

Crinitis Darling Harbour

Rednote Search Visibility Audit

Audit period: August 2026



daisy.club

DAISY VISIBILITY INDEX

1 / 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

- Crinitis Darling Harbour holds 0% blended non-branded search visibility, ranking -; the current leader Blackbird holds 2.4%.
- Branded search visibility is 13%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 25%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
0%

Ranks - blended and - broad across selected non-branded key-word runs.



BRANDED SEARCH
13%

5/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
25% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
2.4%

Blackbird leads at 2.4%, ahead by 2.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Crinitis Darling Harbour records 0% blended SOV, ranking -, while Blackbird leads with 2.4%. The category remains fragmented, with "Other" brands accounting for 81.1% of visibility.

Search terms: Broad Search: Sydney restaurant recommendations • Narrow Search: Restaurants near Darling Harbour

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Blackbird	2.4%
2	Jordan's Seafood	2.4%
3	Totti's	2.4%
4	Truffles Potts Point	2.4%
5	Nick's Seafood Restaura.	1.9%
6	Pina	1.9%
7	Bar Topa Wynyard	1.4%
8	Edition Roasters	1.4%
9	Grana	1.4%
10	Hello Auntie	1.4%
	Other	81.1%

Brand SOV 0% Brand Rank - Total Brands 141 Avg. SOV 0.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Totti's	4%
2	Jordan's Seafood	3%
3	Altitude Sydney	2%
4	Blackbird	2%
5	Grana	2%
6	ICHOUME	2%
7	mimi's	2%
8	Mogu Mogu Onigiri	2%
9	Nick's Seafood Restaura.	2%
10	Toki Italian Inspired	2%
	Other	77.2%

Brand SOV 0% Brand Rank - Total Brands 88 Avg. SOV 1.1%

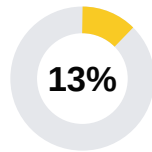
BROAD SEARCH

Rank	Brand	Share of Voice
1	Pina	3.6%
2	Truffles Potts Point	3.6%
3	Blackbird	2.7%
4	Edition Roasters	2.7%
5	Henry Lee's Redfern	2.7%
6	St Jude Cafe	2.7%
7	The Brothers Cafe	2.7%
8	Aslan Coffee	1.8%
9	Bar Topa Wynyard	1.8%
10	Cafe Oratnek	1.8%
	Other	73.9%

Brand SOV 0% Brand Rank - Total Brands 80 Avg. SOV 1.3%

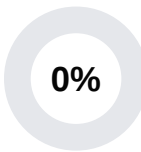
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Crinitis Darling Harbour appears in 5/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

50%

NEUTRAL

25%

POSITIVE

25%

WHAT PEOPLE ARE SAYING



Positive: Guests praise the restaurant's pleasant atmosphere, attractive interior, and wide menu selection, including fresh oysters, tender steak, and good cocktails, with a reasonable per-person cost of around 60 AUD.



Neutral: The venue is noted for its signature long pizzas (up to 3 meters) and its Darling Harbour location offers views of the Saturday fireworks, making it a popular spot for group gatherings.



Negative: One reviewer found the wood-fired pizza underwhelming in taste and texture, describing the food as edible but not worth recommending, with the only advantage being the fireworks view.

5 OPPORTUNITIES

1 Capture broad discovery demand

Crinitis Darling Harbour ranks - in broad search with 0% SOV, while Pina leads at 3.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

Crinitis Darling Harbour appears in 5/40 branded-search posts (13%). 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.

4 Address recurring trust concerns

Negative feedback is lower-volume (50%) but specific: One reviewer found the wood-fired pizza underwhelming in taste and texture, describing the food as edible but not worth recommending, with the only advantage being the fireworks view. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 1 / 100 to 13-23 / 100 through keyword-led content, KOC proof, and stronger brand association.