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Avani Melbourne Box Hill Residences

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

7 /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

- Avani Melbourne Box Hill Residences holds 0.9% blended non-branded search visibility, ranking #22; the current leader The Ritz-Carlton, Melbourne holds 6.1%.
- Branded search visibility is 3%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.9%
Ranks #22 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
3%
1/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5.2%
The Ritz-Carlton, Melbourne leads at 6.1%, ahead by 5.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Avani Melbourne Box Hill Residences records 0.9% blended SOV, ranking #22, while The Ritz-Carlton, Melbourne leads with 6.1%. The category remains fragmented, with "Other" brands accounting for 64% of visibility.

Search terms: Broad Search: Melbourne hotel guide • Narrow Search: Hotels near Box Hill

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Melbo.	6.1%
2	Hyatt Centric Melbourne	5.3%
3	Dorsett Melbourne	3.5%
4	Hyatt House Melbourne	3.5%
5	Le Méridien Melbourne	3.5%
6	The Chen Melbourne - Ar.	3.5%
7	Citadines On Bourke Mel.	2.6%
8	Ibis Melbourne Central	2.6%
9	Ibis Melbourne Hotel & .	2.6%
10	InterContinental Melbou.	2.6%
	Other	64%
22	Avani Melbourne Box Hil.	0.9%

Brand SOV 0.9% Brand Rank #22 Total Brands 69 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Chen Melbourne - Ar.	8.2%
2	Hyatt Centric Melbourne	6.1%
3	Dorsett Melbourne	4.1%
4	Hyatt House Melbourne	4.1%
5	Avani Melbourne Box Hil.	2%
6	Ascott	2%
7	Avani Deira Dubai Hotel	2%
8	Avani Melbourne Central.	2%
9	Avani Metropolis Auckla.	2%
10	Batman's Hill On Collins	2%
	Other	65.3%

Brand SOV 2% Brand Rank #5 Total Brands 42 Avg. SOV 2.4%

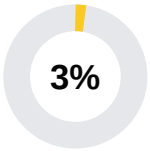
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Melbo.	9.2%
2	Le Méridien Melbourne	6.2%
3	Citadines On Bourke Mel.	4.6%
4	Hyatt Centric Melbourne	4.6%
5	InterContinental Melbou.	4.6%
6	Voco	4.6%
7	Dorsett Melbourne	3.1%
8	Hotel Grand Chancellor .	3.1%
9	Hyatt House Melbourne	3.1%
10	Ibis Melbourne Central	3.1%
	Other	53.8%

Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%

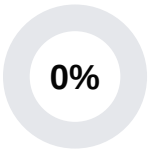
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Avani Melbourne Box Hill Residences appears in 1/40 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%	100%	0%

WHAT PEOPLE ARE SAYING

Positive: The property is praised for its luxurious rooftop amenities including a pool, sauna, steam room, BBQ area, and gyms, plus its prime location within walking distance of Box Hill Central shopping, parks, hospitals, and public transport, making it ideal for students and commuters.

Neutral: The listing describes a furnished 2-bedroom, 1-bathroom apartment with an underground parking space, positioned as a long-stay residential option in the Box Hill area.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Avani Melbourne Box Hill Residences ranks - in broad search with 0% SOV, while The Ritz-Carlton, Melbourne leads at 9.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Avani Melbourne Box Hill Residences appears in 1/40 branded-search posts (3%). 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. **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.

Near-term goal: move from 7 / 100 to 19-29 / 100 through keyword-led content, KOC proof, and stronger brand association.