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Vib Best Western Sanam Pao

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

27 /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

- Vib Best Western Sanam Pao holds 1.4% blended non-branded search visibility, ranking #20; the current leader Grande Centre Point Lumphini Bangkok holds 4.1%.
- Branded search visibility is 10%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.4%
Ranks #20 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
10%
4/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
2.7%
Grande Centre Point Lumphini Bangkok leads at 4.1%, ahead by 2.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Vib Best Western Sanam Pao records 1.4% blended SOV, ranking #20, while Grande Centre Point Lumphini Bangkok leads with 4.1%. The category remains fragmented, with "Other" brands accounting for 71.9% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok hotels along BTS line

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Grande Centre Point Lum.	4.1%
2	Kimpton Maa-Lai Bangkok	3.4%
3	Sindhorn Kempinski Hote.	3.4%
4	The Quarter Ratchayothi.	3.4%
5	Bizotel Premier Hotel &.	2.7%
6	Sun And Moon Hotel	2.7%
7	515 Victory Hotel	2.1%
8	Avani Sukhumvit Bangkok.	2.1%
9	College Haus Rangnam	2.1%
10	Eastin Grand Hotel Phay.	2.1%
	Other	71.9%
20	Vib Best Western Sanam .	1.4%

Brand SOV 1.4% Brand Rank #20 Total Brands 80 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	515 Victory Hotel	4.5%
2	Avani Sukhumvit Bangkok.	4.5%
3	College Haus Rangnam	4.5%
4	Eastin Grand Hotel Phay.	4.5%
5	Gardina Asoke Hotel	4.5%
6	Royal View Resort	4.5%
7	Vib Best Western Sanam .	3%
8	Bizotel Premier Hotel &.	3%
9	Hotel Nikko Bangkok	3%
10	Hotel Tranz	3%
	Other	60.6%

Brand SOV 3% Brand Rank #7 Total Brands 49 Avg. SOV 2%

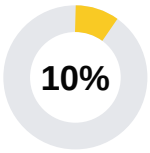
BROAD SEARCH

Rank	Brand	Share of Voice
1	Grande Centre Point Lum.	6.3%
2	The Quarter Ratchayothi.	6.3%
3	Kimpton Maa-Lai Bangkok	5%
4	Sindhorn Kempinski Hote.	5%
5	Park Hyatt Bangkok	3.8%
6	Sun And Moon Hotel	3.8%
7	Bangkok Marriott Hotel .	2.5%
8	Bangkok Marriott Marqui.	2.5%
9	Bizotel Premier Hotel &.	2.5%
10	Dusit Thani Bangkok	2.5%
	Other	60%

Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%

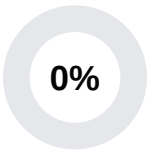
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Vib Best Western Sanam Pao appears in 4/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's excellent location right next to the BTS station, making it easy to reach central areas like Siam, along with its cleanliness, friendly and helpful staff, and good value for money, with many noting it as a reliable repeat choice.

Neutral: The hotel is described as an older, compact property with small rooms and basic amenities; the breakfast is simple, and the surrounding area is quieter and more local than tourist hubs, with a nearby market and street food options.

Negative: Some guests mention noise from the elevated BTS track and street traffic, and one noted issues with the hairdryer and intermittent air-conditioning sounds, though these can be mitigated by requesting a quieter room.

5 OPPORTUNITIES

1 Capture broad discovery demand
Vib Best Western Sanam Pao ranks - in broad search with 0% SOV, while Grande Centre Point Lumphini Bangkok leads at 6.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Vib Best Western Sanam Pao appears in 4/40 branded-search posts (10%). 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: Guests consistently praise the hotel's excellent location right next to the BTS station, making it easy to reach central areas like Siam, along with its cleanliness, friendly and helpful staff, and good value for money, with many noting it as a reliable repeat choice. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 27 / 100 to 39-49 / 100 through keyword-led content, KOC proof, and stronger brand association.