

## Domain name strategy for China

Entering the Chinese market requires more than translation; it requires a domain strategy that works within China's internet environment. Your domain name affects visibility, performance, trust, and compliance.



### Why do you need a domain name for the Chinese market?

A domain name is more than a web address. It is a critical part of how your business is seen, found, and trusted in China. The Chinese internet operates differently from the global internet, with unique infrastructure, regulations, and user expectations. Using the right domain name helps ensure your website performs reliably and is accessible to users within China.

A domain name purchased from a Chinese ISP provides DNS resolution and better connectivity, reducing the risk of delays or failed lookups that can occur when relying on overseas configurations. It also improves visibility in Chinese search engines and platforms, where domain structure and relevance can influence how content is indexed and displayed.

From a business perspective, a domain aligned to the Chinese market builds credibility. Users are more likely to trust and engage with a website that appears locally relevant and professionally managed. It also supports consistency across digital channels, including websites, platforms, and marketing campaigns.

In a competitive and highly structured online environment, the right domain name helps position your business effectively, ensuring it can be found, accessed, and trusted by customers in China.

### Chinese Top-level domain (TLD) (.cn / .com.cn) – The Reality

Most businesses entering the Chinese market start by purchasing a .CN TLD. This is not helped by many domain suppliers promoting .CN is the right domain for China.

**This is wrong!**



The ownership rules have been changed. In 2022, Chinese TLDs, e.g. CN, .CN.COM, etc., can only be owned by Chinese businesses and citizens.

Chinese domain names are tightly controlled and linked to local identity and active use within China.

If you purchase a Chinese domain name, a Chinese nominee holds the domain name on your behalf. If the Chinese authorities wish to, and if the domain is not in use or is used for an overseas website, they can delete, and will delete, the domain name.

Remember, you have little / no control over the Chinese nominee. If they wish to sell the domain, you cannot stop them.

### **Chinese TLD (.cn / .com.cn ) – Is there any reason for purchasing?**

Many companies purchase .cn / .com.cn to protect their trademark in China. While this does offer some protection. These points above still stand.

The better option is to register our trademark in China. This protects your business better than holding on to a Chinese domain name.

Before an Internet Content Provider (ICP) number is issued for a website to be published in China, the domain name is checked against the Chinese trademarks database. If there is a conflict, the website cannot be published.

Understanding more about [Top-level domains \(TLDs\) for the Chinese market](#)

### **Overseas purchase of a domain name in China is fully supported in China**

As part of the Change in 2022, overseas companies can purchase Domain Names in China that are fully registered to your business, provided they are not Chinese TLDs (.cn / .com, etc.).

A domain name registered in China through a domain supplier, e.g. Access to China Chinese sister company) has access to the Chinese NS services, which will prevent your domain name from being found in China.

To complete domain registration, you will need to provide the company registration certificate and a passport. The summation and processing we handle on your behalf.

At the end of this, you are given a domain ownership certification.



This process needs to be completed annually.

While this process is being completed, our Chinese company holds the Domain Name as the nominee.

Your company needs to be registered only once, allowing you to use multiple domain names if you wish.

Understanding more about [Chinese Names Servers \(NS\) and how DNS operates in China](#)

### **Opportunity: Shorter and Meaningful Domain Names**

You can create meaningful domain names by adding 'cn' to the domain and then use / .com / .co / .net / TLD, which Chinese search engines like.

123.com → 123cn.com

mydomain.com → mydomaincn.com

Many Chinese businesses have started using this standard for domain names.

To learn: ideas for a [domain name for the Chinese market](#)