

# Inside the World's Leading Chinese SEO and Content Marketing Platform

## 10 Point Checklist

**Allen Qu**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**"If you want to target China specifically,  
Baidu prefers a stand alone mobile site"**

**ALLEN QU**

# 10 STEPS YOU CAN TAKE TODAY

## Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Optimize my sites for mobile. 70% of Baidu traffic comes from mobile search, and I want to take advantage of the latest algorithm updates.
- Switch my site from HTTP to HTTPS. Baidu and Google are emphasizing the importance of security now and into the future.
- Publish high quality original content, and clean up any low quality content, or my site may be a victim of Baidu's Blue Sky update which gives the 'blue sky' back to the users.
- Target Asian markets by keeping Baidu optimization in mind, since it is the default search engine in China with a 65% market share.
- Tap into WeChat social data by optimizing for Sogou, the second largest search engine in China with an 18% market share. WeChat search is backed by Sogou.
- Sign up for Baidu webmaster center to access tools for keeping my website content updated and to let them know I am the original creator of the content.
- Build high quality links to my website. Low quality links are not recognized, but a small portion of high quality links can improve my Baidu rankings.
- Stay on the good side of the Baidu webmaster team by publishing quality content and avoiding bad links. They publicly publish a white and black list of good websites.
- Set up an account on WeChat to target social traffic in China. Push out information or create games and surveys. If I go viral, I could get millions of shares.
- Find out more about search in China by contacting Allen Qu on LinkedIn or [allen@netconcepts.cn](mailto:allen@netconcepts.cn) I can also find Allen on WeChat @allenqu