

Pino's Vino E Cucina

Rednote Search Visibility Audit

Audit period: September 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

- Pino's Vino E Cucina holds 0% blended non-branded search visibility, ranking -; the current leader Totti's holds 2.1%.
- 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 key-word 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)

2.1%

Totti's leads at 2.1%, ahead by 2.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Pino's Vino E Cucina records 0% blended SOV, ranking -, while Totti's leads with 2.1%. The category remains fragmented, with "Other" brands accounting for 89.4% of visibility.

Search terms: Broad Search: Cronulla dining guide • Narrow Search: Date-friendly restaurants in Sydney

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Totti's	2.1%
2	Mimi's	1.4%
3	Restaurant Hubert	1.4%
4	Lana	1%
5	Ragazzi	1%
6	TOKI Bistro & Bar	1%
7	Amazonita	0.7%
8	Aria	0.7%
9	Bambini Trust Restauran.	0.7%
10	Bella Cucina	0.7%
	Other	89.4%

Brand SOV 0% Brand Rank - Total Brands 246 Avg. SOV 0.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Restaurant Hubert	3%
2	Aria	1.5%
3	Cafe Sydney	1.5%
4	CedarCreek Estate Winery	1.5%
5	Ibushi	1.5%
6	Il Corallo Trattoria	1.5%
7	Lana	1.5%
8	Mimi's	1.5%
9	Mission Hill Family Est.	1.5%
10	Prefecture 48	1.5%
	Other	83.7%

Brand SOV 0% Brand Rank - Total Brands 121 Avg. SOV 0.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Totti's	3.8%
2	Ragazzi	1.9%
3	Bambini Trust Restauran.	1.3%
4	Macchiato Wood Fire Piz.	1.3%
5	Mimi's	1.3%
6	Mogu Mogu	1.3%
7	TOKI Bistro & Bar	1.3%
8	Vitelli's Upstairs	1.3%
9	Whalebridge	1.3%
10	Amazonita	0.6%
	Other	84.7%

Brand SOV 0% Brand Rank - Total Brands 143 Avg. SOV 0.7%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Pino's Vino E Cucina 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

0%

NEUTRAL

0%

POSITIVE

0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand

Pino's Vino E Cucina ranks - in broad search with 0% SOV, while Totti's leads at 3.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

Pino's Vino E Cucina 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.