [CBBC](#) and [IDT](#) on 1 November 2019

The presentation has been updated to include some of the spoken words and links for more information



**What is your current internet presence and traffic from the Chinese market?**  
**Please remember your largest Chinese potential market at the outset are visitors to the UK**

- What information is available from your website on internet traffic from the Chinese market
  - Website states
  - Analytics (e.g. Google Analytics – does have restricted data from the internet in China)
  - Understand what is happening today so that any change can be monitor and results understood
- Look up your business in the Chinese search engines.
  - Most websites world-wide are listed in the Chinese search engines provided they are being seen on the internet in China
  - Are there third party sellers of your products? Are copies of your products listed?
  - What are your competitors (UK and international) search engine listed?



[Full list of Chinese search engine and links](#)

- Please remember to look for your products in the Chinese e-Malls. Examples;



[Full list of Chinese e-mall and links](#)



Please remember to check [Alibaba](#) for B2B listings

## Your potential internet journey into Chinese market using the internet

You can use your existing website to start this journey provided your website can be seen on the internet in China



**Only 25% of foreign websites can be seen in China, 20% take over 20 seconds to be open and 55% cannot be seen at all**

Very few websites are blocked in China!

Foreign social media is blocked (the exception; LinkedIn)

Local Chinese internet availability and speed is very good

The international internet to foreign websites/data do slow down in peak loading

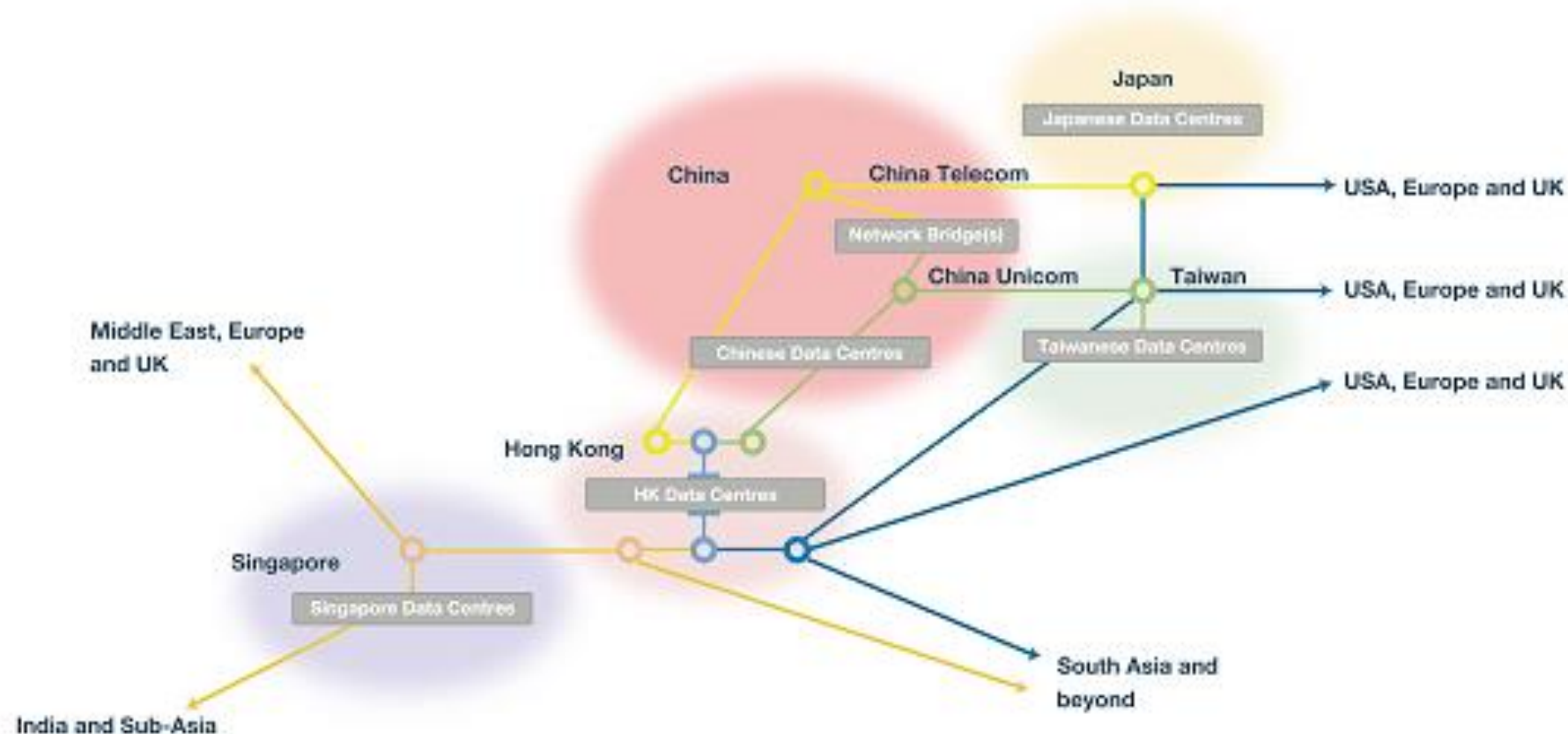
Your website third party components, e.g. Google fonts, social media contents, etc. have the most significant impact on your internet in China performance

