

KEY SERVICES

HI-COM

Making your ideas accessible worldwide!



| Translation | Interpreting | Social Media Marketing | Copywriting |
|-----------------------|-------------------------------|-------------------------|----------------------------------|
| Certified Translation | Simultaneous Interpreting | KOL/KOC Marketing | Chinese and English Copywriting |
| Legal Translation | Consecutive Interpreting | Community Management | Marketing Collateral Copywriting |
| Sworn Translation | Business Interpreting | Social Media Management | Copywriting for Social Media |
| Medical Translation | Interpreting for Guided Tours | PR and E-reputation | Technical Writing |
| Technical Translation | | Livestreaming | Website Copywriting |
| Website Translation | | | |

KEY SERVICES

QPSoftware is a digital agency that will become your end-to-end partner to achieve your goals online.



E-Commerce

- Store Design
- E-commerce Development
- Cross-border E-commerce
- WeChat Store
- Payment Gateway
- Third-Party Integration



Web Design

- Strategy
- User Experience
- User Interface Design
- Website Development
- Web Maintenance
- Marketing Collateral



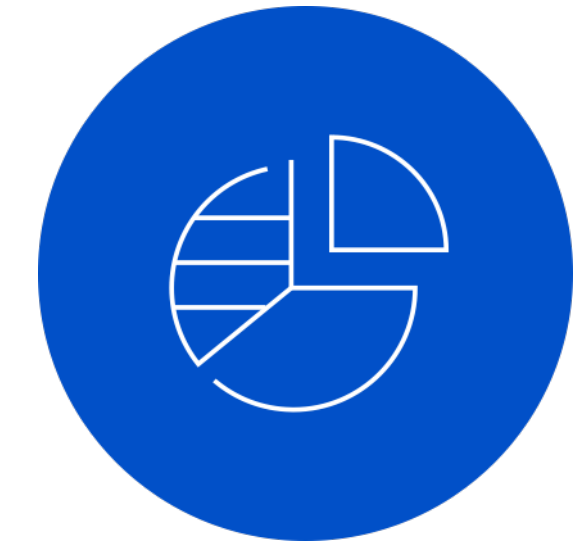
WeChat

- WeChat Mini Program
- WeChat Store
- WeChat Web Apps
- Development & testing



Mobile App

- WeChat Mini Program
- WeChat Store
- WeChat Web Apps
- Development & testing



Data Solutions

- Baidu SEO
- Google SEO
- Onsite Optimisation
- Business Intelligence
- CRM

PART 1

Website Localization for Chinese Market



Nick MIAO

Sales & Marketing Manager at HI-COM

WHAT IS WEBSITE LOCALIZATION?



HI-COM
TRANSLATION

2021/8/24

LOCALIZATION VS TRANSLATION



CONCEPT

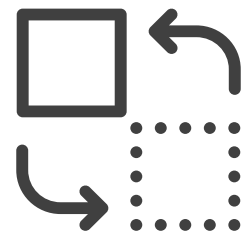


LANGUAGE



GRAPHICS

TRANSLATION



Content stays the same



A direct translation from source to target language



Minimal changes, some typesetting work may be required for text expansion

LOCALIZATION



Meaning stays the same, but the content is adapted to the local audience



The meaning is translated taking into account the local market



Images adapted to meet local expectations

WHAT ARE THE 4 KEY ELEMENTS OF WEBSITE LOCALIZATION?



MAY 27TH 2021

WHAT ARE THE 4 KEY ELEMENTS
OF WEBSITE LOCALIZATION?



1. LANGUAGE AND REGIONAL ADAPTATION



WHAT ARE THE 4 KEY ELEMENTS
OF WEBSITE LOCALIZATION?



2. CULTURAL ELEMENTS



WHAT ARE THE 4 KEY ELEMENTS
OF WEBSITE LOCALIZATION?



3. TRANSACTIONAL ELEMENTS



WHAT ARE THE 4 KEY ELEMENTS
OF WEBSITE LOCALIZATION?



4. LOCAL COMMUNICATION AND TRUST ELEMENTS



WHAT ARE THE 4 KEY ELEMENTS OF WEBSITE LOCALIZATION?



The screenshot displays the Armani Beauty website interface. Key elements are highlighted with blue boxes and lines pointing to labels:

- LOCAL COMMUNICATION:** Points to the search bar containing the Chinese characters "红管" (Red Tube).
- CULTURAL ELEMENTS:** Points to the "在线试妆" (Online Makeup Try-on) feature, which includes a "实时照相" (Real-time Photo) button and an "上传照片" (Upload Photo) button.
- LANGUAGE AND REGIONAL ADAPTATION:** Points to the product description for "阿玛尼「传奇红管」臻致丝绒哑光唇釉" (Armani Legend Red Tube Velvet Matte Lipstick), which includes a price tag of "¥310" and a "加入购物车" (Add to Cart) button.
- CULTURAL ELEMENTS:** Points to the "帮助中心" (Help Center) section on the left, which contains various support links and contact information.

CULTURAL ELEMENTS

CULTURAL ELEMENTS

LANGUAGE AND REGIONAL ADAPTATION

WHAT ARE THE 4 KEY ELEMENTS OF WEBSITE LOCALIZATION?



The screenshot displays the Armani Beauty website interface. At the top, there is a navigation bar with categories like '全部产品', '彩妆专区', '护肤专区', '香水专区', '大师匠心', and '红管'. Below this, a product banner for '阿玛尼「传奇红管」臻致丝绒哑光唇釉' is featured. The main content area includes a '无忧购物' section with '尊享官网礼遇' and '7天无理由退货', a '臻品速享' section with '支持多种在线支付方式' and '顺丰配送(偏远地区除外)', and a '联系我们' section with '400-820-4888' and '美妆专家在线答疑'. A sidebar on the right contains '在线咨询', '400-820-4888', and '关注我们'. The footer includes a '安全支付保障' section with logos for Visa, Alipay, and WeChat Pay, and a '国家药监局提示' section with regulatory information. The bottom of the page features copyright information for L'Oreal China and Armani Beauty.

TRANSACTIONAL ELEMENTS

LOCAL COMMUNICATION AND TRUST ELEMENTS

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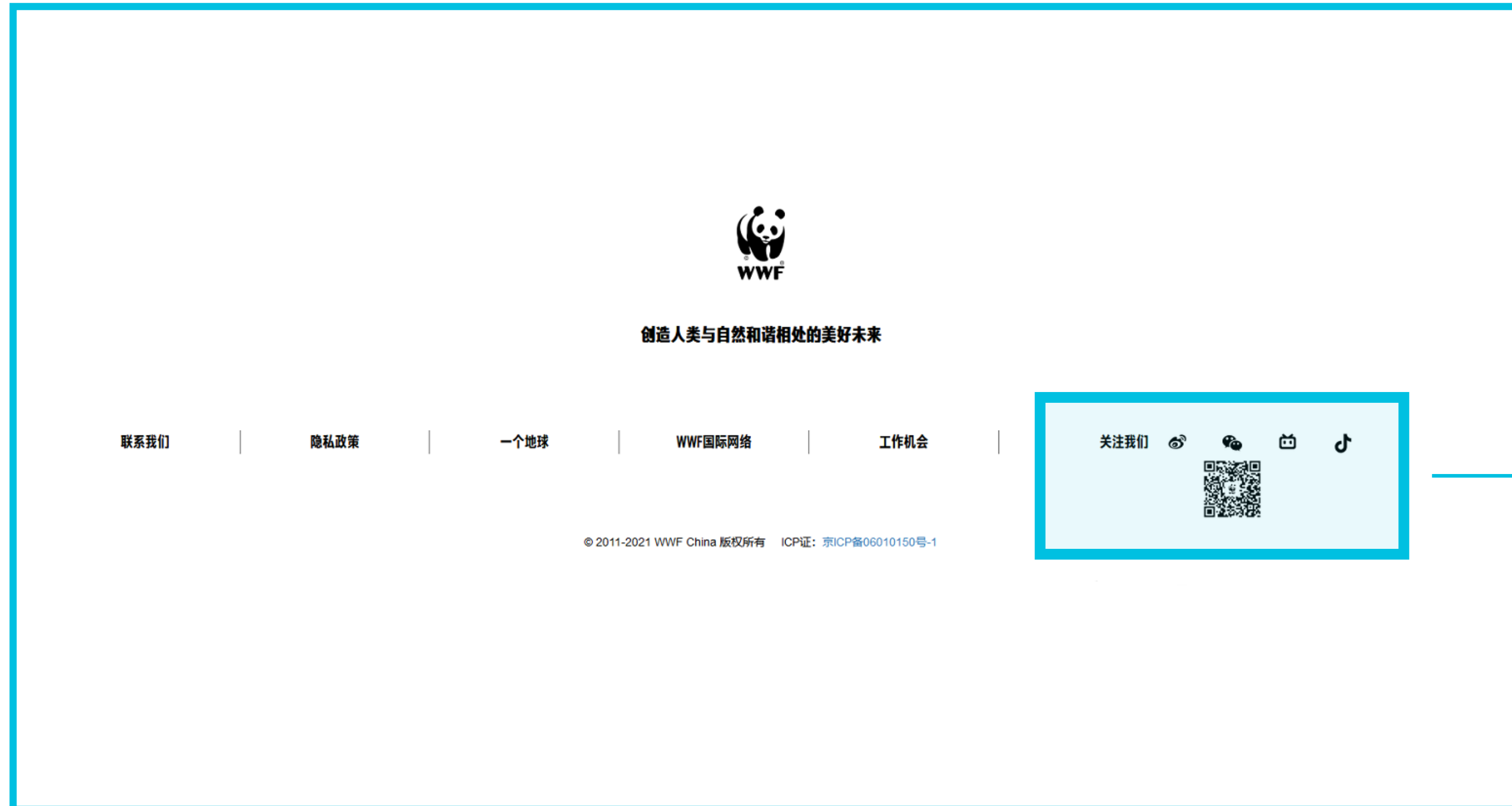
WHAT ARE THE 4 KEY ELEMENTS OF WEBSITE LOCALIZATION?



