

## Dynamic website service

We developed our dynamic website service to enable businesses to be seen online in China without changing their existing website, within a few working days.

In doing so, we can create an opportunity to implement SEO and to have parts of the website translated into Chinese.

Access to China's dynamic website service gives your business website the tools to be seen in the Chinese market.



### Our dynamic service to make your website seen in China

Our service helps your website be seen in China by dynamically adapting your existing website and replacing resources that do not work reliably in the Chinese internet environment.

No changes are needed to your existing website. Our staff make all the required changes to the Dynamic Cloud Platform for the Chinese market.

Our Domain Names service supports the Dynamic Cloud Platform at no additional cost.

With our Dynamic Service, we can also change SEO data for Chinese search engines and translate key information.

### Optimised for the Chinese internet

Historically, internet costs for international connectivity in China have been too high to support international websites seeking visibility there. Over the years, we have been working with Chinese ISPs to develop services and reduce network costs.

- Fastest access to the Chinese internet – under 35ms
- The service provides access across the local region network from India to Japan and through to Australia, reaching markets that represent around 60% of the world's consumers and businesses, under 75 ms.

### Chinese domain names and DNS support

In 2022, the Chinese authorities allowed overseas businesses to register domain names in China. In doing so, Chinese authorities grant access to the domain name via the local NS/DNS service, which you need if your website is going to be seen in China.

- Access to Chinese Name server— under 30 ms.
- Access to the local region network from India to Japan, through to Australasia – under 50ms
- Worldwide – under 175ms

The Chinese Name server (NS) is a national service across China built for speed and very high traffic volumes. Having access to Chinese NS will give your website a big boost in China.

### **Access beyond China**

Our services give fast access beyond China throughout Asia and Australasia. From India to Japan, down to Australia and New Zealand.

60% of the world's population lives in these regions.

Adding a Chinese translation of key information, such as SEO data, will provide access to Chinese-speaking individuals worldwide, including in California.

### **Chinese Internet Content Provider (ICP) Licensing**

Our services are split between mainland China and Hong Kong. Both services have the same response times in China. The changes in our ISP services enable us to achieve this.

While we do not need ICP to operate your services, we ask that businesses using our service comply with Chinese publishing rules. Most businesses meet Chinese publishing rules without needing to make changes.

### **Making changes to your website**

While our hosting service is not blocked in China, some of your website content may be blocked there, particularly third-party content such as Google files and social media links.

Full list: please see "Improving Website Performance in China."

Another option is our "Dynamic Website" service, which updates your current website for the Chinese market via proxy services. This can include Chinese SEO updates and translation of key content.

### **Why use our services**

Very few companies, if any, offer this type of service to overseas businesses; fast access to both the Chinese internet and local NS service, combined with ICP licensing in China.

Many hosting providers have services in Hong Kong. Most access to the Chinese internet is via the international internet back through the USA (over 175ms). This is normal internet in Asia.

### Service options

Service	Basic	Plus	Seo	Language
(a) Make your website available	✓	✓	✓	✓
(b) Replace blocked / slow content		✓	✓	✓
(c) Chinese search engine SEO			✓	✓
(d) Adding Chinese				✓
Costs	From £45pm	From £55pm	From £55pm**	From £55pm***

\*\* There are setup costs, starting from £50, depending on the number of pages

\*\*\* There are setup costs, starting from £100, depending on the number of pages/words needing translation. dynamic