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Ovolo South Yarra

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

- Ovolo South Yarra holds 0% blended non-branded search visibility, ranking -; the current leader The Ritz-Carlton, Melbourne holds 6.2%.
- Branded search visibility is 8%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 50%; 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
8%
3/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
50% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.2%
The Ritz-Carlton, Melbourne leads at 6.2%, ahead by 6.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ovolo South Yarra records 0% blended SOV, ranking -, while The Ritz-Carlton, Melbourne leads with 6.2%. The category remains fragmented, with "Other" brands accounting for 69.5% of visibility.

Search terms: Broad Search: Melbourne hotel recommendations • Narrow Search: Melbourne South Yarra hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Melbo.	6.2%
2	1 Hotel Melbourne	4%
3	Grand Hyatt Melbourne	4%
4	Hyatt Centric Melbourne	4%
5	Hotel Indigo Melbourne .	3.4%
6	W Melbourne	2.3%
7	Cinnamon Lodge Habarana	1.7%
8	Heritance Kandalama	1.7%
9	Hyde Melbourne Place	1.7%
10	Le Méridien Melbourne	1.7%
	Other	69.5%

Brand SOV 0% Brand Rank - Total Brands 116 Avg. SOV 0.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Cinnamon Lodge Habarana	3.3%
2	Heritance Kandalama	3.3%
3	Hyatt Centric Melbourne	3.3%
4	Granbell Hotel Colombo	2.2%
5	Jetwing Sea Hotel	2.2%
6	Niranapa Boutique Resort	2.2%
7	The Langham, Melbourne	2.2%
8	1 Hotel Melbourne	1.1%
9	Alfar House	1.1%
10	Alila Hinu Bay	1.1%
	Other	77.8%

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

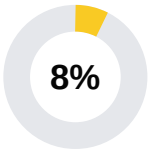
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Melbo.	11.5%
2	1 Hotel Melbourne	6.9%
3	Grand Hyatt Melbourne	6.9%
4	Hotel Indigo Melbourne .	6.9%
5	Hyatt Centric Melbourne	4.6%
6	W Melbourne	4.6%
7	Le Méridien Melbourne	3.4%
8	Park Hyatt Melbourne	3.4%
9	Sofitel Melbourne On Co.	3.4%
10	Crown Towers Melbourne	2.3%
	Other	46%

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

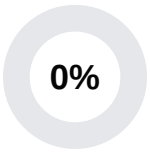
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ovolo South Yarra appears in 3/40 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%	50%	50%

WHAT PEOPLE ARE SAYING

Positive: The hotel is praised for its striking interior design by Luchetti Krelle, blending pop art, contemporary installations, and bold colors, while prioritizing comfort and offering spacious work-and-connect areas suited for digital nomads.

Neutral: It is located at the intersection of Toorak Road and Chapel Street in Melbourne, a cosmopolitan hotel and retail hub, and has 123 rooms, with over 60% of them being compact 15-square-meter micro spaces.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Ovolo South Yarra ranks - in broad search with 0% SOV, while The Ritz-Carlton, Melbourne leads at 11.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Ovolo South Yarra appears in 3/40 branded-search posts (8%). 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.