Step By Step Guide to Baidu Webmaster Tools in English

Learn Baidu Webmaster Tools and Submit Your Site to Chinese Search Engine Giant.

www.webnots.com
What is Baidu?

Baidu is the leading search engine in China with more than 75% of market share. You can submit your site to Baidu anonymously as well as through Baidu Webmaster Tools. Unlike Google, Bing and Yandex Webmaster Tools Baidu offers Webmaster Tools only in Chinese language. It is worth to consider submitting your site to Baidu since the traffic potential is very huge with over a billion of Chinese users and the considerable increase in English search among Chinese users.

Baidu Webmaster Tools Registration

Register Here for Baidu Webmaster Tools.

Provide the details and submit your information, you will receive a success message saying that the verification mail has been sent to your email id.

Figure - Baidu Webmaster Tools Registration
Login:

After submitting your registration information you will receive a confirmation email. Activate your account by clicking on the confirmation link sent in the email. Once you activated your account, login here to Baidu Webmaster Tools account.

Baidu offers both desktop as well as mobile login. Choose the desktop login and provide the required details as shown in the below picture:

![Baidu Webmaster Tools Login](image)

You can also click here to login into your webmaster tools account.

Enter your user id, password and click on login button as shown in the below picture.
The initial screen after login may look like the below one and click on the “Start Using Baidu Webmaster Tools” button to go to the detailed sections of your Baidu webmaster tools.
Baidu has a tie up with Microsoft’s Bing for English search. Whenever an English search is made in Baidu, it uses Bing search engine and then display the results in Baidu search result pages.

Features of Baidu Webmaster Tool

All the features are classified into the following six categories:

1. Site Management
2. Data Submission
3. Site Configuration
4. Site Analytics
5. Site Security
6. Other Tools

Figure 4 – Features of Baidu Webmaster Tools
Site Management

Site management (or Site Manager) section offers you with the following two options:

1. My Sites
2. Messages

My Sites

My Site section offers you the following three options:

1. Add a site
2. Verify a site
3. Delete a site from webmaster tools account

Adding a Site to Baidu Webmaster Tools

Once you login to your webmaster tools account, go to the first option (Site Management) as shown in the below picture. Here you can see the list of already added websites and an option to add a new website. Click on the "Add New Site" button.

Figure 5 - Add New Site in Baidu Webmaster Tools Account
Enter your site URL and click OK button in the subsequent screen.

Remember to enter correct URL of your website, for example "www.example.com" and "example.com" are two different sites from webmaster tools perspective.

Verifying Your Site

After adding your site you will be leaded to a further screen for verifying your site. Site verification is mandatory in order to access site specific features in the webmaster tools account.

Baidu Webmaster Tools offers three methods for verifying your site:

- Click on the "Get File" button to download the verification file
- Place the file in your site’s root directory

![Site Verification Methods](https://www.webnots.com)

**Figure 6 – Site Verification Methods**

**File upload**

- Click on the “Get File” button to download the verification file
- Place the file in your site’s root directory
• Click on the “Complete Verification” button
• It may take up to 6 hours for Baidu to complete the verification

**HTML Tag verification**

• Copy the HTML code and paste in your site’s home page.
• The code is to be pasted between the `<HEAD>` `</HEAD>` tags as shown in the picture.
• Click on the “Complete Verification” button
• It may take up to 6 hours for the verification

**CNAME**

• Copy the CNMAE record and set it in your DNS record pointing to zz.baidu.com
• Save your DNS settings and click on the “Complete Verification” button
• It may take up to 6 hours for the verification

You also have an option to cancel the verification and verify it any point of time later.

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Figure 7 – Verify Now or Later
Even though Baidu recommends waiting 6 hours for verification, it will work normally within few minutes after you publish your website. In case of verification is failed you will see a message after clicking on the verify button. This means you may need to wait some more time before click on verify again.

**Where to Paste the HTML Site Verification Code?**

HTML verification is an easy and fast method which does not require access to your site’s root directory. But to is important to paste the HTML code correctly in your site in order to verify the site in Baidu Webmaster Tools.

