daisy.club

1 Hotel Melbourne

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

42 /100

EMERGING PRESENCE

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

EXECUTIVE READOUT

- 1 Hotel Melbourne holds 3.7% blended non-branded search visibility, ranking #6; the current leader The Ritz-Carlton, Melbourne holds 8.9%.
- Branded search visibility is 55%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
3.7%
Ranks #6 blended and #3 broad across selected non-branded keyword runs.

BRANDED SEARCH
55%
22/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5.2%
The Ritz-Carlton, Melbourne leads at 8.9%, ahead by 5.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

1 Hotel Melbourne records 3.7% blended SOV, ranking #6, while The Ritz-Carlton, Melbourne leads with 8.9%. The category remains fragmented, with "Other" brands accounting for 54.8% of visibility.

Search terms: Broad Search: Melbourne newly opened hotels • Narrow Search: Melbourne photogenic hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Melbo.	8.9%
2	Grand Hyatt Melbourne	5.9%
3	The Langham, Melbourne	5.2%
4	Hyatt Centric Melbourne	4.4%
5	W Melbourne	4.4%
6	1 Hotel Melbourne	3.7%
7	Holiday Inn Melbourne O.	3.7%
8	Le Méridien Melbourne	3.7%
9	Crown Towers Melbourne	3%
10	Brady Hotels Central Me.	2.2%
	Other	54.8%

Brand SOV 3.7% Brand Rank #6 Total Brands 64 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Grand Hyatt Melbourne	7.4%
2	The Langham, Melbourne	7.4%
3	Le Méridien Melbourne	5.9%
4	The Ritz-Carlton, Melbo.	5.9%
5	Hyatt Centric Melbourne	4.4%
6	W Melbourne	4.4%
7	1 Hotel Melbourne	2.9%
8	Brady Hotels Central Me.	2.9%
9	Crown Towers Melbourne	2.9%
10	DoubleTree By Hilton Me.	2.9%
	Other	52.9%

Brand SOV 2.9% Brand Rank #7 Total Brands 41 Avg. SOV 2.4%

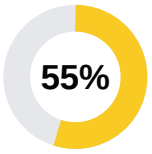
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Melbo.	11.9%
2	Holiday Inn Melbourne O.	6%
3	1 Hotel Melbourne	4.5%
4	Grand Hyatt Melbourne	4.5%
5	Hyatt Centric Melbourne	4.5%
6	W Melbourne	4.5%
7	Citadines On Bourke Mel.	3%
8	Crown Towers Melbourne	3%
9	Dorsett Melbourne	3%
10	Holiday Inn Express Mel.	3%
	Other	52.2%

Brand SOV 4.5% Brand Rank #3 Total Brands 39 Avg. SOV 2.6%

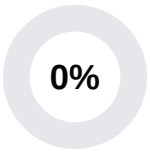
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



1 Hotel Melbourne appears in 22/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	14%	86%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's stunning nature-inspired design, with lush greenery, reclaimed materials, and beautiful Yarra River views creating a serene, photogenic atmosphere that feels like an urban oasis. The on-site dining at From Here by Mike is frequently highlighted as a standout, with dishes like the Wagyu and cheese soufflé exceeding expectations, while the Bamford bath amenities and excellent wellness facilities including the pool, gym, and spa are also highly recommended.

Neutral: The hotel is located in the Docklands area, which is slightly removed from the city center and has a quiet, sometimes dark, surrounding neighborhood at night with few nearby shops, though it remains walkable to some attractions and offers easy tram access.

Negative: Some guests found the bed too soft and the thick duvet too warm, leading to discomfort during sleep, and the air conditioning was noted to be intermittent and not very dry. Additionally, the minibar offers no complimentary items beyond coffee and tea, and one reviewer found the bar's pasta to be a disappointing culinary flaw.

5 OPPORTUNITIES

1 Make branded search more consistent
1 Hotel Melbourne appears in 22/40 branded-search posts (55%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's stunning nature-inspired design, with lush greenery, reclaimed materials, and beautiful Yarra River views creating a serene, photogenic atmosphere that feels like an urban oasis. The on-site dining at From Here by Mike is frequently highlighted as a standout, with dishes like the Wagyu and cheese soufflé exceeding expectations, while the Bamford bath amenities and excellent wellness facilities including the pool, gym, and spa are also highly recommended. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 42 / 100 to 54-64 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: June 2026