

JW Marriott Gold Coast Resort & Spa

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

73 /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

- JW Marriott Gold Coast Resort & Spa holds 16.7% blended non-branded search visibility, ranking #1; the current leader JW Marriott Gold Coast Resort & Spa holds 16.7%.
- Branded search visibility is 83%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 88%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE

16.7%

Ranks #1 blended and #2 broad across selected non-branded keyword runs.

BRANDED SEARCH

83%

33/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

88% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

0%

JW Marriott Gold Coast Resort & Spa leads at 16.7%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

JW Marriott Gold Coast Resort & Spa records 16.7% blended SOV, ranking #1, while JW Marriott Gold Coast Resort & Spa leads with 16.7%. The category remains fragmented, with "Other" brands accounting for 41.4% of visibility.

Search terms: Broad Search: Gold Coast resort hotel recommendations • Narrow Search: Gold Coast family-friendly hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Gold Coast .	16.7%
2	Meriton	9.2%
3	Meriton Suites Surfers .	8%
4	Voco Gold Coast	5.2%
5	The Langham, Gold Coast	4.6%
6	Crowne Plaza Surfers Pa.	3.4%
7	Dorsett Gold Coast	3.4%
8	InterContinental Sanctu.	3.4%
9	Hilton Surfers Paradise.	2.3%
10	Paradise Resort Gold Co.	2.3%
	Other	41.4%

Brand SOV 16.7% Brand Rank #1 Total Brands 52 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Gold Coast .	23%
2	Meriton Suites Surfers .	11.5%
3	InterContinental Sanctu.	4.6%
4	Meriton	4.6%
5	Crowne Plaza Surfers Pa.	3.4%
6	Hilton Surfers Paradise.	3.4%
7	Paradise Resort Gold Co.	3.4%
8	Peppers Soul Surfers Pa.	3.4%
9	Sea World Resort	3.4%
10	The Langham, Gold Coast	3.4%
	Other	35.6%

Brand SOV 23% Brand Rank #1 Total Brands 35 Avg. SOV 2.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Meriton	13.8%
2	JW Marriott Gold Coast .	10.3%
3	Voco Gold Coast	6.9%
4	The Langham, Gold Coast	5.7%
5	Dorsett Gold Coast	4.6%
6	Meriton Suites Surfers .	4.6%
7	Crowne Plaza Surfers Pa.	3.4%
8	Ocean By Meriton	3.4%
9	Four Points By Sheraton.	2.3%
10	Hilton	2.3%
	Other	42.5%

Brand SOV 10.3% Brand Rank #2 Total Brands 43 Avg. SOV 2.3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

83%

JW Marriott Gold Coast Resort & Spa appears in 33/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

3%

NEUTRAL

9%

POSITIVE

88%

WHAT PEOPLE ARE SAYING

Positive:

The lagoon pool with snorkeling and tropical fish is a standout highlight, making the hotel ideal for families and delivering a strong resort feel; service is generally warm and welcoming, with notable dining experiences such as the Citrique restaurant and Misono teppanyaki.

Neutral:

The hotel offers convenient access to Surfers Paradise and public transport, though it is not directly on the beach; room upgrades and benefits vary by membership status, and the property shows some age despite recent renovations.

Negative:

Housekeeping consistency and cleanliness drew criticism, some on-site dining options (e.g., the bar pizza) disappointed, and service hiccups like early-morning room disturbances or billing errors were reported; poolside food service ends early, and some rooms have limited ocean views.

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 lagoon pool with snorkeling and tropical fish is a standout highlight, making the hotel ideal for families and delivering a strong resort feel; service is generally warm and welcoming, with notable dining experiences such as the Citrique restaurant and Misono teppanyaki. 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 (3%) but specific: Housekeeping consistency and cleanliness drew criticism, some on-site dining options (e.g., the bar pizza) disappointed, and service hiccups like early-morning room disturbances or billing errors were reported; poolside food service ends early, and some rooms have limited ocean views. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 73 / 100 to 85-95 / 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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