

A Nanjing Marketing Group Publication



Search Engine Marketing

Crash Course

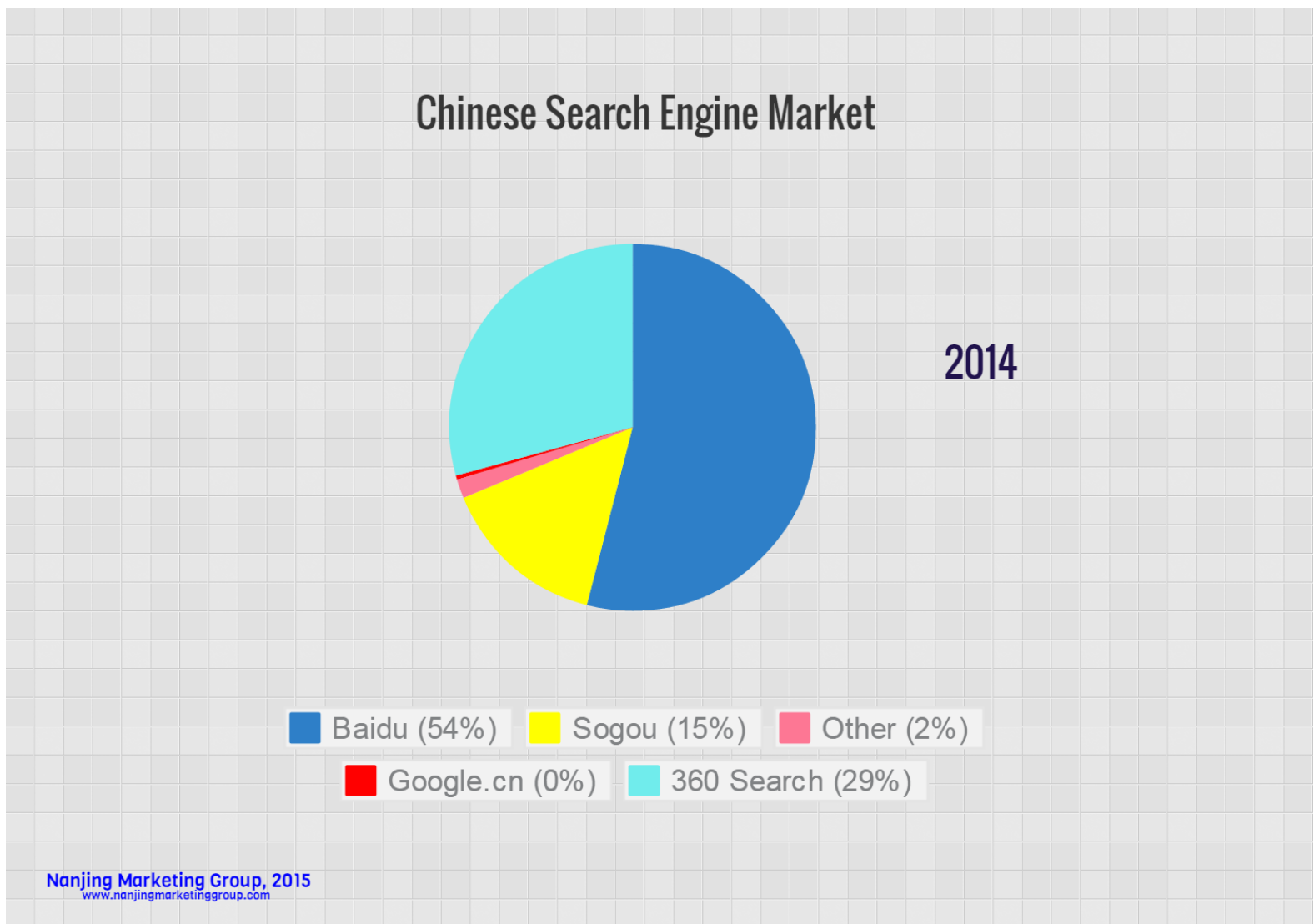
A PRACTICAL GUIDE TO USING BAIDU'S PAID SEARCH MANAGEMENT SYSTEM

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# Baidu at a Glance

Baidu is China's most popular search engine.



