How to
Open a Baidu PPC Account
For Foreign Clients

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## Document & Website Requirements for Foreign Clients

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Company Registration Document

As an example, the Companies House is an acceptable Government Office.

The certification must include these information:
- **Name & Registered Office**
- **Company Number**

**Chinese Translation** of Said Document (SinoStep will provide translation service)

Government documents also valid for application:
- **Tax bill**
- **Company Name Change Paper**

If your business has ever changed name, then provide both the original document of registration, and any updated versions.
Baidu requires your Chinese landing page URL with a screenshot in advance to evaluate the website. Your agent will handle this for you.

Baidu will inform you of whether your products are permitted under Chinese regulations. Gambling and pornographic websites, for example, are strictly restricted.

For some industries, Baidu might require additional certificates or licenses. Food and medical websites may need additional certificates.

If the business does not have authorization to advertise for a certain industry, the page must not contain words related to that industry.
Make sure your website is well translated into Mandarin Chinese so you will not waste your ads cost to targeted Chinese Audience.

English language websites are also permitted, however the bounce rate should be expected to be as high as 90%.

Hosting in mainland China is not required. But you need to make sure the site could be opened in mainland China.
Website ownership

If necessary, client must adjust the content of the website according to Baidu’s requirements.

The **about us or contact us** page must include:

- **Full Registered Name for the company**
  
  Example:
  
  If the name in the registration document is “A.b.C Limited”, the name appearing on the website must be exactly the same.

  “A.B.C Limited” **X**  
  “A.b.CLimited” **X**

  Same capital and lower case letters; same space; same punctuation.

  *This is a very strict requirement and if fail to provide will NOT pass the evaluation of Baidu.*

- **Company Address**
- **Phone Number**
According to Baidu's rules, the PPC account has to be verified and this now has to be done at the same time that you set up the account.

The documents required to verify the account:

- The letter of commitment or authorization signed and stamped by the client. Different Baidu resellers may require a different letter of commitment.

- A screenshot of a search result from the government website that contains the client's company registration information. This information should have the same company name that's on the Company Registration Document.
Cost and Payment

This is the final step before activating the account. As soon as the correct monetary amount has been submitted to the account, Baidu will release your account within 3-5 working days.

Baidu is a pre-pay system which differs from Google and other search engines. For international accounts, the required deposit is higher than that (RMB5000) of domestic ones and the exact amount depends on the industry.

Accounts can be topped up at any time when the fund is running low. Your campaigns will go offline automatically when the money has been spent.

Baidu only accepts Chinese RMB for account settlement. Consult your agent to handle the deposit and topup.
Checklist to Open the Baidu PPC Account

- Official Company Registration Document.
- If your business has ever changed name, then provide all the relevant documents.
- All foreign documents must be translated into Chinese.
- A live Chinese website and qualified content
- Additional certificates or licenses are necessary for some industries.
- Indicate the website ownership in the correct way.
- Local Hosting and ICP is not required.
- Verify the account.
- Deposit the minimum advertising fee (will be put in the account and used for campaign).
Contact Us

Please send your inquiries to

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Service Page: www.sinostep.com/services/china-digital-marketing