A baseline for the next decision

Quanyuku · diagnostic baseline. The report does not specify a sampling date.

47 / 100

Baseline diagnostic score

Four equally weighted dimensions; 46.75 rounded to 47. This is the project scoring model.

AI search visibility — 36 / 100

Information foundation — 34 / 100

Competitive position — 41 / 100

Reputation signals — 76 / 100

What it is for

Identify the starting point, set priorities for official information and useful content, and agree what to measure next.

Questions and platform coverage

15 questions × 8 platforms = 120 report records; 28 brand mentions, or 23.3%.

Platform	Records	Mentions	Rate
DeepSeek	15	3	20.0%
Doubao	15	4	26.7%
Yuanbao	15	7	46.7%
Qwen	15	3	20.0%
ERNIE	15	2	13.3%
Nano Search	15	3	20.0%
Kimi	15	4	26.7%
Zhipu Qingyan	15	2	13.3%

Read the question mix before comparing rates

The report includes regional provider searches, brand questions and broader business needs. Brand-led questions and general needs should be assessed separately in future sampling.

Figures cover the questions and platforms in this report and reflect that sample. The sampling date is unspecified.

Turn findings into a work plan

Agree the work, ownership and evidence for each stage before implementation.

01 Visible on brand queries, with gaps in business needs

The brand appeared in responses to the direct brand query on all eight platforms. Seven of the 15 questions had no mention on any platform, including how beauty businesses can improve repeat visits. Build useful explanations and cases for those customer needs, then retest the same groups.

02 Different platforms need separate tracking

The sample ranges from 7/15 mentions on Yuanbao to 2/15 on ERNIE and Zhipu Qingyan. Review useful content and channel coverage, then track each platform separately.

03 Set the work from the diagnosed gaps

Review existing official information before deciding what to reuse or build. Agree knowledge-site topics, content and publishing work against the uncovered questions, with the same questions and conditions for the next observation.

Sampling scope

The report covers 15 questions and 8 platforms. Brand-led and general-need questions are grouped separately for follow-up. The sampling date is unspecified.