It generates more traffic for our clients than any other search engine.

Other Chinese search engines like Qihoo 360 and Sogou are less competitive and often have a lower CPC, but Baidu is still the foundation of any Chinese search marketing campaign.

# Why You Need a Chinese SEM Professional

Don't worry, this is the most text you'll see in this guide. We've tried to make things as visual as possible.

Baidu's SEM system, Feng Chao (凤巢), is largely similar to Google AdWords, with one major exception: it's entirely in Chinese, and setting up an account is considerably more complicated than setting up a Google account.

Many of our clients would like to know more about Baidu's SEM system, but have obvious difficulty due to language issues. The purpose of this guide is to give curious SEM professionals and businesses interested in China marketing a quick look at Baidu's SEM system, in plain English.

This guide is not an alternative to hiring a Chinese PPC professional.

Even with years of SEM experience under your belt, without native level Chinese language and cultural knowledge, it will be impossible to identify the best keywords, write compelling ads, and create high-converting landing pages.

So enjoy this guide for what it is—a basic look under the hood, of sorts. If you want to make a real go at promoting your goods or services in China, we strongly suggest hiring an agency with Baidu certified professionals to help.

One other note: We've tried our best to make the guide as realistic as possible, but have left out any information that would potentially give away the identity of our clients, meaning keywords, ad copy, and info is omitted in some instances.

# A Word about Translation Tools

Why Google translate won't cut it



Translation tools can't pick up on localized language. Below is an example of what Google translate will tell you for the term "chicken feet," compared with what locals would search to find it:

鸡爪

Direct translation of "chicken feet" to Chinese

凤爪

Term locals use to for chicken feet. A direct translation to English would be "phoenix claws."

Without understanding of the localized language many Chinese use for searches, you'll miss out on tons of traffic. Your ad copies will also sound stilted and awkward, which will affect your CTR. You need to hire a local professional to get things done right.

# Setting Up Your Account

## What You Need to Setup a Paid Search Account on China's Major Search Engines



Certificate of Incorporation



Business License



Chinese Website Content

"About Us" and  
"Contact" pages

"About Us" and  
"Contact" pages

"About Us" and  
"Contact" pages

Screenshot of company listed on relevant  
corporate registration website



Minimum Ad Credit Deposit

5000 yuan

5000 yuan

5000 yuan

Utility bills for most recent three  
months of business operations



Proof of Overseas Server Registration



**Total Setup Time**

**1 week**

**2 weeks**

**1 week**

As long as you can provide the above documentation and aren't in the gambling, adult entertainment, or other sensitive industries, setting up an account is generally not a problem.

[This post](#) goes into things in a bit more detail.

# Accessing Your Account



手机版新增网盟管理, 快来体验! 官方空间 | 营销中心 | 帮助中心 | 加入收藏

品牌营销 效果营销 转化与监控



登录

  
  
 验证码  换一张  
  
[常见问题](#) [注册](#) [忘记密码](#) [推广加速](#)

专题

+更多



最有爱的百度产品评选活动  
正在进行中

[查看详情>](#)



新版上线, 欢迎体验!

尽在yingxiao.baidu.com/zhichi

[查看详情>](#)

营销中心岁末狂欢pad送不停	2014-11-10
品牌起跑线 限时特惠	2014-10-15
商标对话框升级啦	2014-10-14
教育知心有好礼	2014-08-27
移动搜索之门店推广	2014-08-15
你看专题转发, 我就送你礼物	2014-08-06
以实为凭 以诚载誉	2014-07-01
猜球, 得网页回呼分钟数	2014-07-01



Once your account is approved by Baidu you'll be given a username and password that you use to login at [www2.baidu.com](http://www2.baidu.com).

Baidu quite possibly has the most annoying captcha on the internet, so expect it to take a couple tries to get in.

