

Domain name for the Chinese market

Background to the Chinese domain name

Here are a few terms to help you when reading this paper;

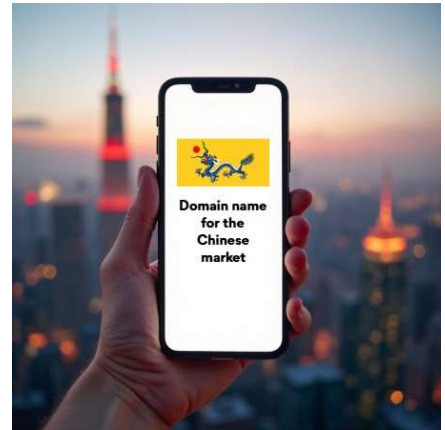
As you may be aware, there are two main parts to a domain name you need to consider when making a purchase:

TLD (Top Level Domain) is the part of the domain name that comes after the "DOT", e.g. .com, .net, etc.

- Domain is that which comes before the TLD., e.g., "mydomain" in mydomain.com
- The Domain name is the domain + TLD., e.g., mydomain.com

NS vs DNS;

- Name server (NS): A server available to the internet hosting the Domain Names Service (DNS)
- Domain Name Service (DNS) – Database containing your DNS records, e.g., IP address of your website.



Often, NS and DNS are used interchangeably. In China, many local NSs operate across multiple locations, maintaining copies of DNS databases for all domains purchased there. This helps considerably by keeping response times low for over a billion internet users across a large country.

When marketing and selling to the Chinese market, you need your domain name to respond quickly and be easily accessible.

Using the national Chinese name servers for your domain name DNS records will provide the fastest response times in China for locating your domain and eliminate the "Domain Name not found" error.

Practical takeaway: Using Chinese national name servers for your DNS records provides the fastest response times in China and helps eliminate "Domain Name not found" errors caused by slow overseas DNS lookups.

Learn more: [How Name Servers \(NS\) and DNS operate in China](#)

Learn more: [Top-Level Domains \(TLDs\) for the Chinese market](#)



Ideas for your Chinese domain name

• Using an existing company/ brand name

If your company, brand, product, etc., name already has traction in China, then the decision is straightforward: build your domain around the name already known in China.

• Using a keyword

If you do not have an established company/brand name in the Chinese market, you can use keywords based on your industry or services. The starting point would be the keywords, like the name of the market selector. Review your current keywords in Google. Check whether any of these terms are meaningful in the Chinese market.

• Using a brand/company name or keyword in Pinyin

Pinyin, the most straightforward explication, is written in Chinese with Latin (English) characters.

Chinese people use Pinyin to type on mobile devices, tablets, and PCs.

Today, Pinyin words are often used in domain names.

Translating your company, brand, product, or other name into Pinyin may yield a meaningful domain name.

You can use Chinese characters in your domain name, but it is not recommended because it restricts access to your domain to people who can type Chinese characters.

Please have the Pinyin word(s) reviewed to ensure they do not have secondary meanings in Chinese.

• Add the county code to the domain

Given that the goal for a domain is to be as short and memorable as possible, consider adding the country code to the domain name.

I have seen this being used more often in China.

This also allows you to use shorter domains.

• Chinese third-party services

B2B systems (e.g., Alibaba), B2C systems (e.g., Tmall), and Chinese social media (e.g., WeChat) all require an account name during setup.

We recommend using the same domain for the Chinese market across all Chinese systems.

Please note: Most third-party services do not allow changing the account name once it is set up.



- **Short names for the domain are recommended**

If possible, please keep the name short or recognisable to Chinese businesses and people.

- **Subdomain of existing domain**

Using a subdomain on your existing domain is an option.

You cannot use Chinese Name Servers unless your domain has been purchased from a Chinese supplier.

- **TLD (Top-level domain) name**

Using a different TLD for your Chinese market is preferable to a subdomain.

The other popular TLDs in China are com, co, shop, xyz, cloud, design, wiki, and icu.

There is also cn, com.cn, 中国. As of 2022, these TLDs are available only to Chinese companies and individuals.