

Baidu PPC Advertising Account Application Requirements

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1. Prepare Your Business License

Baidu requires a scanned copy of your business license in full color. The license can be in any language, but preferably in Chinese or English.

The copy needs to have your company stamp or a signature of a staff member of your company.

Besides the scanned copy of the above license, you also need to provide a copy of the same business license translated into Chinese Mandarin.

The translated copy also needs to include your company stamp or a signature of a staff member, as well as a short handwritten statement “翻译件与原件一致”, which means the translation matches the original business license.

Below is an example for your reference:



2. Have Your Chinese Website Ready

Baidu pay-per-click advertising is a Chinese advertising platform, so it only accepts Chinese websites or landing pages.

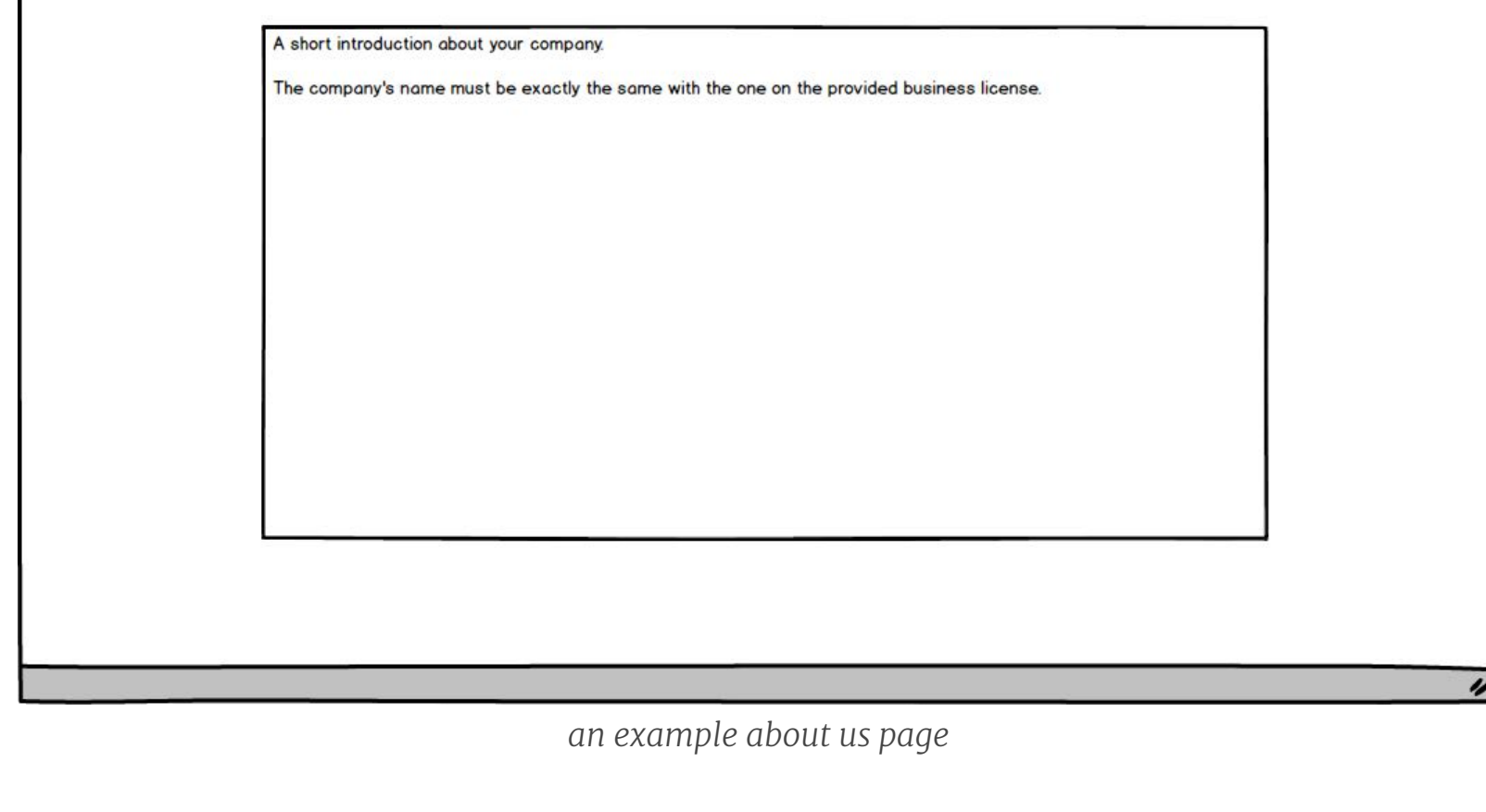
They can be under a top-level domain, a subdomain, or a subdirectory.