# Account Overview

A high-level check of your overall account status

The screenshot shows the Baidu Account Overview interface. At the top, there's a navigation bar with options like '首页', '账户中心', '财务', and '手机版'. Below this, the 'Baidu 推广' logo and '搜索推广' are visible. The main content area is divided into several sections:

- Account Summary:** Shows '推广余额: 5018.52元' (Advertising budget), '余额预计可消费: 8天' (Days remaining), and '日预算: 700.00元' (Daily budget).
- Account Data:** A line chart showing 'Today's spend' (今天: 433.73) and 'Clicks Impressions'.
- Account Diagnosis:** A section with a '12:16完成诊断' (Diagnosis completed) status and two issues: '2个计划未覆盖优质时段' (2 campaigns not covering high-quality time slots) and '1个关键词质量度过低' (1 keyword with low quality score).
- Quality Score:** '账户质量评分: 88分' (Account quality score: 88 points).
- Keyword Performance Table:** A table with columns for 'Keyword', 'Ranking of keyword on left side of SERP', 'Ranking of keyword on mobile SERP', 'Current bid', 'Clicks and spend from previous day', and 'Diagnosis'. The table lists several keywords with their respective metrics and status.
- Tools and Reports:** A bottom navigation bar with icons for '推广实况' (Real-time report), '数据报告' (Data report), '搜索词报告' (Search terms report), '历史操作记录' (Change history), '关键词工具' (Keyword tool), '估算工具' (Campaign assessment tool), '优化建议' (Optimization suggestions), '排名倾向自动出价' (Automatic Bidding), and '搜索再营销' (Retargeting).

After you login you'll be taken to your account overview page. This is where you find most of your high-level info, such as how much money is left in your account, your spend, clicks, impressions, and so fourth.

You can easily access Baidu's tools and reports from this page, which you'll see along the bottom of the image above.

# Keyword Research

The screenshot displays the Baidu Keyword Research tool interface. The search term '学英语' (Study English) is entered, and the results table shows the following data:

Keyword	日均搜索量 (Daily Search Volume)	竞争激烈程度 (Degree of Competition)
学英语	3,000	300
学英语的方法	710	250
学英语的好网站 "Good sites for studying English"	330	240
看电影学英语	280	200
从零开始学英语	270	190
学英语排	270	180
学英语口语	250	180
学英语视频	250	180
零基础学英语	240	180
宝宝学英语	200	180
学英语的技巧	190	180
网上学英语	180	180

Baidu's keyword tool offers information about:

- Keyword opportunities
- Average daily search volume of a keyword based on most recent 30 days of data
- How much competition there is for a keyword

But is it accurate?

Like other keyword tools, it's often not terribly accurate, but it's still helpful for building a KW list and getting a feel for the overall landscape.

Experience and knowledge of the target demographic is key in identifying opportunities and creating a great keyword list, which is why it's vital to hire a local professional.

