

The Baxter Inn

Rednote Search Visibility Audit

Audit period: August 2026



daisy.club

DAISY VISIBILITY INDEX

75 /100

GROWING AUTHORITY

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

EXECUTIVE READOUT

- The Baxter Inn holds 22.5% blended non-branded search visibility, ranking #1; the current leader The Baxter Inn holds 22.5%.
- Branded search visibility is 88%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 89%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
22.5%

Ranks #1 blended and #1 broad across selected non-branded keyword runs.



BRANDED SEARCH
88%

35/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
89% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0%

The Baxter Inn leads at 22.5%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Baxter Inn records 22.5% blended SOV, ranking #1, while The Baxter Inn leads with 22.5%. The category remains fragmented, with "Other" brands accounting for 58% of visibility.

Search terms: Broad Search: Sydney bar recommendations • Narrow Search: Sydney whisky bar

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Baxter Inn	22.5%
2	Bar Planet	2.9%
3	Maybe Sammy	2.9%
4	Old mate's Place	2.9%
5	Aster	2.2%
6	Cantina OK!	2.2%
7	Old Love	2.2%
8	Alcotraz	1.4%
9	BanchM Bar	1.4%
10	Bar Herbs	1.4%
	Other	58%

Brand SOV 22.5% Brand Rank #1 Total Brands 81 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Baxter Inn	29.3%
2	Maybe Sammy	3.7%
3	BanchM Bar	2.4%
4	Kahii	2.4%
5	Marble Bar	2.4%
6	Ni Hao Bar & Dining	2.4%
7	Old Love	2.4%
8	Old mate's Place	2.4%
9	The Caterpillar Club	2.4%
10	78° Pastr(e)y	1.2%
	Other	48.8%

Brand SOV 29.3% Brand Rank #1 Total Brands 50 Avg. SOV 2%

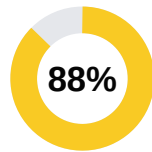
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Baxter Inn	12.5%
2	Bar Planet	7.1%
3	Alcotraz	3.6%
4	Aster	3.6%
5	Cantina OK!	3.6%
6	Jacoby's Tiki Bar	3.6%
7	Old mate's Place	3.6%
8	Shady Pines Saloon	3.6%
9	Apollonia	1.8%
10	Bar 83 At Sydney Tower	1.8%
	Other	55.4%

Brand SOV 12.5% Brand Rank #1 Total Brands 41 Avg. SOV 2.4%

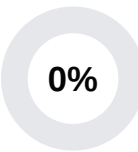
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Baxter Inn appears in 35/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

6%

NEUTRAL

6%

POSITIVE

89%

WHAT PEOPLE ARE SAYING



Positive: The Baxter Inn is widely praised as a top-tier whisky bar with a unique hidden speakeasy atmosphere, an impressive wall of hundreds of whiskies, and standout signature drinks like the Apple Whisky, which is loved for its smooth, fruity flavor. The staff are noted for their professionalism and friendly service, and the free pretzel snacks add to the welcoming vibe.



Neutral: The bar is intentionally hard to find, tucked down an alley with an unmarked door and a bouncer checking IDs, which adds to its secretive charm but can be a hurdle. It gets very crowded, especially on weekends, and the dim lighting and loud music make it more suited to drinking than quiet conversation.



Negative: Some cocktail quality is inconsistent, with drinks like the Red Death and Piña Colada receiving criticism for artificial flavors or poor balance, and the bar's darkness and noise level can be overwhelming for some visitors.

5 OPPORTUNITIES

1 Launch an owned Rednote presence

No detected Rednote account is connected to this brand. Creating or linking an official account is an opportunity to own branded-search results and provide clear booking, amenities, and location proof.

2 Turn positive sentiment into proof

Users already respond positively to: The Baxter Inn is widely praised as a top-tier whisky bar with a unique hidden speakeasy atmosphere, an impressive wall of hundreds of whiskies, and standout signature drinks like the Apple Whisky, which is loved for its smooth, fruity flavor. The staff are noted for their professionalism and friendly service, and the free pretzel snacks add to the welcoming vibe. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns

Negative feedback is lower-volume (6%) but specific: Some cocktail quality is inconsistent, with drinks like the Red Death and Piña Colada receiving criticism for artificial flavors or poor balance, and the bar's darkness and noise level can be overwhelming for some visitors. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 75 / 100 to 87-97 / 100 through keyword-led content, KOC proof, and stronger brand association.