Having many components and large file will also impact your website performance in China greatly



The internet in China accesses the International internet through Japan and Taiwan and onwards to the USA and from there to Europa

There is no direct connection to the International internet through Hong Kong



For the full description, please see; [internet structure in mainland China](#)

## What is happening today with your website on the internet in China

- It is very important to test your website pages performance in China and understand what can be seen

**Website visibility testing from the internet in China**

Test Website Page Traceroute

Https://www.accesstochina.com

Test Location

Browser

Number of test you run today: 10, c

China - China Unicom network

China - China Telecom network

China - China Unicom network

UK

HongKong

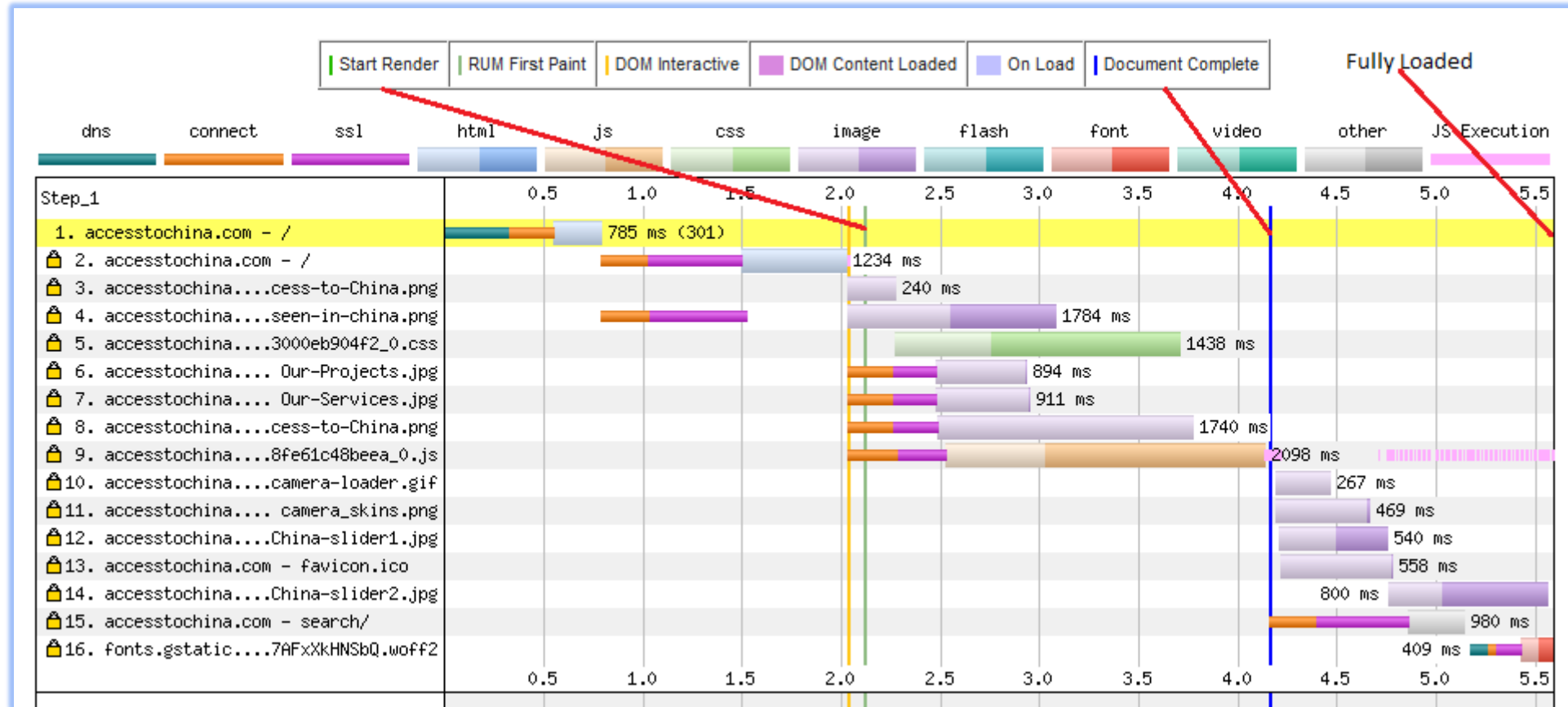
Singapore

START TEST

- For the full description on how to test your website pages in China, please see <https://webtest.accesstochina.com/>



Each component of your website page can be tested. This enables you to identify parts of your website requiring improvements or changes

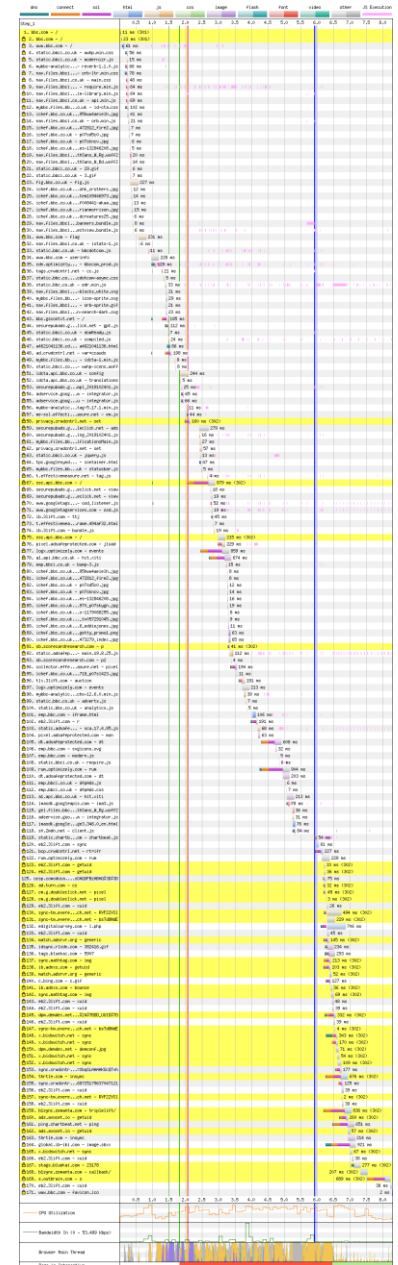


# This is an example of a website with many components

- A browser will only simultaneously load between 4 to 8 web page components at one time.