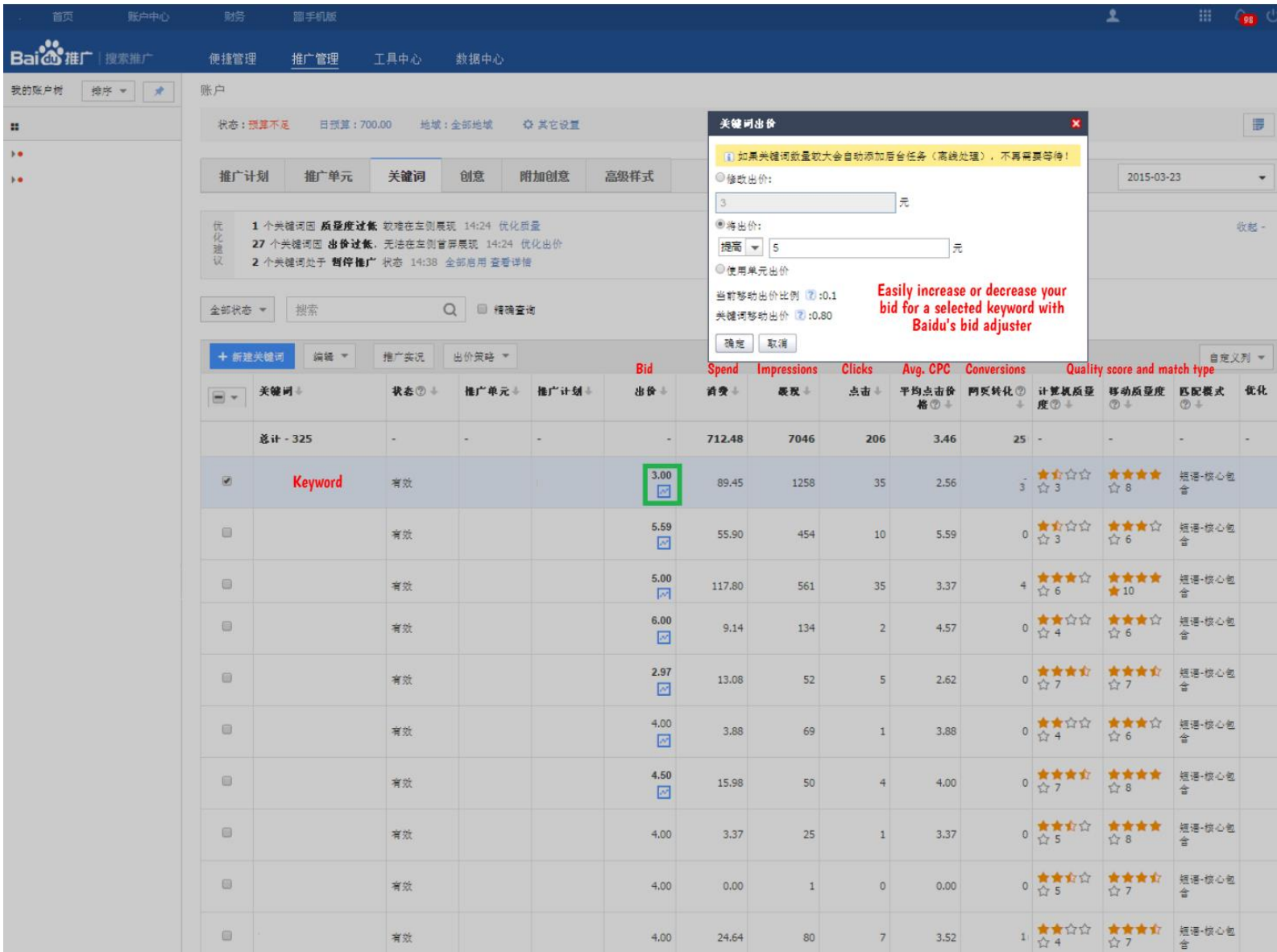
# Adding Negative Keywords

The screenshot displays the Baidu Search Report interface. At the top, there are navigation tabs for '推广管理' (Promotion Management), '工具中心' (Tool Center), and '数据中心' (Data Center). Below these, the '搜索词报告' (Search Term Report) section is active, showing a filter for 'Account' and a date range of '最近7天' (Last 7 days). The main table lists search terms with columns for 'Date', 'Account', 'Campaign', 'Ad Group', 'Ad Copy', 'Keyword', 'Search Term', and 'Number of Clicks'. A red annotation 'Add to keyword list or add as negative keyword' points to a dropdown menu in the '操作' (Action) column, which includes options like '添加为关键词' (Add as keyword) and '添加为否定关键词' (Add as negative keyword).

Date	Account	Campaign	Ad Group	Ad Copy	Keyword	Search Term	Number of Clicks	操作
2015-03-17至2015-03-23							1	添加
2015-03-17至2015-03-23							1	添加
2015-03-17至2015-03-23							1	添加
2015-03-17至2015-03-23							1	添加
2015-03-17至2015-03-23							1	添加

Adding keywords and negative keywords is the same as with AdWords. Check the search terms report, select specific keywords, and then add to an ad group of your choice or as negative keywords.

# Changing Your Bids



The screenshot displays the Baidu Search Promotion interface. A modal dialog titled "关键词出价" (Keyword Bid) is open, showing options to "修改出价" (Change bid), "将出价" (Set bid), or "使用单元出价" (Use unit bid). The "将出价" option is selected, and the bid is set to 5. A red text overlay reads: "Easily increase or decrease your bid for a selected keyword with Baidu's bid adjuster".

