

Planar Restaurant

Rednote Search Visibility Audit

Audit period: August 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

- Planar Restaurant holds 0% blended non-branded search visibility, ranking -; the current leader Bar Totti's holds 4.3%.
- Branded Search Visibility is 70%, while Brand Control is 57.1%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 100%; 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-words runs.



BRANDED SEARCH
70%

14/20 branded-search posts mention the selected brand.



BRAND CONTROL
57%

8/14 qualifying branded-search posts are brand-owned from Planar Restaurant.



SENTIMENT
100% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
4.3%

Bar Totti's leads at 4.3%, ahead by 4.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Planar Restaurant records 0% blended SOV, ranking -, while Bar Totti's leads with 4.3%. The category remains fragmented, with "Other" brands accounting for 73.6% of visibility.

Search terms: Broad Search: Sydney restaurant recommendations • Narrow Search: Sydney Harbour view restaurant

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Bar Totti's	4.3%
2	The Squire's Landing	3.7%
3	Whalebridge	3.7%
4	Bills	2.5%
5	Casa Ristorante Italiano	2.5%
6	Jordan's	2.5%
7	Altitude	1.8%
8	Bennelong Restaurant	1.8%
9	Cafe Sydney	1.8%
10	Glass Brasserie	1.8%
	Other	73.6%

Brand SOV 0% Brand Rank - Total Brands 110 Avg. SOV 0.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Whalebridge	5.7%
2	Casa Ristorante Italiano	4.6%
3	Jordan's	4.6%
4	The Squire's Landing	4.6%
5	Nick's Seafood Restaura.	3.4%
6	Altitude	2.3%
7	Bennelong Restaurant	2.3%
8	Cafe Sydney	2.3%
9	Hello Auntie Darling Sq.	2.3%
10	Oriana	2.3%
	Other	65.5%

Brand SOV 0% Brand Rank - Total Brands 67 Avg. SOV 1.5%

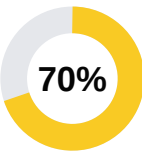
BROAD SEARCH

Rank	Brand	Share of Voice
1	Bar Totti's	7.9%
2	Bills	3.9%
3	Lox In A Box	3.9%
4	Glass Brasserie	2.6%
5	Grill Americano	2.6%
6	The Squire's Landing	2.6%
7	1915 Lanzhou Beef Noodl.	1.3%
8	6HEAD Sydney	1.3%
9	Alfie's	1.3%
10	Altitude	1.3%
	Other	71.1%

Brand SOV 0% Brand Rank - Total Brands 64 Avg. SOV 1.6%

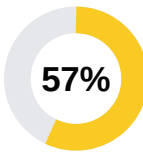
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Planar Restaurant appears in 14/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



8/14 branded-search posts that mention the selected brand are from Planar Restaurant (57%).

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

0%

POSITIVE

100%

WHAT PEOPLE ARE SAYING



Positive: The restaurant offers stunning Darling Harbour views, prime fireworks viewing, and a well-regarded seafood platter and stone-fired pizzas, plus a fun pizza-making class experience.



Neutral: Prices are on the higher side, but many find the food and experience worth the cost, especially for special occasions.



Negative: Some dishes are underwhelming, such as the kangaroo meat being dry and tough, and the pasta being unremarkable, with bread compared to a steamed bun.

5 OPPORTUNITIES

Capture broad discovery demand

- Planar Restaurant ranks - in broad search with 0% SOV, while Bar Totti's leads at 7.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Turn positive sentiment into proof

Users already respond positively to: The restaurant offers stunning Darling Harbour views, prime fireworks viewing, and a well-regarded seafood platter and stone-fired pizzas, plus a fun pizza-making class experience. 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.