

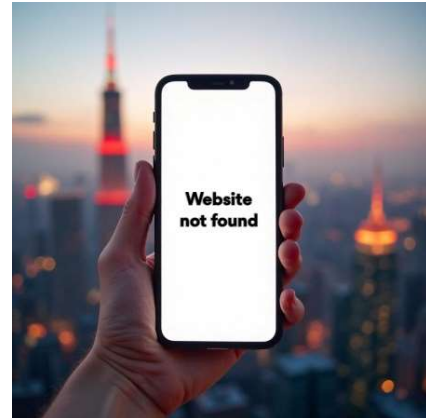
Can your business be seen in China?

Only 25% of foreign websites are accessible in China.

Only 20% of overseas websites take more than 20 seconds to load, and 55% are inaccessible.

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 unavailable in China, your website is your 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.

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What is happening

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

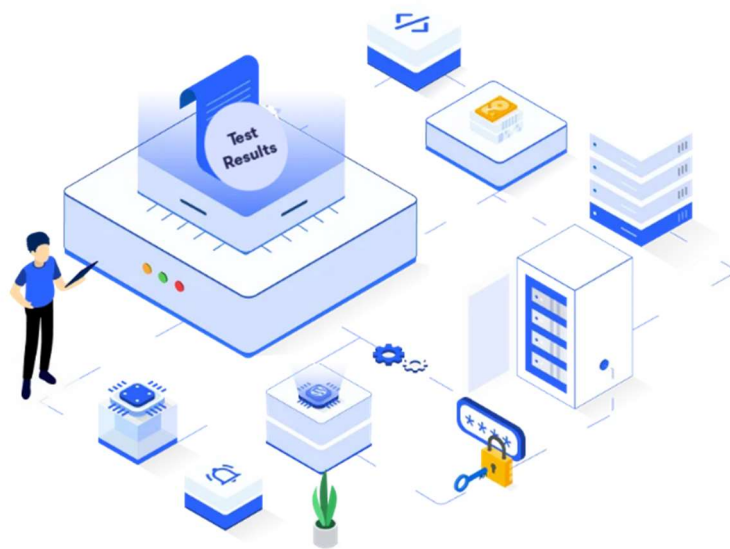
We tested the top 100 companies listed on the London Stock Exchange and found that only 14 companies' websites were accessible in China.

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

Your domain name cannot be found due to a misspelling or a misunderstanding of its meaning.

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

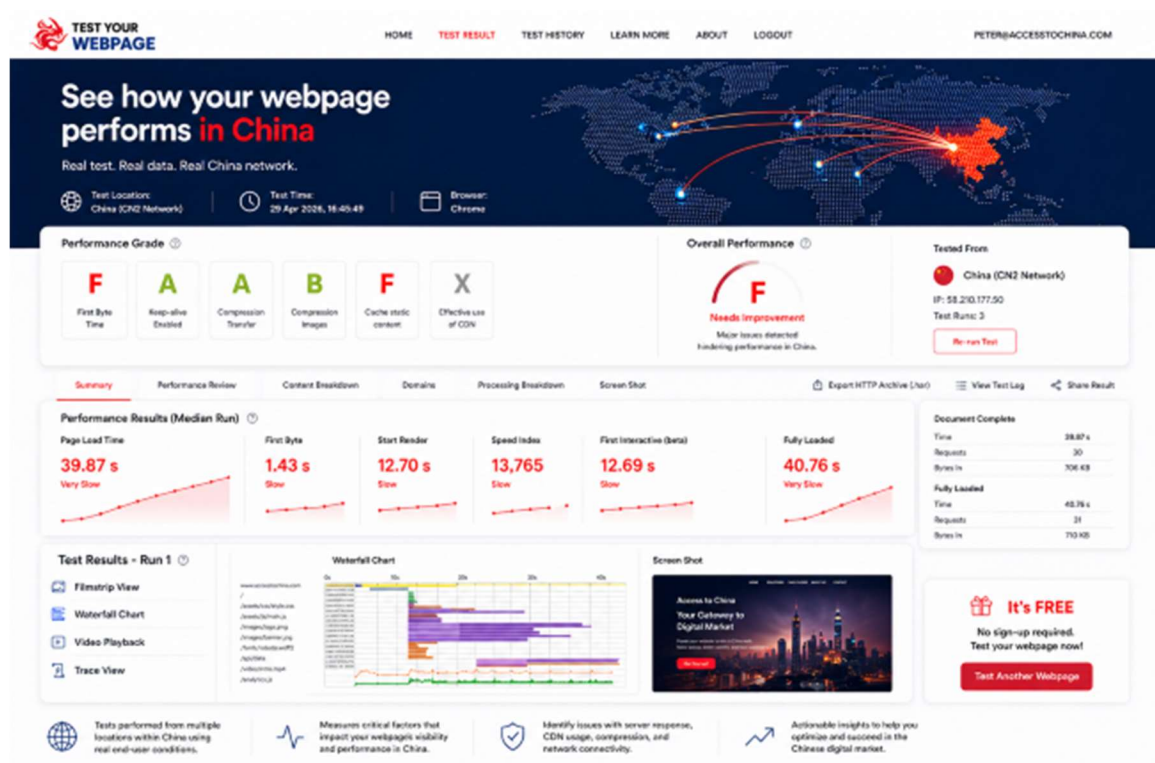
Website content is often blocked, for example, on international social media platforms, or significantly slowed by Chinese networks, i.e. CDNs and other third-party services.



Why use our webpage's free 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 the end-user experience.



Types of errors you may find

- What is the time it takes to open your home page? (Can your home page load in under 5 seconds)
- 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.
- Missing web page contents
- Webpage appears with missing contents

Website performance upgrade: A list of website upgrades you may need for a website to be seen in China

Start free testing

Premium website testing service



- Real-world website testing from within China
- Accessibility and connection reliability checks
- DNS performance and resolution analysis
- Page load testing under Chinese network conditions

- Identification of blocked or restricted content
- Mobile network performance review
- Clear, structured findings report
- Practical fix recommendations tailored to your website
- Guidance on priority actions and next steps

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