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DownSouth Holiday Homes

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

0 /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

- DownSouth Holiday Homes holds 0% blended non-branded search visibility, ranking -; the current leader Hilton Garden Inn Busselton holds 13.1%.
- Branded search visibility is 0%, 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%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
0%
0/40 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)
13.1%
Hilton Garden Inn Busselton leads at 13.1%, ahead by 13.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

DownSouth Holiday Homes records 0% blended SOV, ranking -, while Hilton Garden Inn Busselton leads with 13.1%. The category remains fragmented, with "Other" brands accounting for 58.6% of visibility.

Search terms: Broad Search: Southwest WA vacation home recommendations • Narrow Search: Busselton family-friendly vacation stays

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Hilton Garden Inn Busse.	13.1%
2	The Timothée Resort	6.1%
3	Abbey Beach Resort	5.1%
4	Broadwater Resort Busse.	3%
5	InterContinental Perth .	3%
6	Upland Farm	3%
7	Balingup Heights Hillto.	2%
8	Bells At Killcare	2%
9	Crowne Plaza Perth	2%
10	Esperance Chalet Village	2%
	Other	58.6%

Brand SOV 0% Brand Rank - Total Brands 60 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hilton Garden Inn Busse.	18.9%
2	Abbey Beach Resort	10.8%
3	The Timothée Resort	8.1%
4	Amily's French Mansion	2.7%
5	Aqua Resort	2.7%
6	Borneo Beach Villa & Su.	2.7%
7	Broadwater Resort Busse.	2.7%
8	Changes In The Latitude.	2.7%
9	Crowne Plaza Perth	2.7%
10	Estelle Manor	2.7%
	Other	43.2%

Brand SOV 0% Brand Rank - Total Brands 26 Avg. SOV 3.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Hilton Garden Inn Busse.	9.7%
2	The Timothée Resort	4.8%
3	Upland Farm	4.8%
4	Balingup Heights Hillto.	3.2%
5	Bells At Killcare	3.2%
6	Broadwater Resort Busse.	3.2%
7	Esperance Chalet Village	3.2%
8	Geraldton Apartment Hot.	3.2%
9	Hilton Garden Inn Albany	3.2%
10	InterContinental Perth .	3.2%
	Other	58.1%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

DownSouth Holiday Homes appears in 0/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
DownSouth Holiday Homes ranks - in broad search with 0% SOV, while Hilton Garden Inn Busselton leads at 9.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
DownSouth Holiday Homes appears in 0/40 branded-search posts (0%). 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 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.