

What We Found in 30 Minutes

This complimentary snapshot examines how OceanVibe Cafe appears online — in Google search, on social media, and on its own website — from the perspective of a tourist or local searching for breakfast, lunch, or a waterfront venue in Ulladulla. It identifies the highest-impact issues affecting visibility and customer acquisition right now.

This is a surface-level review. Commission the full engagement and you receive two comprehensive reports: a **Digital Strategy Audit** covering your complete website, competitive search landscape, and online reputation with effort estimates and projected outcomes for every recommended fix; and a complete **Social Media Marketing Plan** with a 12-month roadmap to grow the audience and drive consistent covers, events bookings, and weekend live music attendance.

Visibility Scorecard

Website SEO	Google Visibility	Social Proof	Conversion
 4/10	 5/10	 5/10	 5/10

OceanVibe is one of Ulladulla's most distinctive dining experiences — a deceptively hidden harbour-view cafe at 1/92 Princes Highway that appears small from the street but opens to a spectacular outdoor area overlooking the working harbour. Fully licensed, open 7 days, serving Cats Pyjamas coffee, breakfast, lunch, fresh local seafood, gluten-free, vegetarian and vegan menus, live music on weekends, and a dedicated private events and wedding venue space. Reviewers consistently describe it as 'exceptional', 'one of the best in the area', and return visit after visit. The gap is search visibility: the website's key pages lack meta descriptions, the extraordinary event and live music offering is not findable through search, and an Instagram following of 2,535 from 795 posts indicates a strategy that is not yet reaching beyond its existing audience.

Key Findings

Finding	Business Impact
<ul style="list-style-type: none"> Website pages have no meta descriptions — auto-generated snippets in every Google result 	The website's pages carry no meta descriptions — Google auto-generates snippets for every search impression. A 155-character description for each page targeting 'harbour view cafe Ulladulla', 'waterfront dining Ulladulla', and 'fully licensed cafe South Coast NSW' would immediately improve click-through across every result.
<ul style="list-style-type: none"> Events and wedding venue offering is not findable through search 	OceanVibe hosts weddings, private events, and functions at its harbourside outdoor space. Yet 'wedding venue Ulladulla', 'function venue South Coast NSW', and 'private dining Ulladulla harbour' return no results for OceanVibe. A dedicated events page with locally targeted SEO content would capture this high-value audience directly.
<ul style="list-style-type: none"> The 'hidden gem' entry experience is an asset not being marketed 	Multiple reviewers describe discovering the space — entering next to Bakers Delight and finding the cafe opens to the harbour — as a memorable surprise. This distinctive story drives social shares, but appears in no title tag, meta description, or content strategy. Leaning into 'Ulladulla's best-kept harbourside secret' would differentiate OceanVibe from every other cafe in town.
<ul style="list-style-type: none"> Live music on weekends not searchable or promoted in advance 	'Live music Ulladulla' is a query locals and tourists use when planning a weekend. OceanVibe hosts live music every weekend but this appears nowhere in title tags, meta descriptions, or Google Business content. Each weekend's lineup is a Google Post opportunity reaching music-seeking audiences before they choose a venue.
<ul style="list-style-type: none"> Instagram: 795 posts, 2,535 followers — following 1,112 	795 posts and 2,535 followers indicates the content is not breaking through to new audiences. The account follows 1,112 others — near a 1:2 ratio that suggests limited

	accounts	organic reach. Short-form Reels of the harbour view, live music moments, and food preparation would accelerate growth significantly.
▶	Pet-friendly outdoor area is a strong differentiator not visible in search	Pet-friendly outdoor dining with harbour views is rare on the South Coast. 'Pet friendly cafe Ulladulla' and 'dog friendly restaurant South Coast NSW' are high-intent queries that currently return no result for OceanVibe — a single mention in the meta description would change this.
○	Facebook: 2,695 likes — active but audience not being converted to bookings	2,695 Facebook likes with 18 people currently talking is a warm but passive audience. Consistent posts announcing the weekend live music lineup and seasonal specials — each linking to an events or booking page — would activate this audience and drive measurable covers.
○	Fresh local seafood from the wharf is not a named search asset	Fresh seafood from Ulladulla's working wharf is a genuine competitive advantage. 'Fresh seafood Ulladulla', 'seafood lunch harbour view', and 'local fish restaurant Ulladulla' are high-intent queries. Naming this in meta content and Google Business would capture tourists visiting specifically for the seafood.

The Two Things to Fix First

If you act on nothing else, these two changes will have the most immediate effect on covers and events enquiries:

- **Add meta descriptions to every page, leading with the harbour view and the key offers.** Homepage: 'OceanVibe Cafe | Harbour View Dining, Ulladulla | Breakfast, Lunch, Fresh Local Seafood | Fully Licensed, Live Music, Pet-Friendly.' Events page: 'Weddings & Private Events, Ulladulla Harbour | Licensed outdoor venue with harbour views.' Takes 1–2 hours and immediately makes OceanVibe discoverable by tourists, event planners, and dog owners currently searching in vain.
- **Create a dedicated events and weddings page and announce each weekend's live music via Google Business.** A structured events page with photos, capacity details, and an enquiry form — titled 'Weddings & Events | OceanVibe, Ulladulla Harbour' — would capture the South Coast function market. Then post each weekend's lineup as a Google Business post on Thursdays. Both actions drive immediate enquiries from audiences OceanVibe currently cannot reach online.

This mini audit surfaces the highest-priority issues. The full engagement goes much further — two comprehensive reports giving OceanVibe a complete digital roadmap and a 12-month plan to become the first cafe, events venue, and live music destination every tourist finds when planning time in Ulladulla.

The Full Engagement: Two Reports, One Clear Direction

Report 1 — Digital Strategy Audit

A comprehensive audit of the website, competitive search landscape, and online reputation — delivered as a fully prioritised action plan. Includes search testing across 8+ queries across dining, events, and live music audiences, competitor analysis across 12 signals, and a wedding/events SEO strategy. The result: a clear action list to make OceanVibe the first cafe and event venue every tourist finds when searching for waterfront dining, live music, or a harbourside wedding.

Report 2 — Social Media Marketing Plan

A complete, platform-by-platform plan to build OceanVibe's social media into a consistent covers and events booking driver. Built around Instagram, Facebook, and Google Business, it covers a Reels growth strategy, a weekly live music announcement calendar, a wedding and events promotion plan, and a monthly metrics framework. At its core: a 12-month roadmap to activate the 'hidden harbour gem' narrative and make OceanVibe the most talked-about venue on the South Coast.

Ready to see the full picture? Get in touch to commission both reports.
AUD \$750 + GST | Delivered within 5 business days
Not sure if this is right for you? We're happy to share an anonymised sample of both reports before you commit.
Tel Robert on 0420 402 704 or email hello@seenclearly.au