LOCAL COMMUNICATION
AND
CULTURAL
ELEMENTS

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WHAT ARE THE 4 KEY ELEMENTS OF WEBSITE LOCALIZATION?



CULTURAL
ELEMENT

WHY YOU SHOULD LOCALIZE YOUR WEBSITE?



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WHY YOU SHOULD LOCALIZE YOUR WEBSITE?



- **SPEAK TO YOUR LOCAL AUDIENCE**



- **KEEP UP WITH THE COMPETITION**



- **ENHANCE USER EXPERIENCE**

WHAT CAN LOCALIZATION BRING TO YOUR BUSINESS?



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WHAT LOCALIZATION CAN BRING
TO YOUR BUSINESS?



GOOD LOCALIZATION SAVES YOU FROM EMBARRASSMENT



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WHAT LOCALIZATION CAN BRING
TO YOUR BUSINESS?



IT HELPS YOU CATER FOR LOCAL CLIENTS



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IT HELPS YOU CATER FOR LOCAL CLIENTS



尝试新的CDEK中国网站

中国 运费计算 寄件 运单查询与修改运单信息 签订合同 反馈意见 搜索 个人中心

微信公众号

扫一扫, 微信查运价

运费计算 寄件 运单查询与修改运单信息 签订合同 反馈意见

尝试新的CDEK中国网站

在线服务 网上购物 服务网点

主页 / Экспресс-доставка *Россия-Китай-Россия*

Экспресс-доставка грузов «Россия-Китай-Россия»

Общие положения

Доступные услуги

- «Международный экспресс: ДОКУМЕНТЫ»
Экспресс-доставка документов и писем «лично в руки» из России в Китай и из Китая в Россию.
- «Международный экспресс: ГРУЗЫ»
Доставка мелкостоимостных грузов из Китая в Россию и из России в Китай.

| Юридическим лицам | Физическим лицам |
|---|--|
| Товаросопроводительные документы <ul style="list-style-type: none">Для отправки документов требуется накладная СДЭК.Для отправки мелкостоимостных некоммерческих грузов требуется накладная СДЭК и следующие документы для юридических лиц. | Товаросопроводительные документы <ul style="list-style-type: none">Для отправки документов требуется накладная СДЭК.Для отправки мелкостоимостных некоммерческих грузов требуется накладная СДЭК и следующие документы для физических лиц. |

IT HELPS YOU CATER FOR LOCAL CLIENTS



泽康 ht - 高半透明性氧化锆

在前、后牙区广泛的适应症 (挠曲强度: 1200MPa)。使用泽康 ht 作为高度半透明性材料, 您可以用一个瓷盘制作不同的性能等级的修复体。



西诺德氧化锆烧结陶瓷 不透明

inCoris ZI 处于部分烧结状态, 用于生产牙冠桥基底结构, 在前、后牙区最多有两个桥体。烧结后, 它们将获得所需的性能: 精确的尺寸、密度、强度和颜色。

- 高性能陶瓷, 适用于大跨度和精心设计的基底结构
- 出色的抗断裂性和长使用寿命
- 先进的加工质量和生物相容性
- 批准用于以 inLab Profire 快速烧结炉进行快速烧结和极速烧结
- 适应症: 前牙和后牙内冠、桥基底、套筒冠、杆、附着体



IT HELPS YOU CATER FOR LOCAL CLIENTS



Dentsply Sirona China | 中文 联系我们

  探索  教育  菜单

| | | | | | |
|---|---|-------------|---|-----------|---|
| 探索产品 | → | 根管治疗 | → | 直机和弯机 | → |
| 牙科学院 | → | 种植 | → | 涡轮机 | → |
| 关于登士柏西诺德 | → | 牙科技工产品 | → | 更多产品 | → |
| 服务 | → | 修复 | → | 静由芯生 劲无止境 | |
|  新闻 & 媒体 | | 口腔综合治疗台 | → | 德国制造 | → |
|  工作机会 | | 影像诊断 | → | | |
|  投资者 | | CEREC椅旁全瓷修复 | → | | |
| | | 治疗器械 | → | | |
| | | 感控系统 | → | | |
| | | 数字化印模 | → | | |

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WHAT LOCALIZATION CAN BRING
TO YOUR BUSINESS?



LOCALIZATION BUILDS CREDIBILITY



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LOCALIZATION BUILDS CREDIBILITY



我们的全球网站

- 中国 (简体中文)
- China (English)
- Argentina
- Australia
- Belgien (Deutsch)
- Belgique (Français)
- België (Nederlands)
- Belice
- Bolivia
- Brasil
- Canada
- Canada (Français)
- Česká republika
- Chile
- China (English)
- 中国 (简体中文)
- Colombia

LOCALIZATION BUILDS CREDIBILITY



Hotels.com 好订网 CNY 帮助 您的订单 登录

新手上路 发布您的住宿 Hotels.com™ 好订网奖励

广州 入住 5月7日周五 退房 5月8日周六 住客 1间客房、2位住客 搜索

地图视图 广州 排序方式 特选 住宿评分 位置 住客评分 价格

缩小搜索范围: 1,444家酒店、度假屋和公寓

名称包含
酒店名称

热门筛选条件

- 度假屋和公寓
- 包含早餐
- 游泳池
- 含 WiFi
- 包含停车设施
- 允许携带宠物

平均每晚价格: ¥0 - ¥5,000+

住宿评分
1 2 3 4 5

旅行提醒
新冠 (COVID-19) 疫情提醒: 各地旅行要求瞬息万变, 包括旅行前是否需要接受新冠 (COVID-19) 检测并在抵达时进行隔离。请查看与您的行程相关的限制。

广告 **公寓酒店 | 广州雅诗阁服务公寓 (Ascott Guangzhou) 4分 (高档)**
天河东路 73 号, 广州市, 510630, 广东省, 中国
天河北
• 距市中心 6.4 公里
• 距广交会展馆 5.0 公里
7.8 很好
27 条 Hotels.com 好订网住客点评
游泳池 提供停车场 机场接送服务 健身房 浴缸 厨房
公寓共有207套房, 从一房至三房套房的多种房型可满足客人的不同居住需求。广州雅诗阁服务公寓位于天河繁华的金融中心, 各大跨国公司、金融机构和领事馆均在5公里以内。理想的购物环境、便利的公共交通和充满异国情调的餐馆, 这些使广州雅诗阁成为一个著名的休闲天堂。广州雅诗阁距离新广交会展馆——琶洲展览中心——仅约8公里。
我们还剩 3 间 ¥900 不含税款和服务费 累积印章 立即预订

广告 **公寓酒店 | 广州国际金融中心雅诗阁服务公寓 (Ascott IFC Guangzhou) 4.5分 (高档)**
珠江西路 5 号, 广州市, 510623, 广东省, 中国
五羊新城
• 距市中心 5.5 公里
• 距广交会展馆 4.7 公里
9.2 卓越
59 条 Hotels.com 好订网住客点评
¥1,300 不含税款和服务费 累积印章 立即预订

WHAT LOCALIZATION CAN BRING
TO YOUR BUSINESS?



