



Being found on the Chinese internet

At the outset, we recommend protecting your internet identity and intellectual property rights.

Your products may require local Chinese licensing. e.g., electrical goods or your local home country certification, e.g. food, vitamins, etc.

Many tools and services on the Chinese internet can help Chinese businesses and people find websites. These articles cover the basics you need to start building interest and discovery from China.



Foundation Being seen in China articles

Discovery Being found in China article

Execution Start trading in China articles

Collection: Being Found in China articles

Audience: Business looking to trade in China

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Index of being found articles

Select an article below.

1. Chinese internet identity

Choose and protect a Chinese-friendly identity (brand, names, domains and social handles). Ensure your trademarks are available, and avoid Chinese meanings that could damage your brand.

[Article](#)[Report](#)

2. Chinese Intellectual Property Rights

Why IP enforcement becomes practical once trademarks/copyrights are registered in China, and how disputes are often resolved locally when you follow Chinese rules and regulations.

[Article](#)[Report](#)

3. Chinese product licensing

What “product licensing/certification” means in China, when it is required, and what to publish online to help authorities and retailers understand your compliance.

[Article](#)[Report](#)

4. Chinese Internet publishing options

How Chinese platforms allow publishing and trading without your own ICP licence (because providers are approved). What to consider when selling from inside China vs from overseas.

[Article](#)[Report](#)

5. Chinese search engines

An overview of Chinese search engines and why their webmaster tools matter. How search engines operate under local rules and why usage patterns are changing.

[Article](#)[Report](#)

6. Chinese search engine SEO, local and international

A beginner’s guide to ranking in China: what must be in Chinese, how to plan metadata and content, and why local support is often needed to move beyond basics.

[Article](#)[Report](#)

7. Baidu, Alibaba and Tencent (BAT)

How the BAT ecosystem shapes online discovery and transactions in China, and why many Chinese companies rely on platforms and profiles more than standalone websites.

[Article](#)[Report](#)

8. Your website outside China

Why overseas sites are hard to access from China, how slow loads and partial failures stop discovery, and what to test before investing in promotion.

[Article](#)[Report](#)

9. Chinese e-Commerce

What makes Chinese e-commerce work at scale, how it changed local access to products, and why it drives down prices across broad categories.

[Article](#)[Report](#)

10. e-Commerce from outside China

A practical route for overseas SMEs to sell to Chinese consumers with lower cost and risk, focusing on wholesale supply via Chinese e-mall resellers.

[Article](#)[Report](#)

11. Chinese e-Commerce third-party vs website

How China's platform-first approach differs from the West, and why e-malls (Alibaba, Taobao, JD.com, Tmall and others) dominate alongside business websites.

[Article](#)[Report](#)[!\[\]\(cbe80b694ebd74fcfe136a095b608235_img.jpg\) Test a web page from China](#)[!\[\]\(a03a7eb2f4046e1d3c76772003e549ea_img.jpg\) Download "Being found on the internet in China summary" paper \(PDF\)](#)

Access to China — Being found on the internet in China summary

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