Browser and version	Maximum connections
Internet Explorer® 7.0	2
Internet Explorer 8.0 and 9.0	6
Internet Explorer 10.0	8
Internet Explorer 11.0	13
Firefox®	6
Chrome™	6
Safari®	6
Opera®	6
iOS®	6
Android™	6

- Chrome is the most used browser in China. To the right is a waterfall performance report for BBC.COM. In this case, over 60 components at 5 seconds per component and therefore the minimum load time is 1 minute. ((60 components / 6 connection) \* 5 seconds)

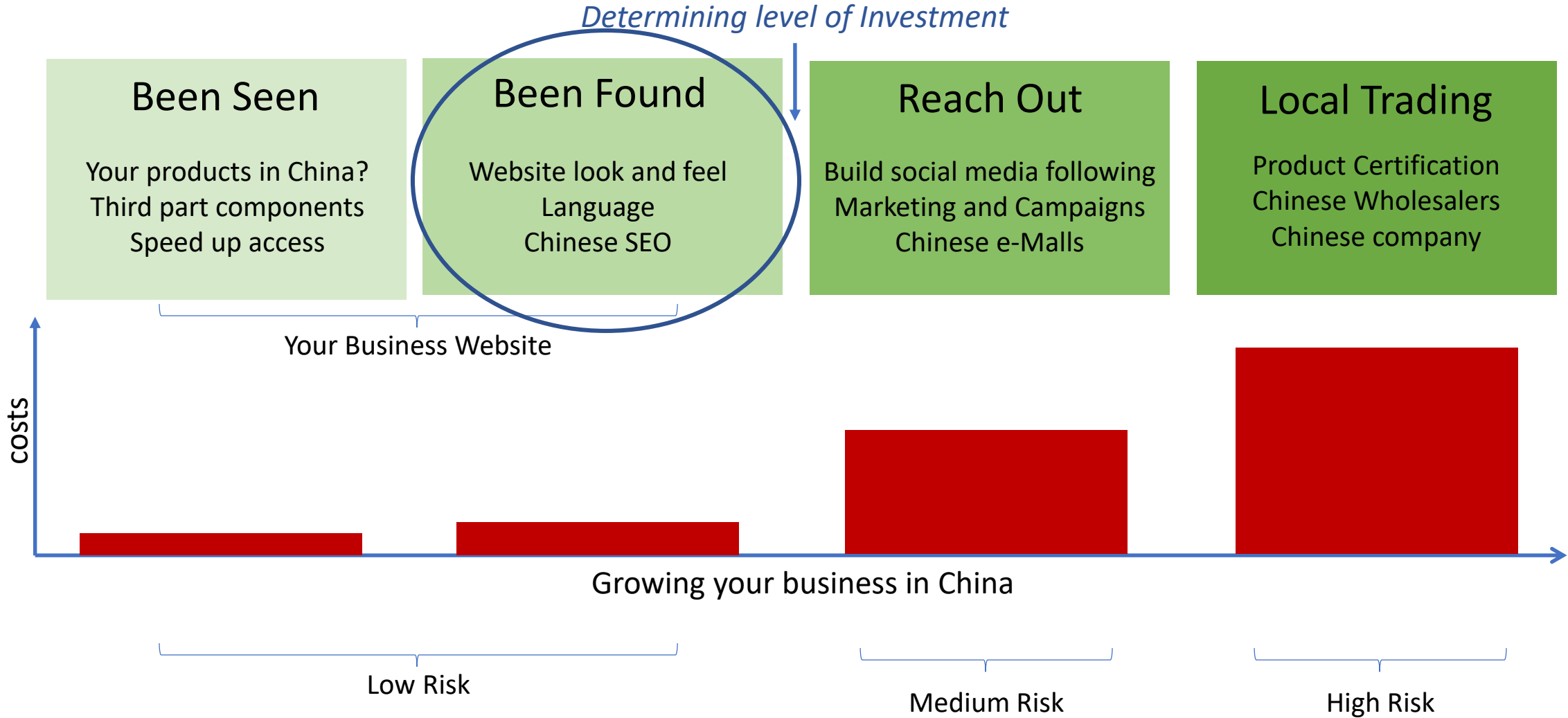




Examples of website components blocked on the internet in China. By testing your crucial website pages, you will quickly determine what information cannot be seen in China