If your website doesn't have a Chinese translation yet, hire a translator to localize it into Chinese first. Please note you should not use machine translation such as Google Translate, which works poorly between Chinese and English.

Now pay extra attention to your About Us page and Contact Us page. To prove you are a legitimate business, Baidu requires you clearly display your company information on those two pages.

On the About Us page, there should be a short introduction about your company. The company's name must be the same with the one on the provided business license.

Below is a quick example:

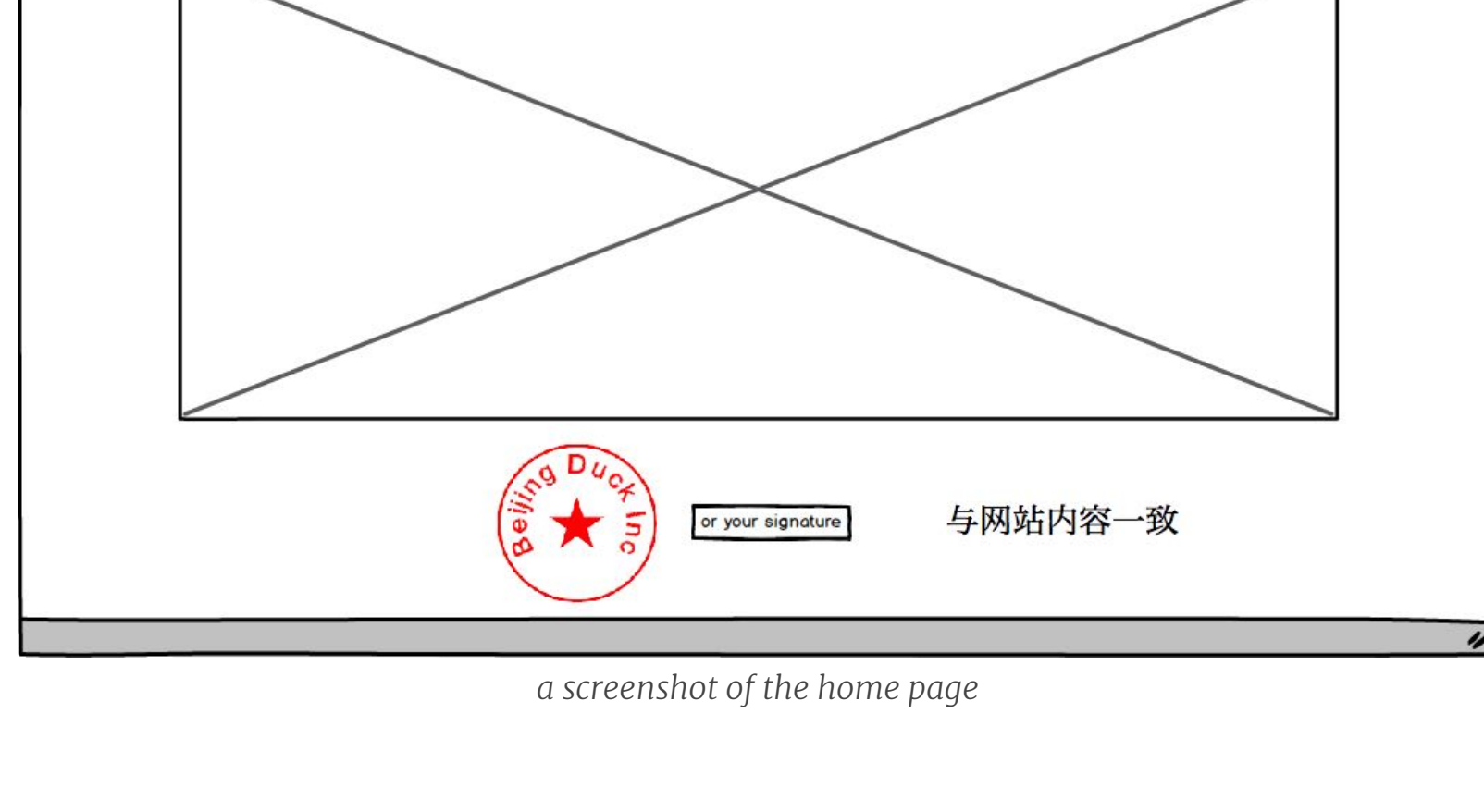


3. Prepare a Screenshot of Your Website's Homepage

Your Chinese website is ready. Now you need to take a screenshot of your homepage - remember to include the address bar of the browser.

The copy also needs to have your company stamp or a signature of a staff member of your company, as well as a handwritten statement “与网站内容一致” (“it matches the content of the website”).

Here is an example:



4. Find Your Company Information on a Government Website

Baidu also wants to conduct a business record check for each applicant.

