



Website look-and-feel for the Chinese market.

Chinese companies and consumers want overseas websites that look and feel like those in their home country. They do not want to see a Chinese-looking site that calls into question the authenticity of products or services.

We recommend keeping your website's look and feel unchanged for the Chinese market, provided it has a responsive design and displays clearly on mobile and tablet devices.

The credibility of information, products, services, etc., on the Internet has been an issue for many years. How do you know what you read is correct, or are you purchasing a genuine product?

You need to build trust in your website.

- Make sure your website can be opened in China
- Make sure your website can be seen in China
- Make sure you keep your business information up to date
- Make sure your and your business's contact details are updated in the data and are working.
- The e-commerce website, including shipping, must be tested end-to-end in China.

In China, it is difficult to tell if a product is a "copy" product. Maintaining your website's "overseas" look and feel will help you have confidence that your products are genuine.

Look and feel of your business on the Chinese mobile and tablets

Most websites, social media platforms, and other online services in China are accessed via mobile devices.

Shenma confirmed this many years ago. Shenma is the first major Chinese search engine designed exclusively for mobile/tablet users. Their market is consumer e-commerce. Being available only in mobile/tablet format reduced development and modification costs. Their success strengthens the view that Chinese consumers are mainly mobile/tablet users.

Shenma website: <https://m.sm.cn/>

Today, the WeChat platform's default screen size is mobile/tablet format. Websites are often accessed via the WeChat browser, underscoring the importance of mobile/tablet formats for businesses targeting the Chinese market.

A dynamic website is one where the presentation of your content changes with the size of the screen being used to view your data, multimedia, etc., a "responsive website design."

If you wish to test your website to see if it is mobile-friendly, please follow this Google link:

<https://search.google.com/test/mobile-friendly>.

The Changes in Chinese Internet Content

Historically, traditional Chinese websites have been full of information and used the entire desktop screen; for example, <http://sina.com> is a Chinese news website.



Chinese written words contain about 30% less text than English, and the Chinese do not use spaces as punctuation. One page of Chinese data contains 50%-60% more information than an English page.

Chinese internet site design has undergone significant changes over the last ten years. These changes do not make the content appear "Western" style.

Due to the widespread use of mobile and tablet devices, the overall design of website pages had to change. Mobile and tablet formats demand information in column(s) with links between the website pages.



Our recommendations

- Given that Chinese internet users are primarily mobile and tablet users, ensure that your websites are mobile and tablet-friendly.
- Keeping your website in your local format will help keep a “genuine” look and feel of your brands, products, and services.
- Only put the minimum Chinese language on your website pages. If you fully translate your website, you may be mistaken for a Chinese agent.