IT DRIVES BETTER SEARCH RESULTS



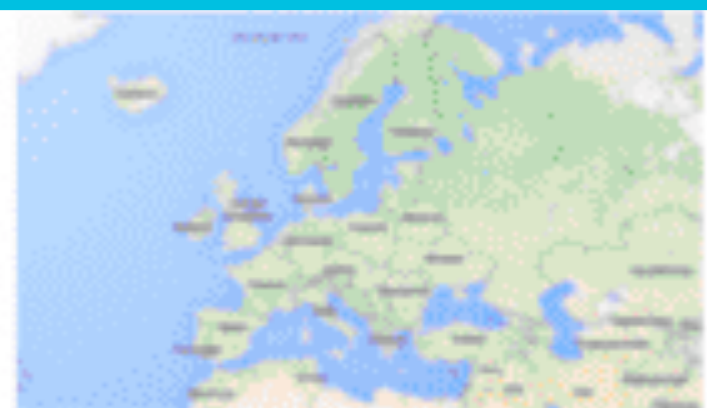
MAY 27TH 2021

IT DRIVES BETTER SEARCH RESULTS



[2016欧洲旅游攻略,欧洲自由行攻略,蚂蜂窝欧洲出游攻略游记 - 蚂蜂窝](#)

META TITLE



我的问答 我的好友 我的收藏 我的路线 我的订单 我的优惠券 设置 退出转晴...
欧洲位于亚洲的西面,是亚欧大陆的一部分,它的北、西、南三面分别面临着北冰洋、...

META DESCRIPTION

www.mafengwo.cn/travel... V3 - 百度快照

[关于从欧洲经俄罗斯陆路回国的一条路线 - 拼途旅讯](#)

赞! 这些路线其实很成熟,就是费钱就是了... 相关文字 从欧洲经韩国回国的问题 标签: 美国 香港 韩国 uk 欧洲 ver 中国 php 东大门 从欧洲经韩国回国,想...

META DESCRIPTION

www.pintour.com/info/n... V1 - 百度快照 - 70%好评

[欧洲游最佳旅游线路_百度知道](#)

META TITLE

4个回答 - 最新回答: 2009年04月07日 - 51人觉得有用

问题描述: 我想去欧洲玩,两三个国家就好,有什么国家可以和法国意大利配在一起吗?

最佳答案: 我就是去年11月自己一个人玩的欧洲,路线是:法国巴黎-枫丹白露-尼斯(包括蔚蓝海岸那条线好几个小称)-摩纳哥-意大利米兰-威尼斯-奥地利茵斯布鲁克-意大利...

[更多关于ouzhou luxing zui jia luxian的问题>>](#)

IT DRIVES BETTER SEARCH RESULTS



H2 Why use headings?

Why use headings?

HEADING TAGS

H3 Use headings to show text structure

Use headings to show text structure

H3 Use headings to improve accessibility

Headings are signposts that guide readers through an article. Therefore, they should indicate what a section or a paragraph is about. Otherwise, people won't know what to expect.

H3 Use headings to improve SEO

Use headings to improve SEO

H2 How to use subheadings effectively

It's generally agreed that how you use headings *doesn't specifically impact* your SEO. Making minor tweaks to individual headings likely won't help your performance. However, there are *indirect* benefits. Using headings creates texts of higher quality that are also easier to read. A better text is better for users, [which is better for your SEO](#).

H2 Structuring your headings

H3 How to improve the distribution of your headings

H3 What does the subheading distribution check in Yoast SEO do?

IT DRIVES BETTER SEARCH RESULTS



The screenshot displays the Cardiff University website interface. At the top, there is a navigation bar with links for '中文 | EN', 'Contact Us', 'Exploring Cardiff', 'Admission Apply', 'Search', and 'Admissions'. Below the navigation bar, on the left, is an illustration of a person sitting at a desk with a computer, with a large red dragon head peeking over the desk. The main content area features a section for 'A-level' with a brief description in Chinese: '卡迪夫上海学校作为其英国总校的海外分校，为与总校实现同质同步教学，采用了源自英国本土的A-Level课程，并选择了其海外影响力最大的CAIE/剑桥大学课程体系'. Below this is a grid of buttons for 'IGCSE' and 'A_level', each with a list of associated programs or services: 'Cardiff International Arts Center', 'Cardiff Theatre Center', 'Cardiff Biotech/Shared Laboratory Project', and 'Mars Rambler Laboratory'. To the right of these are buttons for 'Mission & vision', 'Six Channels For Further Education', 'College Counselor', and 'Physical & Mental Health'. A 'more' button is located at the bottom of the grid.

IT DRIVES BETTER SEARCH RESULTS



Cardiffer

校长寄语

从教凡四十余年矣，对办最好的学校一直心有戚戚焉。所谓最好的学校，我之理解，就是对待学生和家长服务最好的学校。



教师团队

卡迪夫学校在孩子挑选老师的时候，会严格按照卡迪夫非常完善科学的系统进行筛选的。首先外教团队是由是由英国卡迪夫公学总部进行推荐。

News & Events



Competition

-  上海卡迪夫再获ASDAN商赛金奖!
2021-04-30
-  上海卡迪夫学子在英国物理奥赛中再揽5项大奖!
2021-04-01
-  喜讯|上海卡迪夫学子再次揽获15项国际大奖!
2021-04-01

Cooperative Report

-  毅进卡迪夫荣获2020腾讯教育“回响中国”年度盛典四项大奖!
2021-04-01
-  毅进教育与中绵资本完成千万美元级战略融资合作!
2021-04-01

IT DRIVES BETTER SEARCH RESULTS



CDEK 随时为您服务

追踪运单 运费计算 客户服务 违禁品 ZH

| | | |
|-------------------------------------|-----------------------------------|-------------------------------|
| <p>加盟CDEK 加盟CDEK开展业务</p> | <p>计算器 运费时效查询</p> | <p>查件 运单追踪</p> |
| <p>B2B 商业批发货物运输</p> | <p>违禁货物 禁止或限制进出口货物</p> | <p>客服 帮您了解任何问题</p> |

CDEK FORWARD

境外电商商品派送

- 优惠——从83元起
- 专享——品牌正品打2折

加盟CDEK开始创业！

- ▶ 和国际公司合作
- ▶ 第一天起就有收益
- ▶ 适合无本行业经验者
- ▶ 提供培训和支持

IT DRIVES BETTER SEARCH RESULTS



```
1 <!DOCTYPE html>
2 <html>
3 <head>
4   <meta charset="utf-8">
5   <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
6   <meta name="viewport" content="width=device-width, initial-scale=1">
7   <meta name="baidu-site-verification" content="rI2fmQp8Eh" />
8
9
10  <meta name="referrer" content="unsafe-url">
11  <link rel="shortcut icon" href="/website/edostavka/template/favicon.ico" type="image/x-icon">
12  <title>Тарифы и цены на услуги по экспресс-доставке грузов, документов, писем по России и миру | Варианты и условия доставки грузов транспортной компанией | Курьерская служба экспресс-доставки &
13  <meta name="keywords" content="услуги доставки, экспресс-доставка, тарифы на доставку, виды доставки, варианты доставки, условия доставки, фирма по доставке, способы доставки">
14  <meta name="description" content="Тарифы транспортной компании &quot;СДЭК&quot;; на услуги по экспресс-доставке грузов по России и миру. Варианты и условия доставки грузов, посылки, документов, &
15  <meta name="robots" content="noyaca"/>
16  <link rel="canonical" href="https://www.cdek.ru/services/index.html"/>
17
18  <link rel="stylesheet" href="/website/edostavka/template/css/style-cn.min.css?v77" type="text/css">
19
20  <link href="//fonts.googleapis.com/css?family=PT+Sans:400,700&subset=latin,cyrillic" rel="stylesheet" type="text/css">
21  <link href="//fonts.googleapis.com/css?family=Open+Sans:400italic,400,700&subset=cyrillic,latin" rel="stylesheet" type="text/css">
22  <link rel="stylesheet" type="text/css" href="//code.jquery.com/ui/1.10.4/themes/smoothness/jquery-ui.min.css" />
23  <style>
24    .ui-corner-all {
25      z-index: 10000;
26    }
27  </style>
28
29  </head>
30  <body>
31
32  </body>
33 </html>
```

```
<title>Тарифы и цены на услуги по экспресс-доставке грузов, документов, писем по России и
<meta name="keywords" content="услуги доставки, экспресс-доставка, тарифы на доставку, вид
<meta name="description" content="Тарифы транспортной компании &quot;СДЭК&quot;; на услуги
<meta name="robots" content="noyaca"/>
```