Below is the suggested example from Baidu to paste the code between `<head>` </head> tags. In order to monitor your web page’s traffic you need to paste this code in every pages of your site.

```
<html>
<head>
<meta name="baidu-site-verification" content="7V6m4wr5Frlko2q2" />
<title>My title</title>
</head>
<body>
Your Webpage Content
</body>
</html>
```

**Site Manager Options**

Once your site is verified it will be automatically added to your Site Manager. Site Manager shows the complete list of sites under your webmaster tools account.
Baidu webmaster tools generates unique verification code for each site added unlike Google and Bing Webmaster Tools where one single verification code can be used for all the sites under one account.

**Messages:**

The other option site manager provides you is to display the messages regarding your sites under messages section:
All important messages like increase in page not found and DNS errors can be seen in the message section of your Baidu webmaster tools account.

**Data Submission**

Following are the three options under data submission section:

1. Sitemap submission
2. Dead links submission
3. URL submission

**Sitemap Submission:**

Sitemap submission in Baidu webmaster tools is only on invitation basis. This means if your site is qualified for Sitemap submission then you will see an “Add Sitemap” button. Otherwise there will be content in Chinese as shown in the below picture.
You have an option to send email to zhanzhang@baidu.com to clarify any questions.

Once the “Add Sitemap” button is enabled the process of submitting Sitemap is same as other webmaster tools account. Following is the step by step Sitemap submission process in Baidu webmaster tools:

1. Prepare your Sitemap in the accepted format. There are three accepted formats in Baidu - text, xml and Sitemap index.
2. Sitemap file size should not exceed 10 MB.
3. Upload the Sitemap in your site’s root directory.
4. Login to your webmaster tools account and ensure the site for which you are submitting Sitemap is verified successfully.
5. Submit your Sitemap.

After submission of your Sitemap Baidu will crawl your site within one hour or as per the crawl rate you set in your account. Even though Baidu is a Chinese search engine ensure the Sitemap you submit to Baidu webmaster tools should not have any Chinese characters.
Dead links submission:

Dead links are invalid links resulted due to change in URL or domain transfer. You can submit all your dead links to Baidu to remove it from the index quickly. Here is the step by step process of how to submit dead link file to Baidu webmaster tools:

1. Setup a 404 page not found redirect for all your dead links.
2. Consolidate all your dead links and create a dead links file.
3. Dead links file format is also same similar to Sitemap file formats - text, xml or Sitemap index.
4. Login to your webmaster tools account and ensure the site you are going to submit dead links is already verified.
5. Click on the submit dead links button under data submission tab.

6. Fill in the required details and submit as shown in the below pic:
**Figure 12 – Baidu Dead Link File Submission Details**

**URL submission**

URL submission allows you to submit your individual URLs to Baidu for quick indexing.
Site Configuration

Site configuration section offers you the option to provide the details for domain transfers.

Domain Transfer:

In case you transferred your old site to a new domain then “Domain transfer” option in Baidu webmaster tools allows you to accelerate the indexing of your new site. Follow the below steps to inform baidu about your new site:

- Setup 301 redirects for your old content and ensure it is redirected to your new content
- Verify the new site in webmaster tools
- Use this “Domain Transfer” tool and notify Baidu about your new site to accelerate the indexing of new content

![Site Name Change Submission](image)

Click on the “Add Domain” button and enter your old and new site URLs and submit.
Web analytics:

Web analytics section provides detailed information on the followings:

1. Inbound links and Reject spam Links
2. Indexed Pages
3. Search Keywords
4. Page Optimization Tips
5. Crawl Exception (errors)
6. Crawl Rate adjustment
7. Robot.txt

Inbound Links

Inbound links is the very useful feature shows the number of links pointing to your site from other sites.

If you find the inbound links to your site as spam or low quality then Baidu provides an option to inform about the links.

- Links rejected cannot undo or deleted
- Monthly frequency of 500 times is allowed
It may take up to a week time for Baidu to process the submission and consider your request. Use the “Reject Inbound Link” option to reject those links from considering it in the search ranking.

