daisy.club

Gemelli Italian

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

37 /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

- Gemelli Italian holds **2.1%** blended non-branded search visibility, ranking **#8**; the current leader O Bagel holds **6.9%**.
- Branded search visibility is **60%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **79%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.1%
Ranks #8 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
60%
24/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
79% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.8%
O Bagel leads at 6.9%, ahead by 4.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Gemelli Italian records 2.1% blended SOV, ranking #8, while O Bagel leads with 6.9%. The category remains fragmented, with "Other" brands accounting for 63.5% of visibility.

Search terms: Broad Search: Gold Coast restaurant recommendations • Narrow Search: restaurants near Broadbeach

BLENDED SEARCH

Rank	Brand	Share of Voice
1	O Bagel	6.9%
2	Rick Shores	6.9%
3	Hurricane's Grill & Bar	4.2%
4	Alfresco Italian Restau.	3.2%
5	Gold Coast Fishermen's .	3.2%
6	Rawsea	3.2%
7	Yi Dynasty	2.6%
8	Gemelli Italian	2.1%
9	Bambino Ristorante	2.1%
10	Burleigh Pavilion	2.1%
	Other	63.5%

Brand SOV 2.1% Brand Rank #8 Total Brands 97 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Rick Shores	7%
2	O Bagel	5.8%
3	Gemelli Italian	4.7%
4	Alfresco Italian Restau.	4.7%
5	Bambino Ristorante	4.7%
6	Nonna	4.7%
7	Elk Espresso	3.5%
8	Hurricane's Grill & Bar	3.5%
9	Charis Seafood	2.3%
10	Chiang Mai Thai	2.3%
	Other	57%

Brand SOV 4.7% Brand Rank #3 Total Brands 55 Avg. SOV 1.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	O Bagel	7.8%
2	Rick Shores	6.8%
3	Gold Coast Fishermen's .	4.9%
4	Hurricane's Grill & Bar	4.9%
5	Rawsea	4.9%
6	Chaopan Seafood Private.	3.9%
7	SURA Thai	3.9%
8	Yi Dynasty	3.9%
9	Amimoto Japanese Restau.	2.9%
10	Burleigh Pavilion	2.9%
	Other	53.4%

Brand SOV 0% Brand Rank - Total Brands 55 Avg. SOV 1.8%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

60%

Gemelli Italian appears in 24/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
8%

NEUTRAL
13%

POSITIVE
79%

WHAT PEOPLE ARE SAYING

Positive: The Roma pizza and house-made pastas are widely praised as standout dishes, with many reviewers calling the food exceptional and worth repeat visits, and the tiramisu is frequently highlighted as a must-try.

Neutral: The restaurant has a lively, family-friendly atmosphere and is popular enough to require advance booking, though indoor ventilation and air conditioning can feel inadequate, and bottled water is charged without clear upfront notice.

Negative: Some dishes have inconsistent execution, with one post reporting the Roma pizza as overly salty and pasta served undercooked.

5 OPPORTUNITIES

1 Capture broad discovery demand
Gemelli Italian ranks - in broad search with 0% SOV, while O Bagel leads at 7.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Gemelli Italian appears in 24/40 branded-search posts (60%). 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: The Roma pizza and house-made pastas are widely praised as standout dishes, with many reviewers calling the food exceptional and worth repeat visits, and the tiramisu is frequently highlighted as a must-try. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns
Negative feedback is lower-volume (8%) but specific: Some dishes have inconsistent execution, with one post reporting the Roma pizza as overly salty and pasta served undercooked. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 37 / 100 to 49-59 / 100 through keyword-led content, KOC proof, and stronger brand association.