The main interface shows a table of keywords with columns for "关键词" (Keyword), "状态" (Status), "推广单元" (Promotion Unit), "推广计划" (Promotion Plan), "出价" (Bid), "消费" (Spend), "展现" (Impressions), "点击" (Clicks), "平均点击价格" (Avg. CPC), "网页转化" (Conversions), "计算机质量度" (Quality score), "移动质量度" (Quality score), "匹配模式" (Match type), and "优化" (Optimization). The "出价" column is highlighted in green for the first keyword, which has a bid of 3.00.

关键词	状态	推广单元	推广计划	出价	消费	展现	点击	平均点击价格	网页转化	计算机质量度	移动质量度	匹配模式	优化
总计 - 325	-	-	-	-	712.48	7046	206	3.46	25	-	-	-	-
Keyword	有效			3.00	89.45	1258	35	2.56	3	☆☆☆☆☆ ☆ 3	☆☆☆☆☆ ☆ 8	短语-核心包 会	
	有效			5.59	55.90	454	10	5.59	0	☆☆☆☆☆ ☆ 3	☆☆☆☆☆ ☆ 6	短语-核心包 会	
	有效			5.00	117.80	561	35	3.37	4	☆☆☆☆☆ ☆ 6	☆☆☆☆☆ ☆ 10	短语-核心包 会	
	有效			6.00	9.14	134	2	4.57	0	☆☆☆☆☆ ☆ 4	☆☆☆☆☆ ☆ 6	短语-核心包 会	
	有效			2.97	13.08	52	5	2.62	0	☆☆☆☆☆ ☆ 7	☆☆☆☆☆ ☆ 7	短语-核心包 会	
	有效			4.00	3.88	69	1	3.88	0	☆☆☆☆☆ ☆ 4	☆☆☆☆☆ ☆ 6	短语-核心包 会	
	有效			4.50	15.98	50	4	4.00	0	☆☆☆☆☆ ☆ 7	☆☆☆☆☆ ☆ 8	短语-核心包 会	
	有效			4.00	3.37	25	1	3.37	0	☆☆☆☆☆ ☆ 5	☆☆☆☆☆ ☆ 8	短语-核心包 会	
	有效			4.00	0.00	1	0	0.00	0	☆☆☆☆☆ ☆ 5	☆☆☆☆☆ ☆ 7	短语-核心包 会	
	有效			4.00	24.64	80	7	3.52	1	☆☆☆☆☆ ☆ 4	☆☆☆☆☆ ☆ 7	短语-核心包 会	

You can easily change your bid for a keyword any time. Simply select the keyword of your choice edit your bid. Automatic bidding is also available.

# Changing Match Type

The screenshot displays the Baidu AdWords management interface. A modal dialog box titled "匹配方式" (Match Type) is open, showing three options: "广泛 Broad Match" (selected), "短语: 核心包含 同义包含 精确包含 Phrase Match", and "精确 Exact Match". A yellow warning message at the top of the dialog states: "如果关键词数量较大会自动添加后台任务(离线处理), 不再需要等待!" (If the number of keywords is large, background tasks will be added automatically for offline processing, no need to wait!).

Background text on the right side of the screenshot reads: "Baidu offers the same match type options as Google Adwords. Simply select a keyword and choose between broad, phrase, or exact match."

关键词	状态	出价	质量度	匹配方式
总计 - 390	-	-	0.00	0
法律硕士 法学	有效	7.00	0.00	0
美国法学必修课程	移动搜索无效	2.00	0.00	0
法学专业课程设置	移动搜索无效	2.00	0.00	0

Baidu offers broad, phrase, and exact match options, much the same as Google AdWords.