Been Seen on the internet in China, is the criteria to start trading. Been Found on the internet in China, can be completed in stages, as time, resources and feedback demands



## Your website for the Chinese market needs to keep looking foreign and not Chinese Supports the Chinese market confidence that your products are genuine



Local Chinese examples of Chinese websites



## Multi media very important in the accessing the Chinese market



English Subtitles



Chinese Subtitles



Chinese presentation

The video examples can be seen [here](#)

Chinese people, in the main, are happy to watch videos with just English subtitles.



Your website, with the except for key SEO data, should be left in English. A Chinese person will often use a browser translate function to read your contents into Chinese.

If you translate your website into Chinese, the maintenance of the website will be considerably higher.



*on the Chinese internet*

Only 25% of foreign internet websites can be seen in China, 20% take over 20 seconds to be open, and 55% cannot be seen at all.

Chinese Internet

Chinese Internet Papers

Check your visibility on the Chinese Internet

Access to China services

**Access to the internet in China**

Your local business now has access through the Internet to the world market, which included the world's largest single market; China. China significant Internet market growth is due to;

- Chinese international trading over the Internet,
- Chinese delegations traveling worldwide for trade and education,
- Chinese people are going on holiday worldwide and returning to China with gifts.

You no longer need to visit China to trade with the Chinese market.

If you are serious about international trade, locally or overseas, you need to be visible on the Internet worldwide, including China.

**Information and papers on the Internet in China**

There are many reasons why your internet content; website, social media, APPs; cannot be seen or be found on the Internet in China.

Please see; [The Internet in China](#)

Also, we have created the following reports for your review and consideration;





*on the Chinese internet*

在中国只能看到25%的外国互联网网站，其中20%的打开时间超过20秒，而根本看不到55%。

中文互联网

中文互联网论文

检查您在中文互联网上的可见度

获得中国服务

**在中国上网**

您的本地企业现在可以通过Internet进入世界市场，其中包括世界上最大的单一市场；中国。中国互联网市场的显著增长是由于；

- 通过互联网进行的中国国际贸易，
- 中国代表团前往世界各地进行贸易和教育，
- 中国人民正在世界各地度假，并带着礼物返回中国。

您不再需要访问中国与中国市场进行贸易。

如果您认真对待本地或海外的国际贸易，则需要包括中国在内的全球Internet上露面。

**中国互联网上的信息和论文**

您的互联网内容有很多原因；网站，社交媒体，APP；在中国的互联网上看不到或找不到。

请参见; [中国的互联网](#)

另外，我们创建了以下报告供您查看和考虑；

- 中国的互联网
- 中文互联网可用的发布选项
- 中国知识产权概述
- 您的网站可以在中国的互联网上看到吗？
- 您应该将您的网站翻译成中文吗？（新）
- 中国互联网清单（新）





We recommend that have a local student studying Chinese language check the automatic translation. Where there are problems with the translation, go back to the English and make changes to help the translation.

## We recommend that you do not do a full translation of your website and never use automatic translation as a website option

Option	Performance Improvement	Resources	
Do Nothing	No change	None	
Add additional information page in Chinese to your existing internet site.	Gives the Chinese an insight into your business and increase your Chinese search engine ranking	A few days' work	
SEO data translation	Increase your Chinese search engine ranking	A few days' work and on-going maintenance	
Add Search engines results page (SERP) to webmasters in Chinese	Increase your Chinese search engine ranking	A few days' work and on-going support	
Multi-media translation, e.g., Subtitles, etc.	Allows a better understanding of your media content	A few days' work	
Key products and services translation	Increase your Chinese search engine ranking	A few days' work and on-going maintenance	
Automatic translation	Automatic translation is poor. The Chinese reader will not know it is an automatic translation and reflect poorly on your business	A few days work	
Create a marketing website and point it back to your local internet content	Active feed for the Chinese search	One week's work and on-going support	
Fully translate your website	Increases your Chinese search engine ranking	One month's work and high on-going maintenance	