https://cdek-express.cn › services ▾ 翻译此页

Тарифы и цены на услуги по экспресс-доставке грузов ...

———— TITLE

CDEK公司提供物流服务, 跟网店和其他远程贸易公司合作。

———— META DESCRIPTION

WHAT LOCALIZATION CAN BRING
TO YOUR BUSINESS?



IT BRINGS MORE SALES



IT BRINGS MORE SALES



The screenshot shows a website interface with a dark header. On the left, there are navigation links: "中文 | EN", "Contact Us", and "Exploring Cardiff" (highlighted in a red pill shape). On the right, there are "Admission Apply" and "Search" (with a magnifying glass icon). The main content area features a large illustration of a red dragon-like creature reading a book. A modal form titled "Apply now" is overlaid on the page. The form contains the following fields: "Name" (text input), "Age" (text input), "School" (dropdown menu with "上海校区" selected), "Contact number" (text input), and "Verification Cod" (text input with a CAPTCHA image). A red button with a white dragon icon is at the bottom of the form. In the background, the text "Welcom School" and "Inspirational Inclusive Infl" is visible. On the right side of the background, there is a circular image of a horse and the text "NGZHOU School with characteristic".

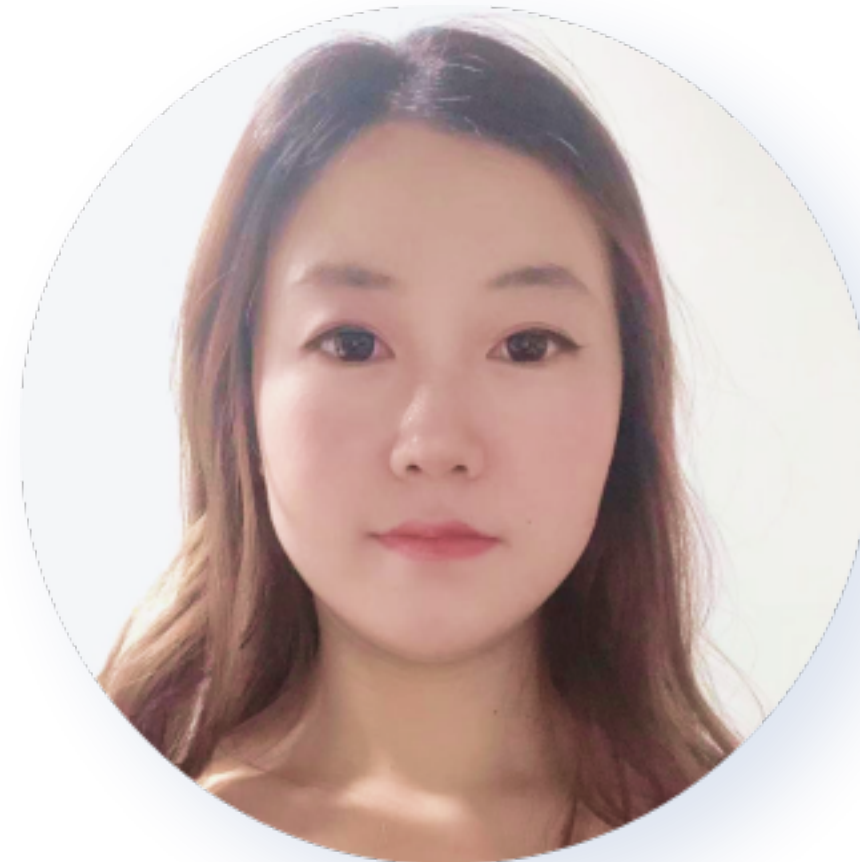
MAY 27TH 2021

THANK YOU



PART 2

Website Optimization for Chinese Market

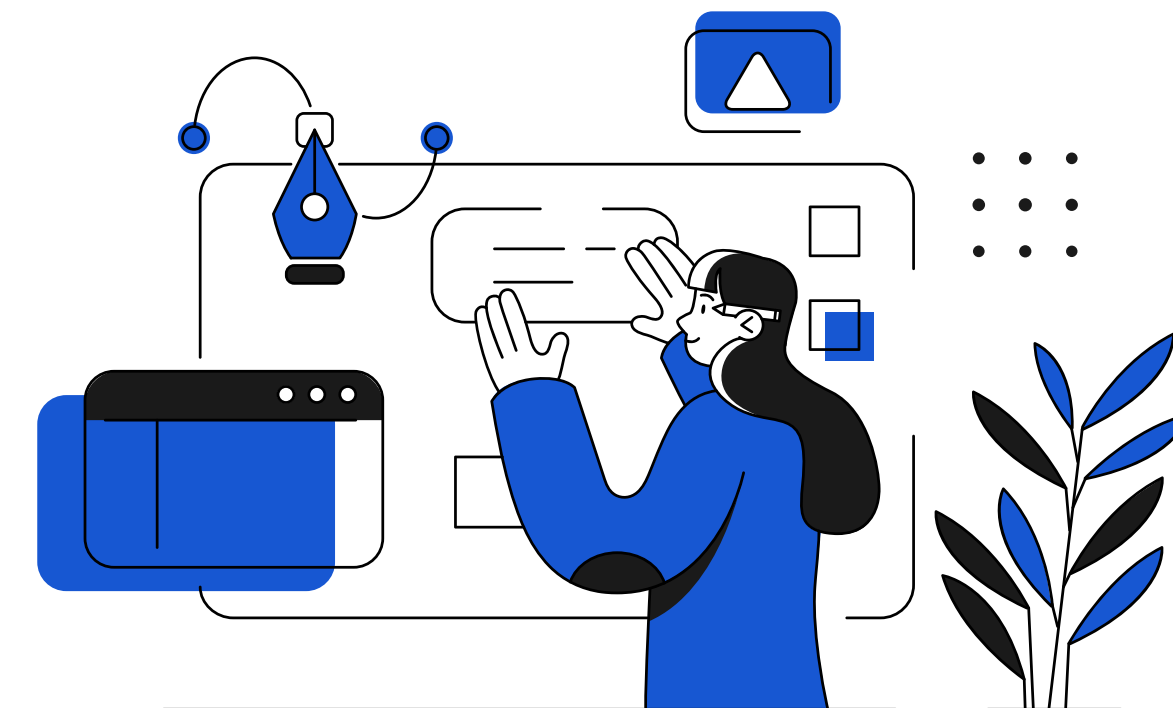


Ting Zhang

Project Manager at QPSoftware

QPSoftware

Your Digital Solutions Partner



WEBSITE LOCALIZATION & OPTIMIZATION FOR CHINESE MARKET

Aug 24th, 2021



AGENDA

HOSTING & ICP

UI/UX ADAPTATION

TECHNICAL REQUIREMENTS

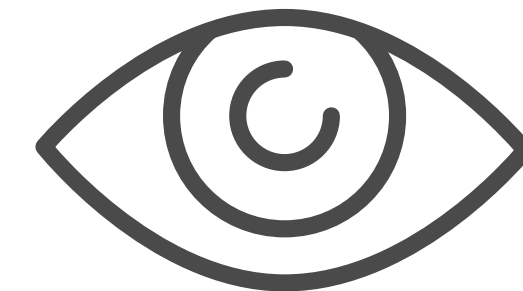


HOSTING & ICP

Why hosting in mainland China?