# Writing Ads

The screenshot displays the Baidu Ad Editor interface. On the left, there's a sidebar with navigation options like 'Account' and 'Campaign'. The main area is titled '编辑创意' (Edit Ad) and contains several sections for ad copy creation:

- 新增至:** A dropdown menu for selecting the ad placement.
- 设备偏好:** A checkbox for '移动设备优先' (Mobile device priority).
- 创意标题: Ad copy headline**: A text input field containing '美国顶尖法学院(在职 在线 法律学研究生课程)'. Below it is a '+ 插入通配符' button.
- 创意描述第一行: First line description**: A text input field containing '学院新开100%在线学习法律硕士课程,不用亲赴美国也能12个月掌握法律知识'. Below it is a '+ 插入通配符' button.
- 创意描述第二行: Second line description**: A text input field containing '点击下载手册,了解更多(在职 在线 法律学研究生课程)'. Below it is a '+ 插入通配符' button.
- 默认访问URL: URL to be directed to**: A text input field containing 'online.edu/'.
- 默认显示URL: URL displayed**: A text input field containing 'online.edu'.
- 移动访问URL: Mobile user URL**: A text input field.
- 查看访问URL在手机上的效果**: A button to preview the mobile URL.
- 移动显示URL(选填): URL display for mobile users**: A text input field.

On the right side, there are several preview windows:

- 推广位预览: Ad preview**: Shows the ad as it will appear in the search results.
- 推广链接位预览: Preview of ad on display network websites**: Shows the ad as it will appear on display network websites.
- 右侧推广位预览: Preview of ad on right side of SERP**: Shows the ad as it will appear on the right side of the search results page.
- 移动设备推广位预览: Preview of ad for mobile users**: Shows the ad as it will appear on mobile devices.

At the bottom right, there's a table with columns for '转化' (Conversion), '平均点击价格' (Average Click Price), and '优化' (Optimization). The table shows two rows of data, both with a conversion of 0 and an average click price of 0.00.

Baidu offers previews of how your ad copy will look in a number of different places, including on the left and right side of the SERP, on mobile SERPs, and on the display network.

Character limits for your ad copy are as follows:

- Title – 50 characters
- Description line 1 – 80 characters
- Description line 2 – 80 characters

# Checking Ad Ranking by Location

Baidu 推广 | 搜索推广 | 便捷管理 | 推广管理 | 工具中心 | 数据中心

推广实况

选择查询时间: 当前 | 搜索地域: 当前地域 | 投放设备:  全部设备  仅计算机  仅移动设备

输入关键词: 买鞋子 | 查询推广实况

与买鞋子相关的关键词: 买鞋子 | 买鞋子哪... | 买鞋子哪... | 网上买鞋... | 查看更多

关键词 **买鞋子** 的推广实况结果如下  
[推广实况] 显示的是网民看到的平均结果, 可能与在百度搜索框直接搜索结果有差别, 推广信息排名情况请以 [推广实况] 结果为准

计算机推广实况:

Baidu 百度 买鞋子 百度一下

网页 新闻 贴吧 知道 音乐 图片 视频 地图 文库 更多»

百度为您找到相关结果约5,800,000个

**了解买鞋子哪个网站好,尽在PUMA中国官方网站**  
 PUMA全新高能跑鞋IGNITE内置高科技回弹泡沫,超强能量反馈,穿着舒适更持久耐磨,引爆百米飞人博尔特奔跑潜能,创造惊人速度...  
[IGNITE跑步系列](#) - [官方商城](#) - [官方微博](#) - [寻找门店](#)  
[www.puma.com.cn](http://www.puma.com.cn) 2015-03 - 推广 - 评价

**优购时尚商城买鞋子,超低折扣,100%正品保障!**  
优生活,购时尚! **买鞋子** 优购超实惠!100%专柜正品,10天内退换,10天补差额!超多品牌低价特惠,超低折扣,货到付款!优购网—时尚服饰鞋包网购首选!  
[www.yougou.com](http://www.yougou.com) 2015-03 - 推广 - 评价

**唯品会买鞋子哪个网站好,1折起!疯抢ING**  
唯品会 每天精选100+个品牌授权特卖, **买鞋子** 哪个网站好每天更新品牌,100%正品保证  
[www.vip.com](http://www.vip.com) 2015-03 - 推广 - 评价