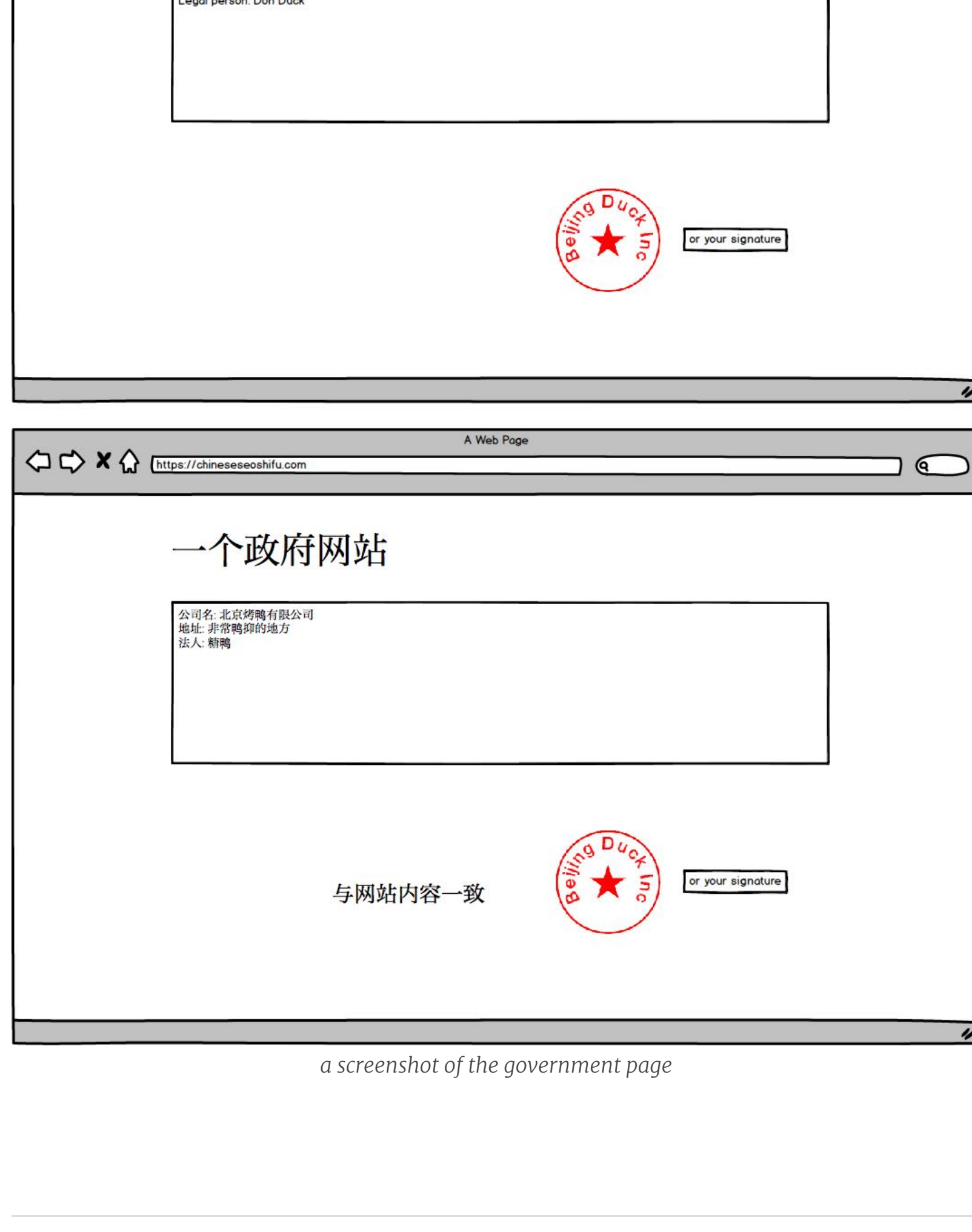
To do that, Baidu requires a screenshot of a government web page where your business information is publicly listed.

The screenshot must include the address bar of the browser, as well as your company stamp or a signature of a staff member.

A translated copy of the screenshot is required too. Luckily the quality of the translation doesn't have to be good this time, so you can use Google Translate to translate the web page.

The translated copy also needs your company stamp or a signature of a staff member, as well as a handwritten statement “与网站内容一致”.

Below is an example for your reference:



5. Prepare a Business Bank Account Statement

This is the last document Baidu needs to verify your business entity. It can be anything from your bank as long as it includes:

1. Your business name in full, which must be the same with the business name on your business license
2. The record of one or a few recent transactions

It needs to have your company stamp or a signature of a staff member.

A translated copy is also required, with your company stamp or a signature of a staff member, as well as a handwritten statement “翻译件与原件一致”.

Below is an example:

