

Is Your Business Invisible to Calgary's Chinese Community?

A 10-question self-check for Calgary business owners. Five minutes, one score, and a clearer picture of where your visibility may be breaking down.

91,410people | **7.1% of Calgary**

In the 2021 Census, 91,410 Calgary residents identified as Chinese, representing 7.1% of the city's population. That is a substantial local audience whose discovery journey may not begin on the platforms your business currently uses.

Source: Statistics Canada, 2021 Census of Population.

HOW TO USE THIS

Enter 0, 1 or 2 for each question, choosing the line closest to your current situation. Add your scores for a total out of 20, then check your result on the final page. Be honest: a lower score gives you a more useful starting point.

The 10 questions

Type your score in each box. A low score is useful information, not a failure.

1 Does your business have an active Rednote account?

0 - No account | 1 - Account exists but has been inactive for 3+ months | 2 - Active and posting at least monthly

2 Search your business name in Chinese on Rednote. What appears?

0 - Nothing | 1 - One or two old posts | 2 - Several relevant posts from the past year

3 Does your business use an official Chinese name consistently?

0 - No | 1 - Customers use an unofficial name | 2 - We chose one and use it consistently

4 Has a Chinese-speaking local creator posted about you in the last 6 months?

0 - No | 1 - Once, organically | 2 - Two or more times through planned collaboration

5 Do you know what share of your customers speak Chinese at home?

0 - No idea | 1 - A rough estimate | 2 - We track or ask customers

6 Are your key customer materials available in Chinese and kept current?

0 - Nothing | 1 - One outdated item | 2 - Key pages, menus or signs stay current

7 Can Chinese-speaking customers understand your offer, pricing and next step?

0 - Not without help | 1 - Partly | 2 - Yes, without needing translation support

8 Can someone respond to a Chinese-language message within 24 hours?

0 - No | 1 - Sometimes | 2 - Yes, with clear responsibility

9 Do customers leave reviews in Chinese on Google, Rednote or elsewhere?

0 - Never | 1 - Occasionally | 2 - Regularly

10 In the past year, did you plan content around relevant cultural moments?

0 - No | 1 - One last-minute post | 2 - Planned campaigns for two or more moments

YOUR TOTAL / 20

What your score means

Find your score band, then start with the three fastest fixes below.

Invisible

0-6 points

Chinese-speaking customers are unlikely to discover or understand your business through the channels they use. The upside is clear: a few focused actions can create meaningful progress quickly.

Accidentally visible

7-13 points

Some customers find you through friends, occasional posts or reviews, but the journey is inconsistent. Your next step is to turn scattered visibility into a repeatable system.

Genuinely visible

14-20 points

You have a strong foundation. Focus on consistency, current translations, response time and measurement so your visibility does not fade over time.

THE THREE FASTEST FIXES, IN ORDER

- 1 Choose your Chinese name before customers choose one for you.**
A clear, consistent name makes your business easier to recognize and search.
- 2 Create one credible collaboration with a local Chinese-speaking creator.**
One useful, searchable visit can become a strong proof point across multiple channels.
- 3 Make sure a reply can happen.**
Visibility only matters if someone can answer questions and guide the customer forward.

FREE, NO PITCH DECK

Want a version specific to your business?

Request a free 20-minute visibility audit. We will search your business as a Chinese-speaking customer would and send you a short action list.

Request Your Free Visibility Audit

hannah.wsstraining.ca/contact/