**买鞋子,温岭产业带,超低折扣,火爆开抢**  
温岭产业带,汇聚源头好货, <精品 **鞋子**> 出厂价热卖, **鞋子** 批发/采购就来温岭产业带! **买鞋子**, 一手货源厂家直销,全国领先 **鞋子** 生产基地—温岭产业带  
[www.lsecretary.com](http://www.lsecretary.com) 2015-03 - 推广 - 评价

百度搜索 有V有保障

相关网站 展开

- 百度糯米 省钱更省心的团购服务
- 好乐买 物美价廉
- 名鞋库 以客为尊物超所值
- 天猫 Tmall.com 综合性购物网站
- VANCL 凡客诚品 网民购买服饰主要选择
- 唯品会 vip.com 专门做特卖的网站

It's important to check your ad positioning by location. In the examples below I check how Puma ranks on the SERP for the term “买鞋子” (“buy shoes”) for users in Nanjing and Shanghai.

# Checking Ad Ranking by Location

The screenshot shows the Baidu Ad Ranking interface. At the top, there are navigation links: 推广管理 (Ad Management), 工具中心 (Tool Center), and 数据中心 (Data Center). Below this, the '推广实况' (Ad Status) section is active. It shows search parameters: '当前' (Current) for time, '上海' (Shanghai) for location, and '全部设备' (All devices) for device type. The keyword '买鞋子' (buy shoes) is entered. A yellow box highlights related keywords: '与买鞋子相关的关键词: 买鞋子 | 买鞋子哪... | 买鞋子哪... | 网上买鞋...'.

**关键词 买鞋子的推广实况结果如下**  
[推广实况] 显示的是网民看到的平均结果, 可能与在百度搜索框直接搜索结果有差别, 推广信息排名情况请以 [推广实况] 结果为准

计算机推广实况:

**百度一下** 买鞋子

网页 新闻 贴吧 知道 音乐 图片 视频 地图 文库 更多»

百度为您找到相关结果约5,800,000个

- 优购时尚商城买鞋子, 超低折扣, 100%正品保障!**  
优生活, 购时尚! 买鞋子, 优购超实惠! 100%专柜正品, 10天内退换, 10天补差额! 超多品牌低价特惠, 超低折扣, 货到付款! 优购网—时尚服...  
优购运动馆 - 优购户外馆 - 优购女鞋馆 - 优购男鞋馆  
www.yougou.com 2015-03 V2 - 推广
- 了解买鞋子哪个网站好, 尽在PUMA中国官方网站**  
PUMA全新高能里跑鞋IGNITE内置高科技回弹泡沫, 超强能量反馈, 穿着舒适更持久耐磨, 引爆百米飞人博尔特奔跑潜能, 创造惊人速度, 点击查看更多专业跑步产品。  
www.puma.com.cn 2015-03 V3 - 推广 - 评价
- 唯品会买鞋子哪个网站好, 1折起! 疯抢ING**  
唯品会 每天精选100+个品牌授权特卖, 买鞋子哪个网站好每天更新品牌, 100%正品保证  
www.vip.com 2015-03 V3 - 推广 - 评价
- 买鞋子, 温岭产业带, 超低折扣, 火爆开抢**  
温岭产业带, 汇聚源头好货, <精品 鞋子>出厂价热卖, 鞋子批发/采购就来温岭产业带! 买鞋子, 一手货源厂家直销, 全国领先 鞋子生产基地—温岭产业带  
www.lsecretary.com 2015-03 V1 - 推广 - 评价

右侧边栏包含：百度搜索 有V有保障, 相关网站 (百度糯米, 好乐买, S.CN, 天猫, VANCL, 唯品会), 以及展开选项。

Puma is in the number two position for searches for “buy shoes” in Shanghai, which means it’s ad will not be eligible to show a picture next to it (feature only available to ad in top position).

# Geographic Targeting

Geographic targeting is one area where Baidu is weak compared to AdWords.

Baidu allows for targeting of users in large cities all over mainland China, Hong Kong, Taiwan, and Macau. But reaching users in specific places outside of China is tough. Japan and "Other Countries" are the only options available.

We don't recommend using Baidu to try to reach Chinese web users outside of China.

