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Your website outside China

Only a minority of overseas business websites load reliably in mainland China. Many are slow, and many cannot be accessed at all.

If China matters to your growth, you need a practical way to make your existing site visible, fast, and findable—without building and maintaining two separate systems.

Your Website Outside China

Understand how China's internet environment impacts your website

OUTSIDE CHINA



Hosted outside China
Your website server is located in another country



Accessible Globally
Fast access for users outside mainland China



Better Performance
Lower latency and more reliable access



Important for Your Business

If your target audience is in China, consider a CDN solution design for the Chinese market (dynamic website service).

INSIDE CHINA



Affected by the Great Firewall
Strict internet restrictions and content filtering



Slower Access
High latency and packet loss due to network restrictions



Not Always Accessible
Your website may be blocked or unreachable at times

Foundation Being seen in China articles

Discovery Being found in China article

Execution Start trading in China articles

Focus: visibility + performance

Audience: overseas businesses

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Why this matters

Many overseas websites fail in China due to a combination of slow international routing, blocked third-party resources, and content that cannot be accessed from Chinese networks.

Headline risk: There is a high probability that your website may not be visible in China.

What Chinese buyers experience

Like most businesses worldwide, Chinese companies start by searching online. If your pages do not load, you effectively disappear from the buying process.

When users in China search, they may only see a fraction of overseas business websites because slow responses and blocked content cause pages to fail.

Practical takeaway: Treat China accessibility as a core requirement, not a “nice to have”.

A practical approach

Our platforms “front-end” your existing website, removing the need to build a separate site for the Chinese market.

- Reduce build costs (typically hundreds, not thousands).
- Reduce implementation time (days, not weeks or months).
- Keep your existing systems handling enquiries and orders.
- Avoid maintaining two databases and two operational workflows.

Goal: Make your website visible and findable on the Chinese internet.

What our platform enables

- Your business website to be seen in China
- Replace blocked internet content
- Speed up your website response in China
- Locally re-host multi-media, allowing access in China
- Allow your website to be found in China
- Local hosting and domain name
- Translate SEO data into Chinese
- Chinese search engine submission

Practical takeaway: Remove China-blocked dependencies and bring critical assets closer to users.



Quick checklist

Use these checks to keep trust and usability high.

- Does your full page load in China (including all third-party resources)?
- Are you relying on blocked CDNs, fonts, embeds, or APIs?
- Is DNS resolution fast from China (no long overseas lookups)?
- Are images/video hosted in a way that works from China?
- Can Chinese buyers find you in Chinese search engines and platforms?

Note: “Looking Chinese” is not the goal. Trust comes from consistency, authenticity, and a smooth mobile experience.

Need help?

If you'd like help improving mobile usability and China accessibility while keeping an authentic overseas brand feel, contact support@accesstochina.com

🔗 [Test a web page from China](#)

📄 [Download "Your website outside China" paper \(PDF\)](#)

Access to China — publishing your website outside China

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