Better performance

Minimize risk of being blocked



HOSTING & ICP

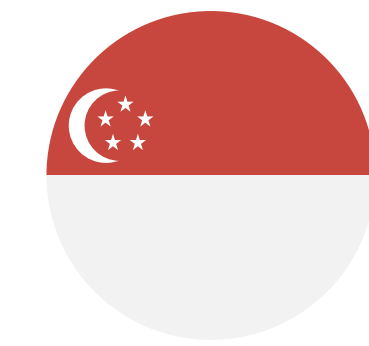
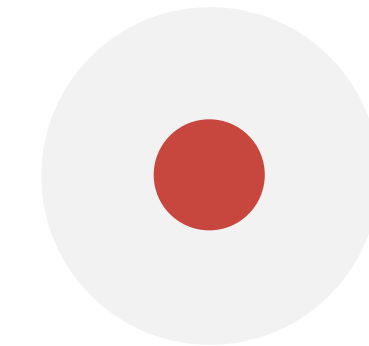
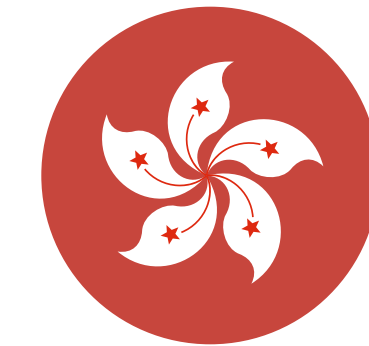
Hosting outside of Mainland China

Alternatives

Hong Kong

Japan, Korea, Singapore

Problems & Risks



HOSTING & ICP

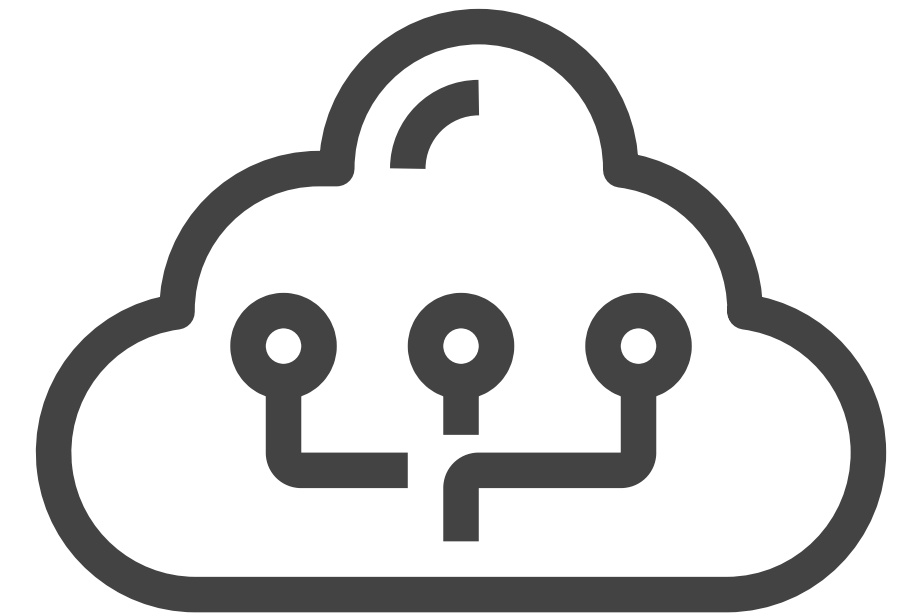
Select a provider

Alibaba Cloud/Aliyun

Tencent Cloud

Sinnet

AWS China, Azure China & others



HOSTING & ICP

Select available domain

.cn

.com.cn

And many more



SOURCE : 域名.信息

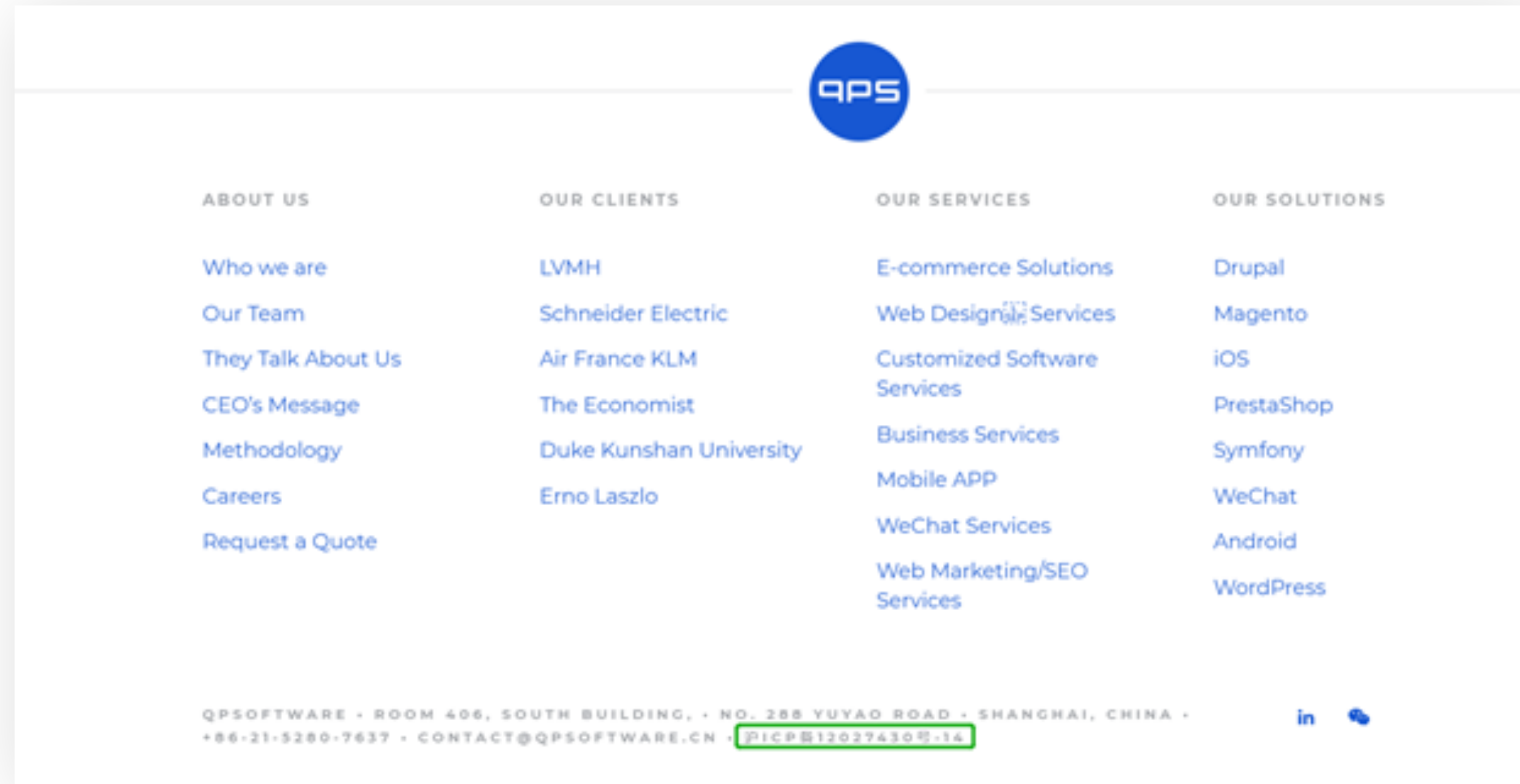
WEBSITE LOCALIZATION & OPTIMIZATION FOR CHINESE MARKET

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HOSTING & ICP

ICP Registration



沪ICP备xxxxxxx号-xx



HOSTING & ICP

ICP Registration

| | ICP filling | ICP commercial license | EDI |
|------------------------|--|--|--------------------------|
| When | Before going live | After ICP filing | After ICP filing |
| Who needs it | Non-commercial Internet information services | Commercial Internet information services | C2C, O2O businesses |
| Who can apply | individual and corporate applicants | Companies (various options) | Companies (marketplaces) |
| Example | University - marketing content | Retailer with e-commerce | Social commerce platform |
| Processing time | 30 days | 60-90 days | 60 working days |