全部地域	部分地域
<input checked="" type="checkbox"/> 中国地区 Locations in China	
<input checked="" type="checkbox"/> 华北地区	<input checked="" type="checkbox"/> 北京 <input checked="" type="checkbox"/> 天津 <input checked="" type="checkbox"/> 河北
<input checked="" type="checkbox"/> 内蒙古	<input checked="" type="checkbox"/> 山西
<input checked="" type="checkbox"/> 东北地区	<input checked="" type="checkbox"/> 黑龙江 <input checked="" type="checkbox"/> 吉林 <input checked="" type="checkbox"/> 辽宁
<input checked="" type="checkbox"/> 华东地区	<input checked="" type="checkbox"/> 上海 <input checked="" type="checkbox"/> 福建 <input checked="" type="checkbox"/> 安徽
<input checked="" type="checkbox"/> 江苏	<input checked="" type="checkbox"/> 江西 <input checked="" type="checkbox"/> 山东
<input checked="" type="checkbox"/> 浙江	
<input checked="" type="checkbox"/> 华中地区	<input checked="" type="checkbox"/> 河南 <input checked="" type="checkbox"/> 湖北 <input checked="" type="checkbox"/> 湖南
<input checked="" type="checkbox"/> 华南地区	<input checked="" type="checkbox"/> 广东 <input checked="" type="checkbox"/> 海南 <input checked="" type="checkbox"/> 广西
<input checked="" type="checkbox"/> 西南地区	<input checked="" type="checkbox"/> 贵州 <input checked="" type="checkbox"/> 四川 <input checked="" type="checkbox"/> 西藏
<input checked="" type="checkbox"/> 云南	<input checked="" type="checkbox"/> 重庆
<input checked="" type="checkbox"/> 西北地区	<input checked="" type="checkbox"/> 甘肃 <input checked="" type="checkbox"/> 宁夏 <input checked="" type="checkbox"/> 青海
<input checked="" type="checkbox"/> 陕西	<input checked="" type="checkbox"/> 新疆
<input checked="" type="checkbox"/> 其他地区	<input checked="" type="checkbox"/> 香港 <input checked="" type="checkbox"/> 台湾 <input checked="" type="checkbox"/> 澳门
<input checked="" type="checkbox"/> 国外 Locations Outside of China	
<input checked="" type="checkbox"/> 日本 Japan	<input checked="" type="checkbox"/> 其他国家 Other countries

Geographic targeting is one area where Baidu is limited compared to Google AdWords, Bing, and other search engines.

Targeting specific locations in mainland China is a breeze, but places outside of China is another story. The only options are Japan and "other countries," which is not the most precise setting in the world.

However, for all intents and purposes, using Baidu to reach an audience outside of China is not a good strategy to begin with, as roughly 95% of Baidu's search traffic is coming from mainland China.

# Day Parting

Easily control when your ads are shown with Baidu's dayparting tool

Day of Week	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
星期一	0	1	2						8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
星期二	0	1	2						8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
星期三	0	1	2						8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
星期四	0	1	2						8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
星期五	0	1	2						8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
星期六																								
星期日																								

You can easily control your spending with day parting. Choose between work days, weekends, and whatever time of day best suits your marketing strategy.

In the above example we've got our ads off during early morning hours on week days.

# Wrapping Up

We hope this guide has been helpful in better understanding Baidu's SEM system. Was it useful? Still have questions? [Shoot us a message](#). We'd love to hear your feedback.

There's a lot more that can be done with Baidu, but we'll save that for the advanced guide.

In the meantime, if you found this guide helpful, please share with a friend or colleague that might find it useful.

Also, we regularly share content on our social media pages and newsletter. You can follow us on Facebook and LinkedIn, and subscribe to our weekly newsletter below:



**Weekly China Digital Marketing  
Newsletter**

# Suggested Reading

- [Why use a Chinese agency for Baidu PPC advertising](#)
- [Setting up an account on Chinese search engines](#)
- [Overview of Baidu](#)
- [Optimizing your website for Baidu](#)
- [Baidu's search engine results pages](#)
- [Baidu display advertising](#)
- [Myths about hosting in China and Chinese domains](#)