

A Business Guide To The
Chinese Market



● VIDEO SHARING

Google HK: www.google.com.hk
Baidu: www.baidu.com
Yahoo CN: www.yahoo.cn
Yahoo TW: tw.search.yahoo.com
SoSo: www.soso.com
Youdao: www.youdao.com
Sogou: www.sogou.com
Bing CN: cn.bing.com
Zhong Sou: www.zhongsou.com
Sina Search: search.sina.com.cn

● CHINESE SEARCH ENGINES

Baidu
Yahoo China
DMOZ Chinese
Zhongsou

● PPC CAMPAIGNS

Baidu PPC
Allibaba PPC
Alimamma PPC

● POPULAR SITES

Sina Weibo – Chinese Twitter
Etoro – Forex
Fiverr
Tianya – Forum
Jiathis – Analytics
RenRen – Facebook
Kaixin 001 – LinkedIn
51.com – Rural Area Social

● TRAFFIC ANALYSIS

CNZZ: www.cnzz.com
Baidu Analytics: www.tongji.baidu.com
Google Analytics:
google.com/intl/zh-CN_ALL/analytics/
GoStats: www.gostats.cn
51 La: www.51la.com
51 Yes: count.51yes.com
Linezing: www.linezing.com

● CHINESE MICROBLOGS

Sina Weibo: www.t.sina.com.cn
Tencent Weibo: www.t.qq.com
Sohu Weibo: www.t.sohu.com
163 Weibo: www.t.163.com
139 Talker: www.shequ.10086.cn
Tianya Weibo: www.t.tianya.cn

● CHINESE SOCIAL MEDIA

RenRen: www.renren.com
Douban: www.douban.com
QQ Schoolmate: www.xiaoyou.qq.com
51 Community: www.51.com
White Community: www.bai.sohu.com
Kaixin001: www.kaixin001.com
Mop: www.hi.mop.com
Myspace CN: www.myspace.cn
Hi Baidu: www.hi.baidu.com
Taobao: www.taobao.com
Youku: www.youku.com

● CHINESE BLOG PLATFORMS

Sina Blog: blog.sina.com.cn
163 Blog: blog.163.com
Sohu Blog: blog.sohu.com
Bokee: www.bokee.com
Tianya Blog: blog.tianya.cn
Hexun Blog: blog.hexun.com
iFeng Blog: blog.ifeng.com
East Money: blog.eastmoney.com
CN Finance Online: blog.cnfol.com
Blog CN: www.blogcn.com
Soufun Blog: blog.soufun.com
CSDN Blog: blog.csdn.net
Alibaba Blog: blog.china.alibaba.com
PC Online: blog.pconline.com.cn
ZOL Blog: blog.zol.com.cn
39 Health Blog: blog.39.net
Tom Blog: www.tom.com
Myspace Blog: blog.myspace.cn

● CHINESE Q&A

CNZZ: www.cnzz.com
Baidu Zhidao: www.zhidao.baidu.com
Sina Ask: www.iask.sina.com.cn
Tianya Q&A: www.wenda.tianya.cn/wenda/
SoSo Ask: www.wenwen.soso.com/