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Toba Retreat Mansion & Villas

Rednote Search Visibility Audit

Audit period: November 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

- Toba Retreat Mansion & Villas holds 0% blended non-branded search visibility, ranking -; the current leader Marianna Resort & Convention Tuktuk Samosir holds 12.7%.
- 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 keyword 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)
12.7%
Marianna Resort & Convention Tuktuk Samosir leads at 12.7%, ahead by 12.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Toba Retreat Mansion & Villas records 0% blended SOV, ranking -, while Marianna Resort & Convention Tuktuk Samosir leads with 12.7%. The category remains fragmented, with "Other" brands accounting for 52.1% of visibility.

Search terms: Broad Search: Lake Toba hotel guide • Narrow Search: Lake Toba lake view hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marianna Resort & Conve.	12.7%
2	Samosir Villa Resort	7%
3	Toba Village Inn	4.9%
4	Mikie Holiday Resort & .	4.2%
5	Bobocabin Parapat	3.5%
6	Sheraton Samoa Aggie Gr.	3.5%
7	Taman Simalem Resort	3.5%
8	Hotel Niagara Parapat	2.8%
9	Tauese Seaview Hotel	2.8%
10	Zoe's Paradise Waterfro.	2.8%
	Other	52.1%

Brand SOV 0% Brand Rank - Total Brands 70 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marianna Resort & Conve.	15.5%
2	Samosir Villa Resort	5.2%
3	Bobocabin Parapat	3.4%
4	Hotel Niagara Parapat	3.4%
5	Mikie Holiday Resort & .	3.4%
6	Sheraton Samoa Aggie Gr.	3.4%
7	Taman Simalem Resort	3.4%
8	Tauese Seaview Hotel	3.4%
9	Toba Village Inn	3.4%
10	Adimulia Hotel	1.7%
	Other	53.4%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

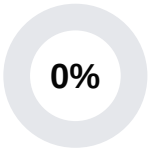
BROAD SEARCH

Rank	Brand	Share of Voice
1	Marianna Resort & Conve.	10.7%
2	Samosir Villa Resort	8.3%
3	Toba Village Inn	6%
4	Mikie Holiday Resort & .	4.8%
5	Bobocabin Parapat	3.6%
6	Kalang Ulu Hotel	3.6%
7	Sheraton Samoa Aggie Gr.	3.6%
8	Taman Simalem Resort	3.6%
9	Zoe's Paradise Waterfro.	3.6%
10	Hotel Niagara Parapat	2.4%
	Other	50%

Brand SOV 0% Brand Rank - Total Brands 46 Avg. SOV 2.2%

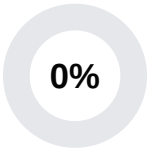
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Toba Retreat Mansion & Villas appears in 0/40 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%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Toba Retreat Mansion & Villas ranks - in broad search with 0% SOV, while Marianna Resort & Convention Tuktuk Samosir leads at 10.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Toba Retreat Mansion & Villas 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.

Near-term goal: move from 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.