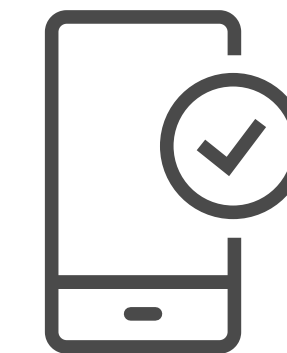
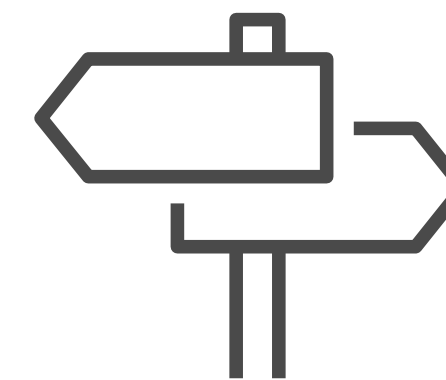
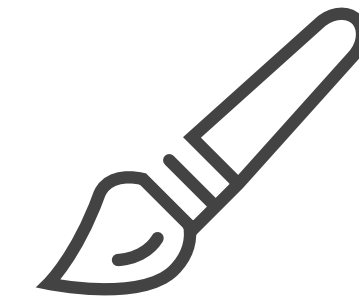
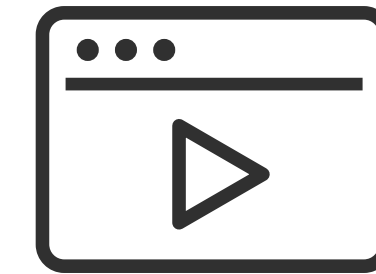
UI/UX ADAPTATION

Less text, more media

Simple & Elegant

Easy navigation

Mobile first



LANCÔME
PARIS

首页

护肤

彩妆

香水

母亲节礼遇 **HOT**

定制刻字 **HOT**

送礼专区 **HOT**

尝鲜礼盒 **HOT**

试用中心

会员中心



LANCÔME
PARIS

浪漫时光 尽释爱意

以炙热爱意解锁生活仪式感

为TA开启 >



新碟首发

内地

港台

欧美

韩国

日本

其他

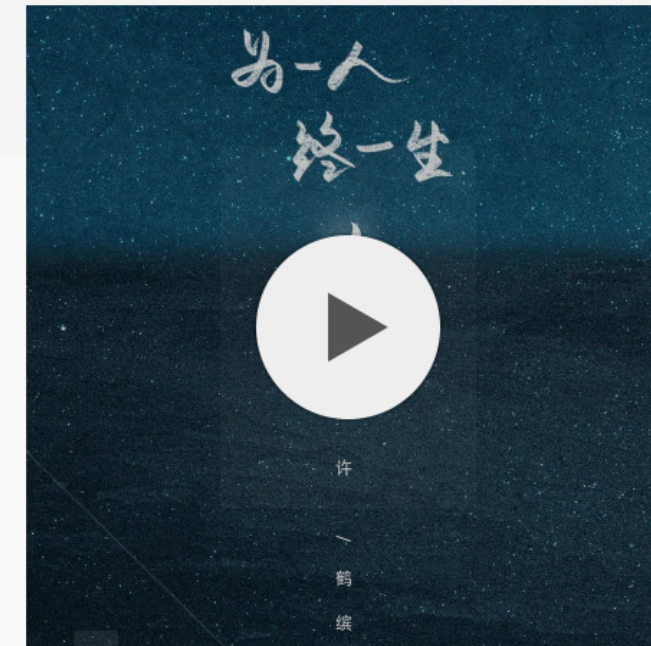
更多 >



Make you fly
李小璐



日落大桥
不是花火呀



为一人终一生
许鹤缤



开箱
安娜其



听我说
BOY STORY

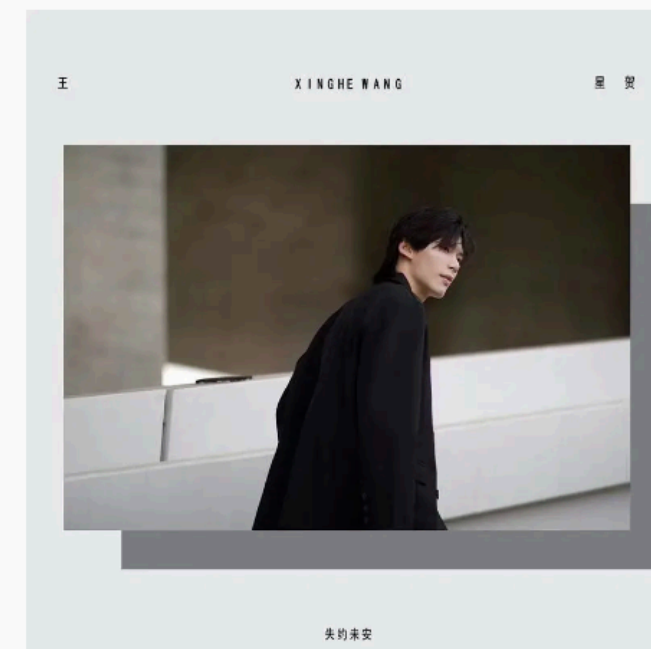
QQ音乐
千万高品质曲库尽享
[客户端下载](#)



冬夜白烟
木秦



圆满
贾添



失约未安
王星贺



关于你呀
达文西



未来可期
土豆王国小乐队

[^](#)
[反馈](#)
[▶](#)





小米手机 Redmi 红米 电视 笔记本 家电 路由器 智能硬件 服务 社区

手机

- 手机 电话卡 >
- 电视 盒子 >
- 笔记本 显示器 >
- 家电 插线板 >
- 出行 穿戴 >
- 智能 路由器 >
- 电源 配件 >
- 健康 儿童 >
- 耳机 音箱 >
- 生活 箱包 >

| | | | | | | | |
|--|------------|--|------------------|--|------------------|--|------------------|
| | 小米MIX FOLD | | 小米10 | | K40 游戏增强版 | | Redmi Note 9 4G |
| | 小米11 Ultra | | 黑鲨4 Pro | | K40 Pro 系列 | | Redmi Note 8 Pro |
| | 小米11 Pro | | 黑鲨4 | | Redmi K40 | | 手机上门维修 |
| | 小米11 青春 | | Redmi K30S 至尊纪念版 | | Redmi 10X 5G | | Redmi 9 |
| | 小米10S | | 小米云服务 | | Redmi Note 9 Pro | | Redmi 9A |
| | 小米11 | | Redmi K30 至尊纪念版 | | Redmi Note 9 5G | | Redmi 8A |



