Domain name + Chinese NS/DNS service

Purchasing a domain from a Chinese ISP gives your business access to the Chinese NS/DNS service.

Access to the Chinese NS/DNS service ensures your domain name is found on the first attempt in China, across Asia, and worldwide.

This is the most important investment if you are looking to trade in China. If your domain cannot be found, your business will not be seen.

What is happening with your Domain Name in China

DNS lookup latency is often the real cause of visibility problems, not the Great Firewall of China itself.

When you enter an overseas Domain Name in China, you receive the response "URL does not exist," and an advert appears on a different URL. To try again, you have to re-enter the URL.

Overseas domains' TTL setting, the time before the domain needs to be looked up again, is often overwritten by Chinese DNS services. Sometimes it can be reduced as low as 10 minutes. This results in more failures for your Domain Name.

This is confusing and leads the Chinese to believe they have the wrong Domain Name or that your business does not have an internet presence. If you look again, you will find an overseas Domain Name URL.

If you look again for the Domain Name a few hours later, you will have the same problem finding the domain name URL.

Why are overseas domain names difficult to find in China

The Chinese internet is built for speed and efficiency. It has to be with over 1.2 billion users.

To maintain this performance level, internet networks allow only a short time for domain names to be resolved.

Overseas domain name look-up time is slow, taking four to five times longer than a locally purchased Domain Name.

DNS lookup times from China to overseas name servers are often above 200 ms, compared with around 20–50 ms for domains hosted on Chinese DNS infrastructure.

Based on our testing, Chinese ISP DNS caches typically retain information for overseas domains for around two hours. After this period, the lookup is repeated against the overseas name server.

Our domain name service in China

Purchasing a domain name through our Chinese ISP services will provide access to the Domain Name System (DNS).

Few, if any, overseas domain name registrars serving the Chinese market use a Chinese DNS.

Because the Chinese internet is built for speed and efficiency, Chinese DNS services distribute domain records quickly across networks in China, Asia, and the rest of the world.

As part of our service, we ensure that your domain name is correctly registered to your business with the Chinese Internet Authorities, CCNC. The CCNC will issue a certificate of ownership.

Access via Chinese-hosted DNS outside China is reliable and does not cause international DNS lookups.

Chinese Top-Level Domain (TLD)

In 2022, Chinese authorities changed ownership rules: only Chinese companies and citizens can own Chinese TLDs. This has happened in many countries; for example, the UK changed the rules for the ownership of UK TLDs, such as .uk and .co.uk.

Overseas companies can still purchase a Chinese TLD from many suppliers (including us), but the registration must be in our Chinese sister company's name (Suzhou Yinghua Technology Co., Ltd.). If you publish an overseas website using a Chinese TLD, the Chinese authorities may terminate Domain Name ownership.

Often, overseas companies purchase Chinese TLDs to protect the Trademark. This can help; again, the Chinese authorities may terminate Domain Name ownership if you do not use it.

Our Chinese domain name service pricing

Domain names start from £10 per year.

Transferring an existing Domain Name to our services is an option.

We strictly do not charge premium rates for the second-year renewal.

Our five-year domain term is very competitively priced.

Our Chinese-hosted DNS service is £9.95 per month or £95 per year.

We understand that business changes, and therefore, there are no fees from our company to transfer a domain from our service.

	Top-level domain (TLD)
Popular in China	
.com	£20/1yr
.co	£45/1yr
.net	£10/1yr
.info	£10/1yr
.icu	£10/1yr
.xyz	£10/1yr
Business	
.company	£15/1yr
.cc	£20/1yr
.ltd	£10/1yr
.group	£15/1yr
.biz	£30/1yr
.live	£15/1yr
.life	£15/1yr
.work	£10/1yr
.art	£10/1yr
.tv	£45/1yr
Technology	
.tech	£10/1yr
.cloud	£10/1yr
.email	£15/1yr
.design	£70/1yr
.link	£15/1yr
.mobi	£15/1yr
.wiki	£10/1yr
.website	£10/1yr
.space	£10/1yr
.site	£10/1yr
Shopping	
.shop	£10/1yr
.store	£10/1yr
.cloud	£25/1yr
.online	£10/1yr
.vip	£10/1yr
.top	£10/1yr
.fun	£10/1yr
.fit	£25/1yr
Chinese Domain	
.cn	£20/1yr
.com.cn	£15/1yr