daisy.club

Ovolo Woolloomooloo

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

29 /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 Woolloomooloo holds 0% blended non-branded search visibility, ranking -; the current leader Shangri-La Sydney holds 16.3%.
- Branded search visibility is 70%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; 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
70%
28/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
16.3%
Shangri-La Sydney leads at 16.3%, ahead by 16.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ovolo Woolloomooloo records 0% blended SOV, ranking -, while Shangri-La Sydney leads with 16.3%. The category remains fragmented, with "Other" brands accounting for 38.8% of visibility.

Search terms: Broad Search: Sydney boutique hotel recommendations • Narrow Search: hotels near Woolloomooloo Wharf

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Sydney	16.3%
2	W Sydney	10.1%
3	Four Seasons Hotel Sydn.	9.3%
4	InterContinental Sydney	8.5%
5	Ace Hotel Sydney	3.1%
6	Kimpton Margot Sydney	3.1%
7	Park Hyatt Sydney	3.1%
8	The Fullerton Hotel Syd.	3.1%
9	Capella Sydney	2.3%
10	Meriton Suites Kent Str.	2.3%
	Other	38.8%

Brand SOV 0% Brand Rank - Total Brands 59 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Sydney	9.5%
2	W Sydney	9.5%
3	Four Seasons Hotel Sydn.	7.9%
4	Kimpton Margot Sydney	4.8%
5	InterContinental Sydney	3.2%
6	Park Hyatt Sydney	3.2%
7	25hours Hotel Sydney Th.	1.6%
8	Ace Hotel Sydney	1.6%
9	Aitutaki Lagoon Private.	1.6%
10	Atelier TE Designer Gue.	1.6%
	Other	55.6%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

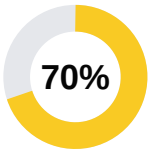
BROAD SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Sydney	22.7%
2	InterContinental Sydney	13.6%
3	Four Seasons Hotel Sydn.	10.6%
4	W Sydney	10.6%
5	The Fullerton Hotel Syd.	6.1%
6	Ace Hotel Sydney	4.5%
7	Capella Sydney	3%
8	Meriton Suites Kent Str.	3%
9	Park Hyatt Sydney	3%
10	57 Hotel	1.5%
	Other	21.2%

Brand SOV 0% Brand Rank - Total Brands 24 Avg. SOV 4.2%

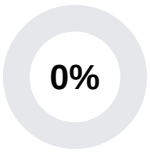
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ovolo Woolloomooloo appears in 28/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
11%

NEUTRAL
4%

POSITIVE
86%

WHAT PEOPLE ARE SAYING

Positive: Reviewers consistently praise the hotel's unique, design-forward character, its prime waterfront location surrounded by dining options, friendly and responsive staff, and complimentary mini-bar snacks and drinks, making it a popular choice for stays, weddings, and pet-friendly events.

Neutral: The hotel is a converted historic wharf/warehouse, part of the Small Luxury Hotels collection, and is well-located near the Royal Botanic Garden and within walking distance of the Opera House; pricing is noted as high, especially for the loft view rooms.

Negative: Several guests reported practical comfort issues, including constant bird noise from the roof, unstable shower water temperature, overly soft beds, erratic air conditioning, and a very basic breakfast; one guest also mentioned an item being stolen from their room, though this was not resolved by the hotel.

5 OPPORTUNITIES

1 Capture broad discovery demand
Ovolo Woolloomooloo ranks - in broad search with 0% SOV, while Shangri-La Sydney leads at 22.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to: Reviewers consistently praise the hotel's unique, design-forward character, its prime waterfront location surrounded by dining options, friendly and responsive staff, and complimentary mini-bar snacks and drinks, making it a popular choice for stays, weddings, and pet-friendly events. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (11%) but specific: Several guests reported practical comfort issues, including constant bird noise from the roof, unstable shower water temperature, overly soft beds, erratic air conditioning, and a very basic breakfast; one guest also mentioned an item being stolen from their room, though this was not resolved by the hotel. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 29 / 100 to 41-51 / 100 through keyword-led content, KOC proof, and stronger brand association.