UI/UX ADAPTATION

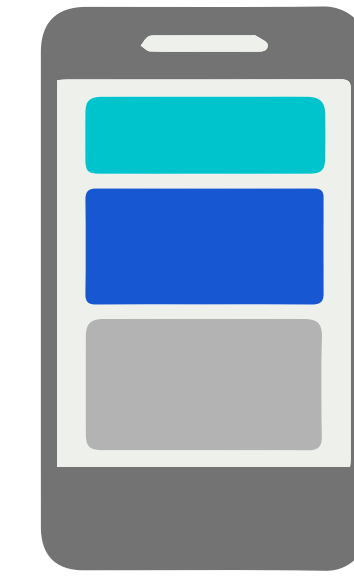
Responsive Design



Desktop



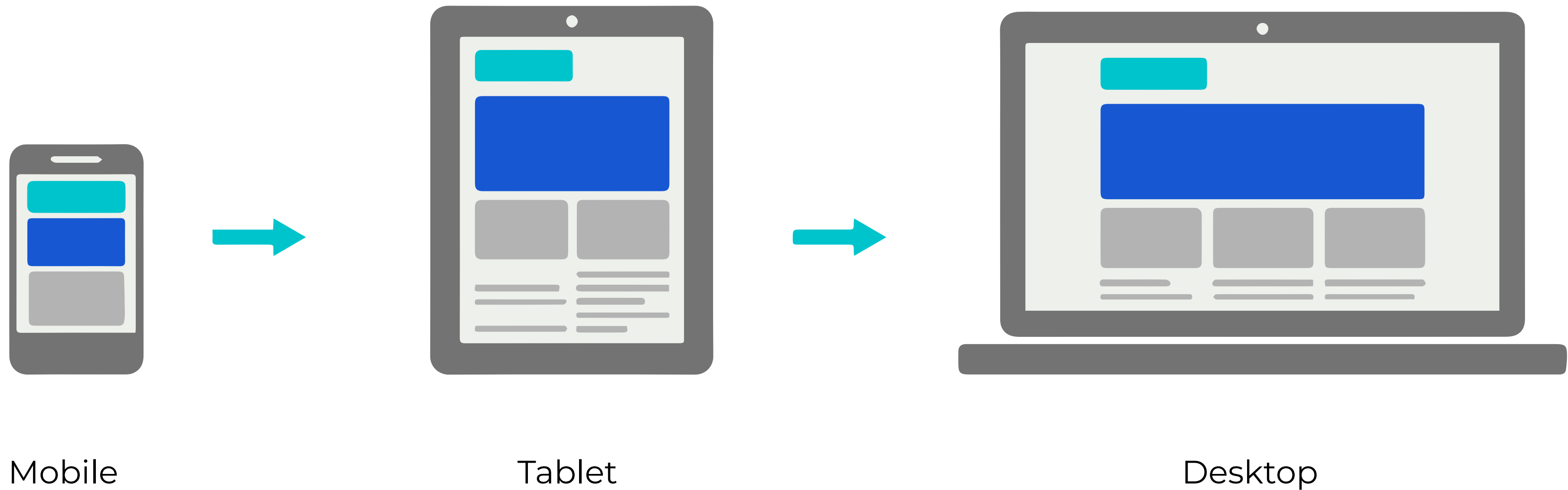
Tablet



Mobile

UI/UX ADAPTATION

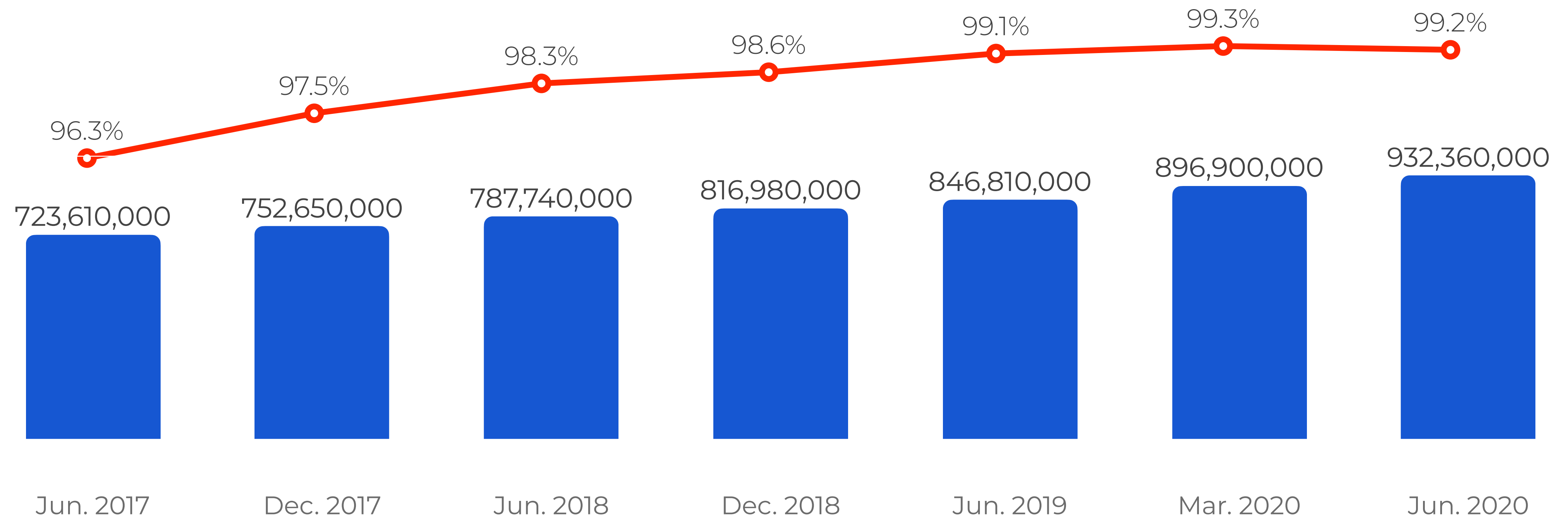
Mobile First



UI/UX ADAPTATION

Mobile First

Amount & Proportion of Mobile Internet Users in China



SOURCE : CNNIC

WEBSITE LOCALIZATION & OPTIMIZATION FOR CHINESE MARKET

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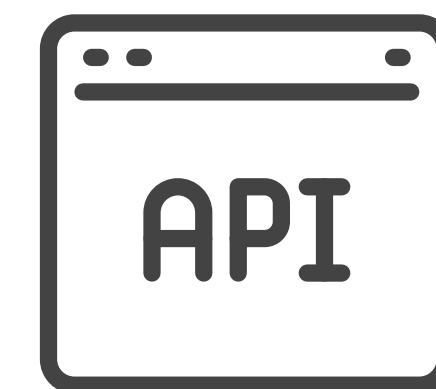
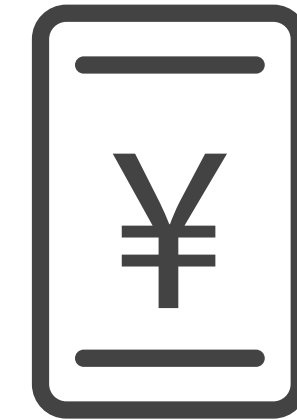