For more inform, please see [here](#)

# Chinese SEO, local and international



## SEO Basics

Web page description

Web page title

Image ALT titles

Menu

Headings <h1> and <h2>

## Chinese search engine webmasters

Baidu - <https://ziyuan.baidu.com/>

Sogou - <http://zhanzhang.sogou.com/>

360 search - <http://zhanzhang.so.com/>

Shenma - <http://zhanzhang.sm.cn/>

## An example where the only the key SEO data elements of the website have been translated



[CREATE AN ACCOUNT](#) [LOG IN](#)

[Membership 会籍](#) [Events 活动](#) [Services 服务](#) [Resources 资源](#) [Sectors 行业](#) [News 新闻](#) [About 关于](#) [Contact 联系](#) [Search](#) 🔍

# THE CHINA-SCOTLAND BUSINESS AWARDS 2020

APPLICATIONS OPEN

28<sup>TH</sup>  
OCTOBER

28<sup>TH</sup>  
NOVEMBER

5 AWARDS  
UP FOR GRABS

[To Learn More and to Apply Click Here](#)

[Read full story](#) →

**China-Britain  
Business Council**  
**英中贸易协会**

The China-Britain Business Council helps British and Chinese businesses and organisations work together in China, the UK and third markets around the world.





**Adding a Chinese payment gateway to your website will help Chinese people with a purchase. Many Chinese people now have credit cards and therefore not having Chinese gateway will not prohibit business**



The two central Chinese gateways are Alipay and WePay. One or both payment methods on your website will help to turn a website view into a sale.

Check with your existing gateway provider they may be able to offer some / all these payment methods without you having to change your existing website

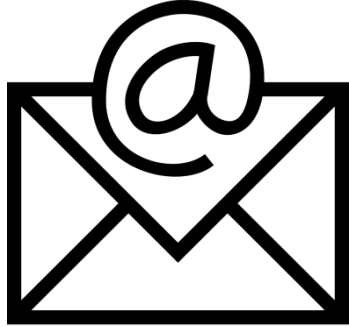
If you can processes Alipay or WePay, please make sure you add the icons to your home page.



A few years ago, UnionPay was the only credit card processing system supported by Chinese banks. It is no longer the case. Most Chinese credit card now support Visa or Mastercard.

Please remember, Chinese people have \$50k pa overseas currency limit

Other significant online trading differences include replacement use of Email with social media platforms and the extensive use of QR codes



Email is being replaced by business media platforms; LinkedIn, WeChat, etc



QR codes replaced written links; website URL, LinkedIn, WeChat, marketing contact. On the following pages, there are a few examples of the use of QR codes in China.



**QR codes in China**



顺电 sundan

礼顺心意  
积分开心兑  
POINTS FOR GIFTS

兑换时间：2016.03.01-2016.03.31  
兑换方式：全国门店、顺电网上商城、顺电官微

积分清零  
2016年4月1日将对2015年4月1日以前产生的消费积分进行清零

1000积分



Kindle Voyage电子书阅读器(珍藏限量版)

1000积分



Beats Solo 2 Wireless蓝牙耳机(红)

500积分



Bose蓝牙音箱 SoundLink Colour(黑)

500积分



卓棒运动手环 Jawbone UP3 (银)

200积分



罗尔思智能电源转换器 S44C-UW(20C)

