

## Can your business website be seen in China?

Only 25% of foreign internet websites can be accessed in China; 20% take more than 20 seconds to open, and 55% cannot be accessed.

In 2023, we tested the top 100 UK companies' websites from China. Only 14 websites were visible in China.

Can your business website be seen in China?



### Why is it happening with your Domain Name in China

Like the rest of the world, Chinese companies and consumers are looking for products and services; the starting point is an Internet search.

With international social media not available in China, your website is the local source of information about your business.

Most websites, unless specifically developed for China, use third-party services that are not available in China.

Many websites include articles and images from social media. Most social media from outside China is blocked, leading to missing information from websites.

Platform and cloud services, e.g., Google, as well as CDNs, are blocked or given limited internet capacity, leading to very slow response times.

### Test your web page?

Our website test page service measures your business website's performance from within China and across Asia.

With this information, you can make the necessary changes to your website.

Our articles help you and your technical staff understand your internet business presence in China and the actions you can take to create your business profile in the world's largest online market.

### Website page testing pricing

Our website page testing services are free to use. Understanding how your website performs in China will help you determine your next steps.

All the articles to help you understand and improve your internet presence in China are available for free.

[“Improving Website Performance in China”](#): Please see this article for more information.

## **Why use our internet content testing tools?**

Most website test tools only check whether your business domain can be seen from mainland China using a simple “ping test”. A “ping test” is like poking your website to see if it exists.

A “ping test” determines only whether your website's IP address is not blocked in China. It does not explain your website's performance in China or whether parts of your content are blocked.

The testing process helps you understand which parts of your business are visible online in China and the response times. Most international sites take over 30 seconds to load. This is due to global social media and Google site content being blocked or slowed, leaving your website with missing components or not functioning properly.

The reports show you each part of your website's content performs. Your website's performance is measured by how end users see it.