

OO Dim Sum (example)

• Online visibility report

Dim sum restaurant, Hong Kong / Checked 15 Oct 2026 / By Euihyeon Moon / Mobile, Seoul, logged out (searching as a Korean planning a trip)



At a glance

Naver Place Urgent	Search visibility Needs work	Blog and content Urgent	Reviews and reputation Needs work
------------------------------	--	-----------------------------------	---

Verdicts: Good (keep it up) / Needs work (there, but thin) / Urgent (missing or misleading)

Koreans who look you up on Naver find three different Korean spellings of your name, a popular blog post with last year's opening hours and no Korean menu. Fix the spelling and the hours first, so the posts that already exist send people to the right door at the right time.

Your 3 priorities

- Pick one Korean spelling of your name.** Naver shows three spellings, so posts about you don't link up when Koreans search.
 - Correct the opening hours Koreans see.** The top Korean blog post still lists 2025 hours (closing 22:00; you now close at 21:30).
 - Add a Korean menu with HK\$ prices.** Posts mention har gow and siu mai but no prices, and readers ask about them in the comments.

1. Naver Place and store basics

Item	Current state	Verdict	Suggested fix
Brand name and category	Three Korean spellings in use	Urgent	Choose one and use it everywhere
Opening or shipping info	2025 hours in the top blog post	Urgent	Publish current hours in Korean
Main photos	Bloggers' photos only, from 2024	Needs work	Give visiting bloggers 10 current photos
Description (key terms)	No Korean description anywhere	Urgent	Korean Google Maps description
TalkTalk or enquiry link	Naver's overseas card only; the shop can't edit it	Needs work	WhatsApp link on a Korean page
News and recent updates	No new Korean posts since June	Needs work	3 to 6 blogger visits a month

2. Search visibility (5 keywords)

Keyword	Monthly searches	Place or shopping results	Blog or cafe results	Notes
홍콩 딤섬 맛집 (Hong Kong dim sum)	12,100 (example)	Overseas card, not you	Competitors, 9 of top 10	Busiest keyword
침사추이 딤섬 (TST dim sum)	3,600 (example)	Not shown	Competitors only	Your district
홍콩 하가우 (har gow)	1,900 (example)	Not shown	You, position 7	
홍콩 아침 딤섬 (breakfast dim sum)	880 (example)	Not shown	Not mentioned	You open at 07:00
○○ 딤섬 (your name in Korean)	210 (example)	Not shown	3 posts, old hours	Spelling split three ways

Monthly searches: Naver Search Ad keyword tool, checked on 2026-10-15.

3. Blog and content

Item	Current state	Verdict	Suggested fix
Official blog	No Korean page of your own	Urgent	One Korean page that posts link to
Posts in the last 3 months	1 Korean post in 3 months	Urgent	3 to 6 blogger visits a month
Top 5 results for your brand name	2 of the top 5 show 2025 hours	Urgent	New posts with current hours
Korean product or landing page	No Korean menu, no HK\$ prices	Urgent	Korean menu with HK\$ prices

4. Reviews and reputation (compared with competing brands)

	You	Competitor A	Competitor B	Competitor C
Number of reviews	9	112	40	31
Rating	4.4	4.5	4.3	4.6
Blog reviews	6	58	22	15
New reviews, last 30 days	0	7	3	2

How to use this report

You can do the 3 priorities yourself. If you get stuck, ask us at honeybadger@hbcrossborder.com. It's fine to keep the report and stop here.

This is an example made for a fictional business. Your report is written from your own public information.
This report uses only public information as of 2026-10-15. Search results and AI answers vary with time, location, device and each company's policies. We don't guarantee any ranking or result.
HB Crossborder · Euihyeon Moon · honeybadger@hbcrossborder.com