200积分



格林盈通灭蚊灯 GM912G

50积分



亿捷32GU盘Eagot U9

50积分



欧姆龙电子体温计MC-341

  
顺电官方微信

400-6788-688  
www.sundan.com

搜索 Web 和 Windows

12:49  
2016/3/12

23vX

 Access  
To CHINA





# 序言

Preface



昆山旅游度假区是1994年获得江苏省政府批准的第一批省级旅游度假区，这里是“百戏之祖”昆曲的发源地，是江南水乡古镇最集中的区域，集聚了中国第一水乡周庄、中国第一民间博物馆之乡锦溪、中国第一石板街之乡千灯、中国第一蟹乡巴城，以及二十一世纪中国示范小城横泾山阳。

这里东临上海，西接苏州。沪常高速、苏州绕城穿区而过，与上海虹桥枢纽直线距离30公里，距上海浦东国际机场1小时车程，20分钟可达京沪高铁昆山南站，游7旅游专线连接上海轨道交通11号线昆山花桥站。

这里属于典型的江南水乡，河道密布，湖泊众多，水域面积8000余公顷，境内岸线200余公里，整体水质常年保持三类左右。全年以东南风为主，气候温润、生物多样、景观自然，空气清新，是江南地区少有的一片“净土、净水、净空”。

秀丽的自然风光、深厚的文化底蕴和纯正的江南水乡，构成了昆山旅游度假区丰富的旅游资源。昆山旅游度假区的旅游产品体系可以用一折著名的昆曲“游园惊梦”来概括——“逸游水乡、拾趣田园、惊艳‘味’觉、湖畔寻梦”。

择一段如戏般迷人的美好时光，来昆山旅游度假区，邂逅一个如戏般精彩的休闲昆山。

不到园林……

怎知

春色如许？

不入昆山……

怎知

有效如许？



昆山旅游度假区  
官方微信公众号



昆山旅游度假区  
官方微博账号

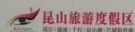
Kunshan Tourism Resort was acknowledged by Jiangsu Provincial Government in 1994, making it one of the earliest tourism resort areas in Jiangsu. It is known as the cradle of Kunqu Opera, which is the origin of all other forms of opera in China. KTR concentrates most ancient water towns in this area. There are millennium-old Zhouzhuang town, which is best known as China's "No. 1 Water Town", Jinji town, acclaimed as the Chinese capital of folk museums, the time-honored historic town of Qidong has the longest stone slab street in China, Baofeng town by the Yangcheng Lake can please your palate with the most delicious hairy crab, Dianshanhu town, which is a model town in China for its balanced development.

East to Shanghai and west to Suzhou, Kunshan Tourism Resort enjoys a superior geological advantage and widely-connected transportation network. Five expressways and Shanghai Beijing High Speed Railway transits through the city, and Shanghai-Nanjing Intercity Railway has 3 stations in Kunshan. It is 30 kilometers far from Shanghai Hongqiao Hub, and one hour's drive to Shanghai Pudong International Airport. Shanghai Metro Line 11 has been extended to Baocun, which is a town of Kunshan.

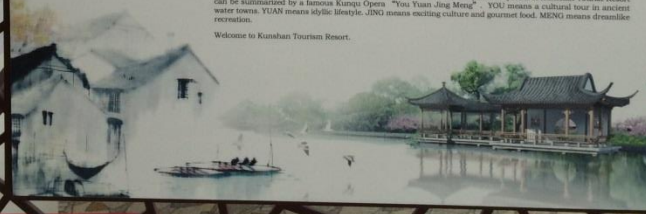
As a typical water town in southern Yangtze River, it has a dense network of waterways and lakes, with a water area of more than 8,000 hectares and a local shoreline of more than 200 kilometers. Overall water quality maintains around Class III throughout the year. Dominated by southeast winds, the resort features a mild climate, biodiversity, natural landscape and fresh air, recognized as a rare piece of "pure land, pure water and pure air" in the south of Yangtze River.

Beautiful natural scenery, profound cultural heritage and original water towns in southern Yangtze River constitute abundant tourism resources of Kunshan Tourism Resort. The tourism product system of Kunshan Tourism Resort can be summarized by a famous Kunqu Opera "You Yuan Jing Meng". YOU means a cultural tour in ancient water towns. YUAN means idyllic lifestyle. JING means exciting culture and gourmet food. MENG means dreamlike recreation.

