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Buahan, A Banyan Tree Escape

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

36 /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

- Buahan, A Banyan Tree Escape holds 1.3% blended non-branded search visibility, ranking #20; the current leader AYANA Resort Bali holds 12.8%.
- Branded search visibility is 83%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 80%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.3%
Ranks #20 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
83%
33/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
80% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
11.5%
AYANA Resort Bali leads at 12.8%, ahead by 11.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Buahan, A Banyan Tree Escape records 1.3% blended SOV, ranking #20, while AYANA Resort Bali leads with 12.8%. The category remains fragmented, with "Other" brands accounting for 53.8% of visibility.

Search terms: Broad Search: Bali wild luxury hotel recommendation • Narrow Search: Bali couples private hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort Bali	12.8%
2	Mandapa, A Ritz-Carlton.	7.7%
3	Bulgari Resort Bali	6.4%
4	Capella Ubud, Bali	3.8%
5	Aman Villas At Nusa Dua	2.6%
6	Amandari	2.6%
7	Amankila	2.6%
8	Bambu Indah Resort	2.6%
9	Conrad Bali	2.6%
10	Pulina Ubud	2.6%
	Other	53.8%
20	Buahan, A Banyan Tree E.	1.3%

Brand SOV 1.3% Brand Rank #20 Total Brands 52 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort Bali	16.1%
2	Pulina Ubud	6.5%
3	Buahan, A Banyan Tree E.	3.2%
4	Alas Harum Bali	3.2%
5	Amandari	3.2%
6	Annora Villas Seminyak	3.2%
7	AYANA Komodo Resort	3.2%
8	Bali Hotel	3.2%
9	Blue Point	3.2%
10	Bulgari Resort Bali	3.2%
	Other	51.6%

Brand SOV 3.2% Brand Rank #3 Total Brands 26 Avg. SOV 3.8%

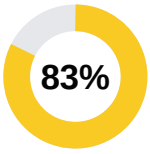
BROAD SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort Bali	10.6%
2	Mandapa, A Ritz-Carlton.	10.6%
3	Bulgari Resort Bali	8.5%
4	Capella Ubud, Bali	6.4%
5	Aman Villas At Nusa Dua	4.3%
6	Amankila	4.3%
7	Bambu Indah Resort	4.3%
8	Alaya Resort Ubud	2.1%
9	Alila Ubud	2.1%
10	Amandari	2.1%
	Other	44.7%

Brand SOV 0% Brand Rank - Total Brands 31 Avg. SOV 3.2%

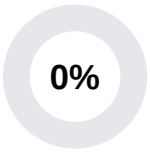
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Buahan, A Banyan Tree Escape appears in 33/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
3%	17%	80%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the immersive, open-air design with no walls, doors, or windows, creating a profoundly healing connection with the surrounding rainforest.

Neutral: The radical open-concept provides a deeply private retreat, but adapting to sleeping directly in the jungle environment can take a couple of days.

Negative: During the rainy season, severe weather can be disruptive, with strong winds blowing up protective blinds and loud storms disturbing sleep.

5 OPPORTUNITIES

1 Capture broad discovery demand
Buahan, A Banyan Tree Escape ranks - in broad search with 0% SOV, while AYANA Resort Bali leads at 10.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the immersive, open-air design with no walls, doors, or windows, creating a profoundly healing connection with the surrounding rainforest. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (3%) but specific: During the rainy season, severe weather can be disruptive, with strong winds blowing up protective blinds and loud storms disturbing sleep. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 36 / 100 to 48-58 / 100 through keyword-led content, KOC proof, and stronger brand association.