daisy.club

Local Way Tours

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

6 /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

- Local Way Tours holds 0% blended non-branded search visibility, ranking -; the current leader Quokka Travel holds 13%.
- Branded search visibility is 8%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 67%; 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
67% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
13%
Quokka Travel leads at 13%, ahead by 13%.

2 SHARE OF VOICE Non-Branded Search Visibility

Local Way Tours records 0% blended SOV, ranking -, while Quokka Travel leads with 13%. The category remains fragmented, with "Other" brands accounting for 43.5% of visibility.

Search terms: Broad Search: Melbourne small group tour • Narrow Search: Melbourne Chinese-speaking guide recommendations

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Quokka Travel	13%
2	Hong Sheng Fleet	8.7%
3	Australia Fun Travel	4.3%
4	Explore Australia	4.3%
5	EzyTour	4.3%
6	Fengxing Travel	4.3%
7	Go Boat	4.3%
8	Go West Tours	4.3%
9	How To Play In Melbourne	4.3%
10	Huangbaoche Travel	4.3%
	Other	43.5%

Brand SOV 0% Brand Rank - Total Brands 20 Avg. SOV 5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Australia Fun Travel	11.1%
2	Hong Sheng Fleet	11.1%
3	Maru Koala & Animal Park	11.1%
4	Melbourne Chinese Femal.	11.1%
5	Penguin Parade	11.1%
6	Puffing Billy Railway	11.1%
7	Quokka Travel	11.1%
8	Steven Zhu	11.1%
9	Uncle Charlie Travel	11.1%
	Other	0%

Brand SOV 0% Brand Rank - Total Brands 9 Avg. SOV 11.1%

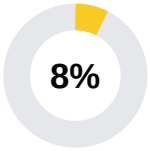
BROAD SEARCH

Rank	Brand	Share of Voice
1	Quokka Travel	14.3%
2	Explore Australia	7.1%
3	EzyTour	7.1%
4	Fengxing Travel	7.1%
5	Go Boat	7.1%
6	Go West Tours	7.1%
7	Hong Sheng Fleet	7.1%
8	How To Play In Melbourne	7.1%
9	Huangbaoche Travel	7.1%
10	Pangaroo Travel	7.1%
	Other	21.4%

Brand SOV 0% Brand Rank - Total Brands 13 Avg. SOV 7.7%

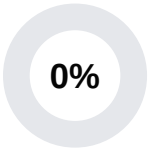
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Local Way Tours 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
33%	0%	67%

WHAT PEOPLE ARE SAYING

Positive: Guides are praised for being friendly and helpful, offering photography and commentary, and the small-group format makes for a relaxed and scenic experience.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Local Way Tours ranks - in broad search with 0% SOV, while Quokka Travel leads at 14.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Local Way Tours 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.

4 Turn positive sentiment into proof
Users already respond positively to: Guides are praised for being friendly and helpful, offering photography and commentary, and the small-group format makes for a relaxed and scenic experience. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address negative sentiment themes
Negative sentiment is 33%. Review the underlying posts, identify the repeated complaint pattern, and publish corrective content that answers it directly.

Near-term goal: move from 6 / 100 to 18-28 / 100 through keyword-led content, KOC proof, and stronger brand association.