Welcome to Kunshan Tourism Resort.



www.ksdjq.com



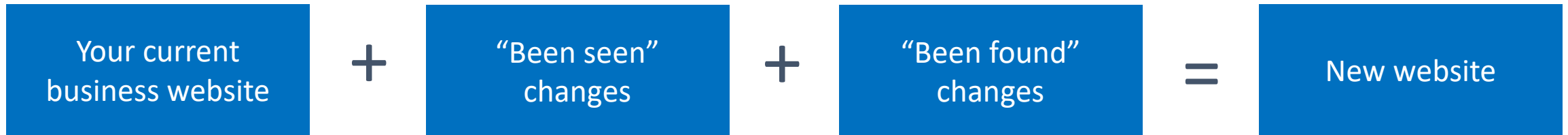


The key to success is to get to the point of determining your level of investment without high costs, large consumption of management time or unnecessary risk

*Determining level of  
Investment*



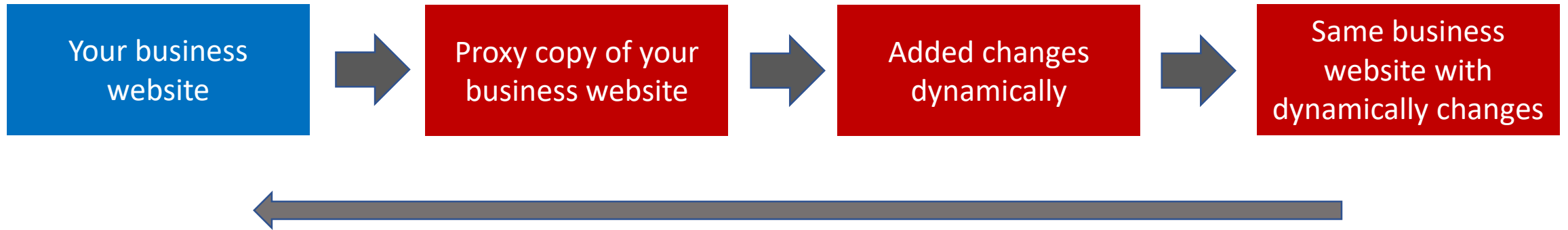
**To implement these changes traditional on your existing website often takes time and can result in a second website for the Chinese market**



- Some of the changes required for Being Seen on the internet in China may be simple and require changes that do not impact your existing on-line trading.
- To speed up the access time to your website usually requires a copy of your site in the Asia region.
- The Being Found changes, like SEO translation, will impact your existing SEO data.
- The traditional approach is to create a second website located in Asia
- Creating a second website can be costly both in time, money and the database maintenance and processing issues running e-Commerce over two websites.
- We do not recommend at the outset running two websites



To achieve our recommendation not to create a second website for your new Chinese business, we created our artificial intelligence proxy platform with edge computing, which is fast to implement and maintain



- Our artificial intelligence proxy platform enables the changes required to start trading on the Chinese internet to be added to a proxy copy of your website. No adjustments to your existing website is required.
- Changes required for Been Seen and Been Found are made to the proxy copy of your website dynamically
- Any database or contents changes to your website are reflected on the proxy copy of your website
- Edge computing enables us to move the proxy processing to Hong Kong or mainland China giving good response times to Chinese business and people
- Chinese search engine will receive to good feed of data from proxy copy for your website with the localisation, regional hosted website and fast response times

In using our artificial intelligence proxy platform with edge computing enables your business to start trading quickly on the internet in China at low implementation costs, low risk and low running costs

*Determining level of  
Investment*



# Access to China Ltd

Information is free



[www.accesstochina.com](http://www.accesstochina.com)

We are here, if and when you need help opening your business to the potential of the internet in China



# Preparing for China's E-Commerce Market

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Headline Partner