TECHNICAL REQUIREMENTS

Implement Chinese payment method

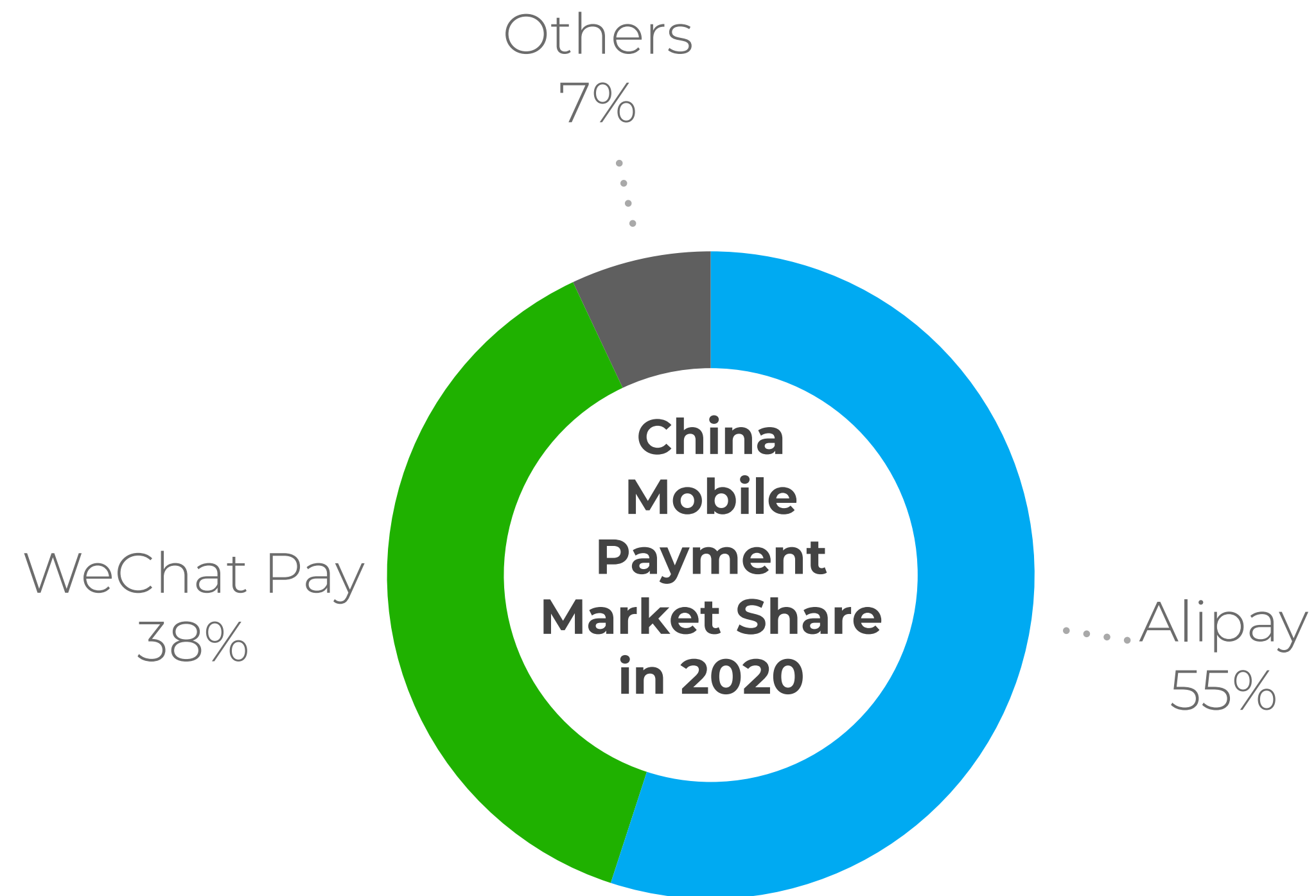
Optimize Page Speed

Replace blocked APIs



TECHNICAL REQUIREMENTS

Implement Chinese Payment Methods



ALIPAY



WECHAT PAY



UNION PAY



GO ALL PAY



YABAND

SOURCES : CNNIC, CIW

WEBSITE LOCALIZATION & OPTIMIZATION FOR CHINESE MARKET

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TECHNICAL REQUIREMENTS

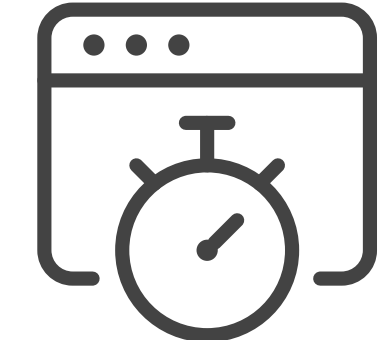
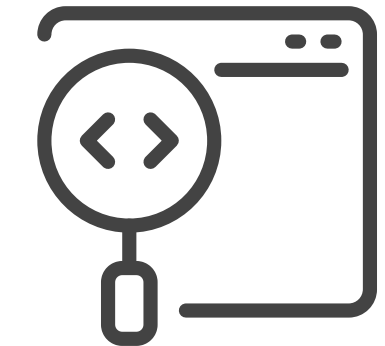
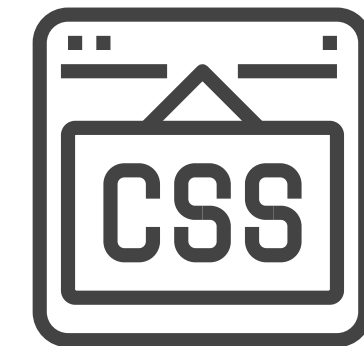
Optimize Page Speed

Hosting in China

Optimize assets:

- Images, Fonts, Scripts, CSS & HTML

Opt for a Content Delivery Network (CDN)

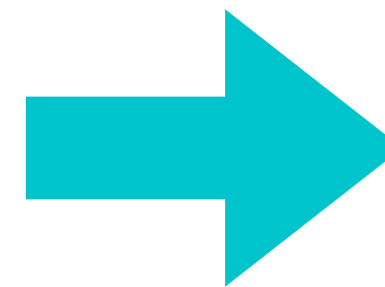


TECHNICAL REQUIREMENTS

Replace Blocked APIs

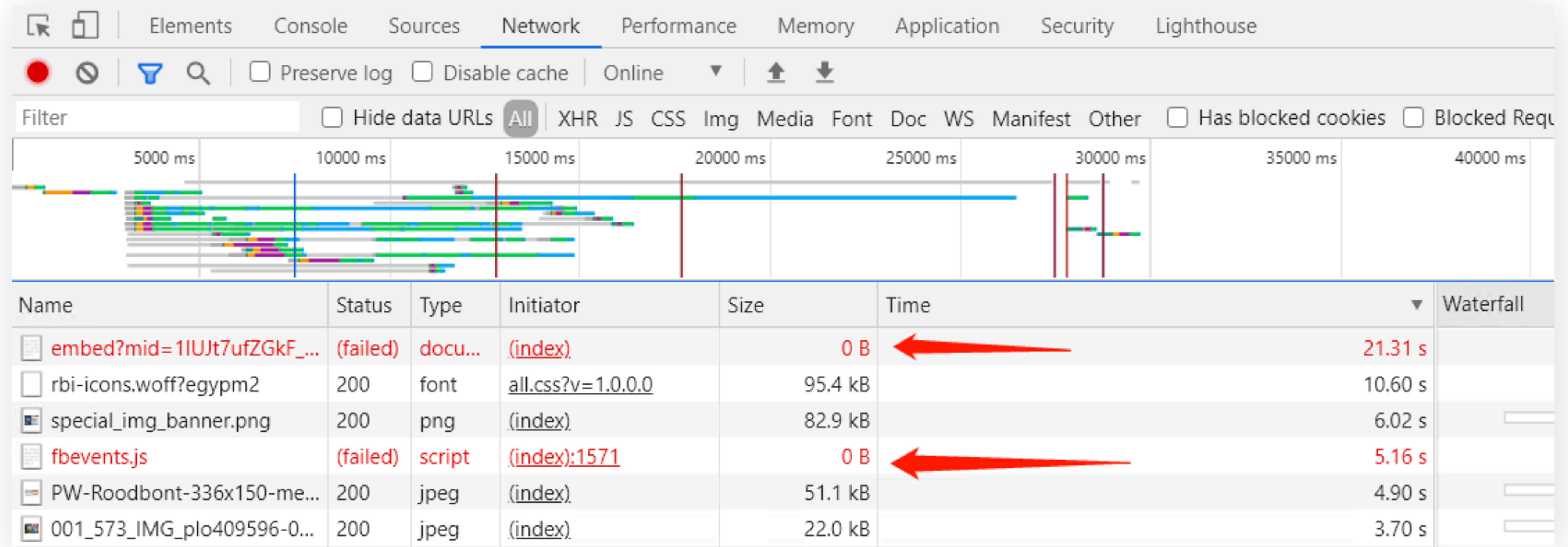


YouTube



TECHNICAL REQUIREMENTS

Replace Blocked APIs



Chromium Developer Tools

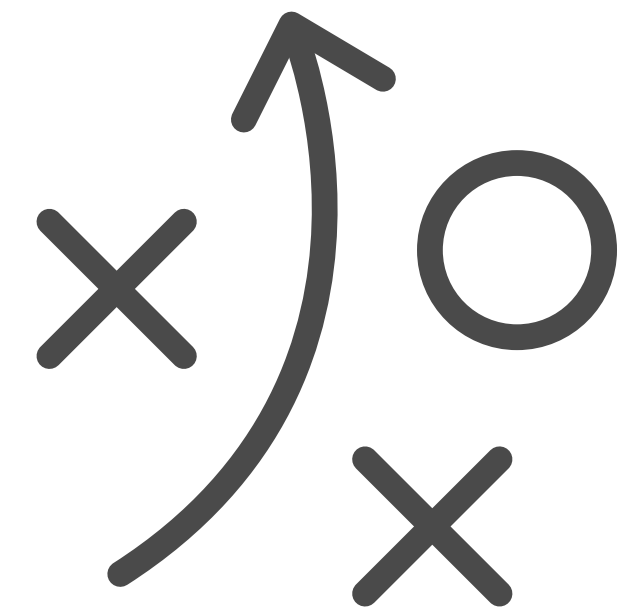
CONCLUSION

Hosting & ICP

UI/UX adaptation

Technical Requirements

Complex Topic which requires preparation
and technical knowledge



Thank you!

More stories and infos:



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