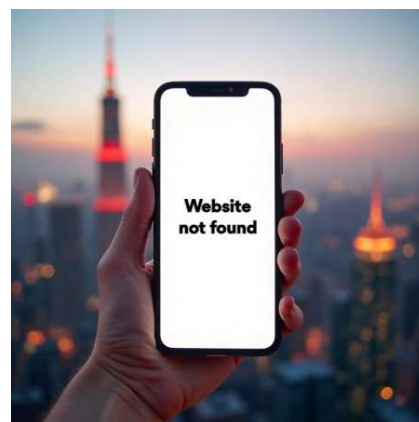


Can your website be seen?

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.

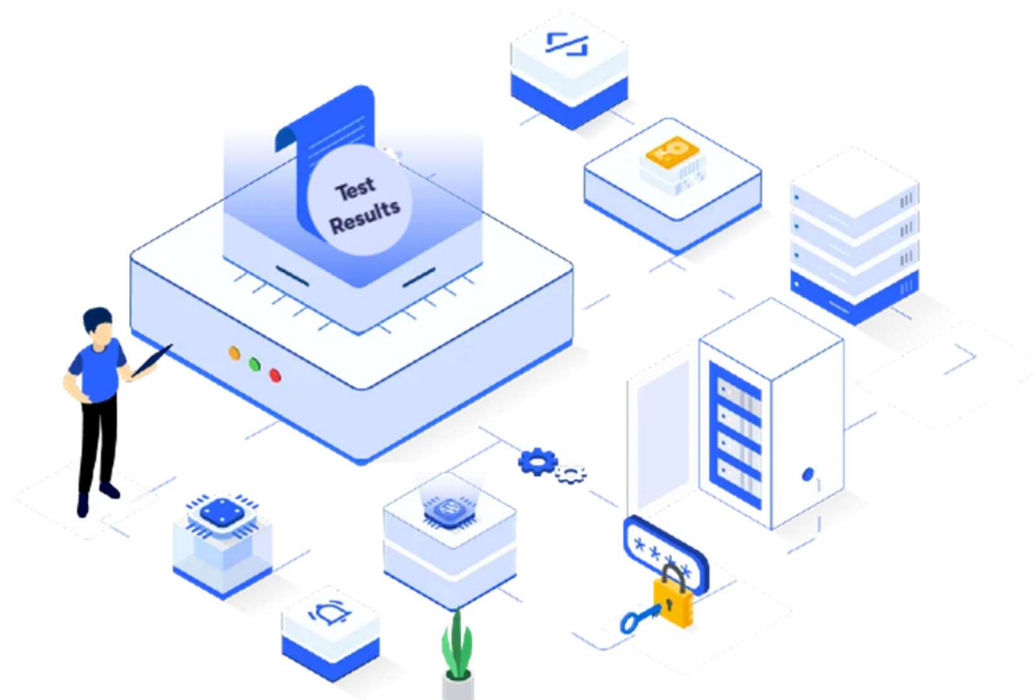


Free website page testing service

[Make a Start](#)

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.



Only 25% of foreign websites are accessible in China; 20% take more than 20 seconds to load, and 55% are inaccessible.

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 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 the end-user experience.

Types of errors you may find

- 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?

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