**Indexed Pages:**

Here you can check the pages indexed by Baidu from your site. Even though Baidu allows adding English sites in webmaster tools it gives preference to Chinese sites and sites hosted on servers located in Chinese.

![Baidu Indexed Pages](image)

**Figure 16 - Baidu Indexed Pages**

If your site is primarily of English content then it may take long time to be indexed in Baidu based on the popularity of your site.
Search Keywords:

This section shows you the keywords for which your site was shown in the search results.

Figure 17 - Baidu Searched Keywords

Page Optimization Tips

Using Standardized formats helps the search engines to index your pages easily. Baidu’s page optimization tools helps to detect whether a page is search engine friendly and gives recommendations. You can submit important pages in your site to get optimization recommendations and correct any error if found.

You can submit only one page at a time and recommendation for each page will differ as it is the case.
Figure 18 - Baidu Page Optimization Tips

Crawl Exception (errors)

This section shows the crawl exceptions or errors occurred when Baidu spider crawls your site. The page URLs in which the error occurred are shown in the list below the crawl graph.
Here you can set the maximum crawling rate for the Baidu crawler to crawl your site. It is recommended to use the default Baidu crawling rate for your site unless you face some loading issues with your site.
Robots

Baidu webmaster tools offer two options under Robots. One is to check whether your site has any existing robots.txt file and the other is to create a free robots.txt file for your site.

![Image of Baidu webmaster tools]

Figure 21 – Robots.txt Display and Generation

Site Security

Security detection tool / Site Safety testing

Check your site is not hacked and free from malware by using Baidu’s security detection tool. In case if your site is affected Baidu will display a warning message in the search engine results.

If your site is affected with a malware then Baidu search result shows your website with a message "This site may be a security risk" then you can use this tool to check the problems in your site for free.
Vulnerability Detection

This tool helps to identify whether your site is vulnerable to security problems. The high risk vulnerabilities include SQL injection vulnerabilities, XSS Cross Site Scripting vulnerability and Page source code leak.
Other tools

Baidu Statistics

Baidu statistics is a free web site traffic analysis tool that helps webmasters analyzes the site traffic and user behavior efficiently. Baidu statistics provides a complete trend analysis, source analysis, web analytics, visitor analysis, custom analysis and other reports.

Open adaptation

In order to enhance the user’s mobile search results browsing experience, Baidu offers webmasters to submit their mobile page corresponding to the desktop web page. If the correspondence is accurate, Baidu will replace the original desktop page and use your mobile page when searched in mobile devices.

It is not always guaranteed that your mobile page will be shown in mobile search. It may take several months for Baidu mobile spider to replace your existing desktop version from the search results.
Site Search

Site search helps you to create a custom search box specific to your site along with your own logo. In order to enable this functionality you need to send your site URL and user name to zhanzhangpingtai@baidu.com.
Site App (Web App generation tool)

One of the wonderful features of Baidu webmaster tools is the free mobile app creator. This tool helps webmasters to create a free mobile site in sync with the desktop site.

Learn here about step by step process of creating your free mobile site app.

Ping

Ping helps webmasters to submit their blog feed to Baidu. Ping is based on XML_RPC standard protocol update notification service for blog updates and quickly notifies Baidu to crawl and index your blog posts in a timely manner.

Learn more about Ping services here.
Enable Baidu custom search box in your site pages by copy & pasting the HTML code from Baidu Webmaster Tools. You can choose one search box format out of three options available as shown in the picture.
Baidu offers two options for creating your search box:
1. Custom Search Box with your own logo
2. Default Baidu Search Box

Baidu Share

Baidu share is a sharing tool for site owners helps to add famous Chinese social sharing buttons like Renren and Sina to your site. Baidu share not only give helps to bring more social traffic but also has two distinct advantages:

1. Increases crawl speed by Baidu

2. In the Baidu search results page shows the amount of share

Figure 30 - Baidu Share
Still have queries regarding Baidu Webmaster Tools

Drop a mail to WebNots

We will help to resolve your issues.