



# How to Open a Baidu PPC Account For Foreign Clients

Mar. 2016



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# Document & Website Requirements for Foreign Clients

**SINOSTEP**

GATEWAY TO CHINA MARKET

[www.sinostep.com](http://www.sinostep.com)

Official Company Registration Document
Send Your Website for evaluation
Chinese Website Localization & Hosting in China
Indicate the Ownership of the Website
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## Official 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.

5.12.2014 Company Details

Companies House

Company Details

**a. Name & Registered Office:**

Name & Registered Office:

Company No. **b. Company Number**

Status: Active  
Date of Incorporation:

Country of Origin: United Kingdom  
Company Type: Private Limited Company  
Nature of Business (SIC):

Accounting Reference Date:  
Last Accounts Made Up To:  
Next Accounts Due:  
Last Return Made Up To:  
Next Return Due:  
Mortgage: Number of charges:  
Last Members List:  
Previous Names:  
No previous name information has been recorded over the last 20 years.

[UK Establishment Details](#)  
There are no UK Establishments associated with this company.

[Overseas Company Info](#)  
There are no Overseas Details associated with this company.

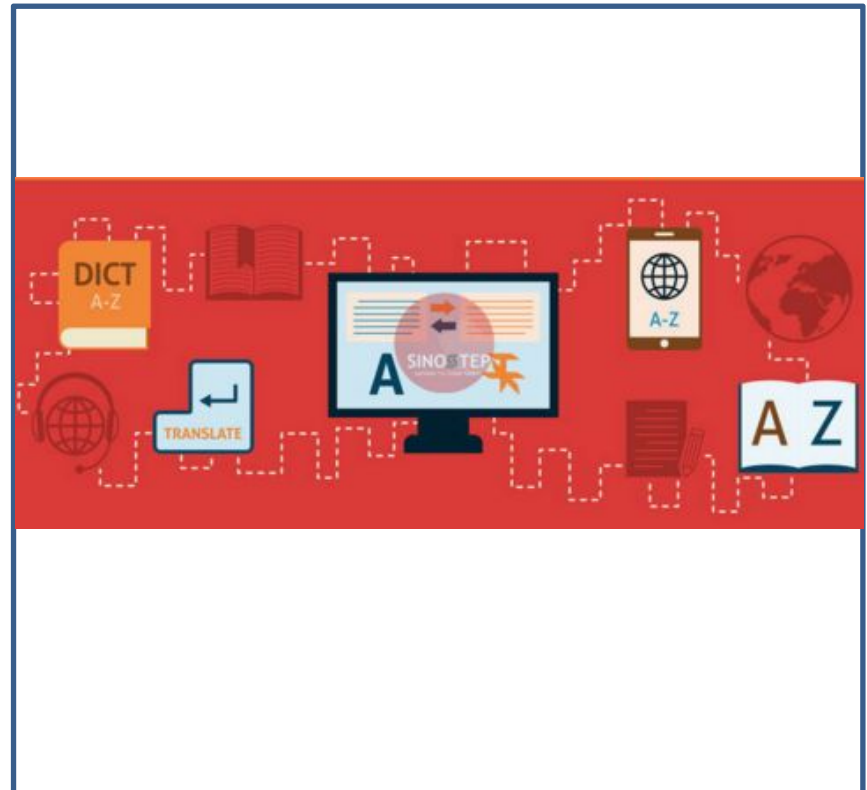
## Send Your Website for evaluation

- 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.



## Chinese Website Localization & Hosting in China

- 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.



## Indicate the Ownership of the Website

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" ✗      "A.b.C Limited" ✗

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**



## Verify Your Baidu PPC Account

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.

Baidu 推广

EUR 联系

首页 账户中心 财务

资质管理 | 帮助中心

资质提交 申请实名认证 消息提醒

第一步: 资质提交 (已生效) 第二步: 申请实名认证 (已通过)

资质证明信息

当前账户: EUR

注意: 请您先选择账户推广性质, 再上传相应的资质证明文件, 当所有的资质文件上传完全, 提交成功后才能生效, 如果有需要请选择可资质行业。

请选择账户推广性质: 自主推广 推广性质选择错误, 有可能导致账户被拒绝

您所在主体类型: 国外企业类客户 资质正常生效

请您上传资质证明文件

请您先选择您所在行业, 并根据系统提示上传您的资质证明文件。支持的图片格式: gif/png/jpeg/png, 单个图片最大1M。

文件编号	文件名称	有效期至
1	...AL GR	2050-12-31

## Cost of the PPC account & the 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).

**Please send your inquiries to**

[www.sinostep.com/contact-us/](http://www.sinostep.com/contact-us/)

**Email: [support@sinostep.com](mailto:support@sinostep.com)**

**Service Page: [www.sinostep.com/services/china-digital-marketing](http://www.sinostep.com/services/china-digital-marketing)**