

Ember Korean BBQ

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

26 /100

LOW VISIBILITY

Visibility is currently in the low visibility band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Ember Korean BBQ holds **0.6%** blended non-branded search visibility, ranking **#27**; the current leader YD Tofu House holds **5.1%**.
- Branded Search Visibility is **35%**, while Brand Control is **21.4%**, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is **77%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

0.6%

Ranks #27 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH

35%

14/40 branded-search posts mention the selected brand.

BRAND CONTROL

21%

3/14 qualifying branded-search posts are brand-owned from Ember Korean BBQ.

SENTIMENT

77% Positive

Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)

4.5%

YD Tofu House leads at 5.1%, ahead by 4.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ember Korean BBQ records 0.6% blended SOV, ranking #27, while YD Tofu House leads with 5.1%. The category remains fragmented, with "Other" brands accounting for 69.9% of visibility. Search terms: Broad Search: Sacramento restaurant recommendations • Narrow Search: Restaurants near Elk Grove

BLENDED SEARCH

Rank	Brand	Share of Voice
1	YD Tofu House	5.1%
2	Bullita K-BBQ & Bar	4.5%
3	Modurang Family Korean .	3.2%
4	Saigon Oi!	3.2%
5	Spicy Dragon	3.2%
6	Ella Dining Room And Bar	2.6%
7	Ginza EG Japanese Cuisi.	2.6%
8	Ice Dream	1.9%
9	Jang Su Korean Tofu & B.	1.9%
10	Old Guilin	1.9%
	Other	69.9%
27	Ember Korean BBQ	0.6%

Brand SOV 0.6% Brand Rank #27 Total Brands 100 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Bullita K-BBQ & Bar	5.8%
2	Ella Dining Room And Bar	3.5%
3	Ginza EG Japanese Cuisi.	3.5%
4	8 Hours Ramen	2.3%
5	Canon	2.3%
6	Haniam BBQ	2.3%
7	KAI Japanese Cuisine	2.3%
8	Saigon Oi!	2.3%
9	Sky Port Restaurant & B.	2.3%
10	Tofu House	2.3%
	Other	70.9%
13	Ember Korean BBQ	1.2%

Brand SOV 1.2% Brand Rank #13 Total Brands 69 Avg. SOV 1.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	YD Tofu House	11.4%
2	Modurang Family Korean .	7.1%
3	Spicy Dragon	5.7%
4	Jang Su Korean Tofu & B.	4.3%
5	Old Guilin	4.3%
6	Saigon Oi!	4.3%
7	Bullita K-BBQ & Bar	2.9%
8	Crazy Pot	2.9%
9	Engawa Fusion	2.9%
10	Ice Dream	2.9%
	Other	51.4%

Brand SOV 0% Brand Rank - Total Brands 43 Avg. SOV 2.3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

35%

Ember Korean BBQ appears in 14/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

21%

3/14 branded-search posts that mention the selected brand are from Ember Korean BBQ (21%).

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

15%

POSITIVE

77%

WHAT PEOPLE ARE SAYING

Positive:

Ember is often praised for high-quality ingredients, tasty beef dishes, and a comfortable, modern atmosphere, with several posts highlighting good service and enjoyable group or date dining.

Neutral:

Reviewers frequently note the creative presentation and ambiance, but opinions on the food are mixed—some find it delicious while others call it ordinary or inconsistent, and portion sizes vary.

Negative:

Some diners report slow service, small portions, poor ventilation that leaves clothes smelling, and dishes that are overcooked or bland.

5 OPPORTUNITIES

1

Capture broad discovery demand

Ember Korean BBQ ranks - in broad search with 0% SOV, while YD Tofu House leads at 11.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Make branded search more consistent

Ember Korean BBQ appears in 14/40 branded-search posts (35%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3

Increase brand-owned control

Only 21.4% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

4

Turn positive sentiment into proof

Users already respond positively to: Ember is often praised for high-quality ingredients, tasty beef dishes, and a comfortable, modern atmosphere, with several posts highlighting good service and enjoyable group or date dining. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5

Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: Some diners report slow service, small portions, poor ventilation that leaves clothes smelling, and dishes that are overcooked or bland. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 26 / 100 to 38-48 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160

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