

UP By KVL

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

15 /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

- UP By KVL holds 0% blended non-branded search visibility, ranking -; the current leader La Vida Skybar holds 13.2%.
- Branded search visibility is 15%, 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

0%

Ranks - blended and - broad across selected non-branded key-word runs.

BRANDED SEARCH

15%

6/40 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)

13.2%

La Vida Skybar leads at 13.2%, ahead by 13.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

UP By KVL records 0% blended SOV, ranking -, while La Vida Skybar leads with 13.2%. The category remains fragmented, with “Other” brands accounting for 53.5% of visibility.

Search terms: Broad Search: Phnom Penh nightlife guide • Narrow Search: Phnom Penh rooftop bar

BLENDED SEARCH

Rank	Brand	Share of Voice
1	La Vida Skybar	13.2%
2	Mawsim	4.7%
3	H Club Nightclub	3.9%
4	Kravat Bar	3.9%
5	MARS BAR	3.9%
6	Nova Karaoke	3.9%
7	Sora Sky Bar	3.9%
8	Gala	3.1%
9	Meat & Drink	3.1%
10	Piccola Italia	3.1%
	Other	53.5%

Brand SOV 0% Brand Rank - Total Brands 61 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	La Vida Skybar	16.7%
2	Kravat Bar	6.4%
3	Mawsim	6.4%
4	Sora Sky Bar	6.4%
5	MARS BAR	3.8%
6	Nova Karaoke	3.8%
7	Above Eleven Phnom Penh	2.6%
8	Autumn	2.6%
9	Bar Nakama	2.6%
10	CHHMA Café	2.6%
	Other	46.2%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

BROAD SEARCH

Rank	Brand	Share of Voice
1	La Vida Skybar	7.8%
2	H Club Nightclub	5.9%
3	The Gen Z's	5.9%
4	Elephant Bar	3.9%
5	Eleven One Kitchen	3.9%
6	Gala	3.9%
7	MARS BAR	3.9%
8	Meat & Drink	3.9%
9	Nova Karaoke	3.9%
10	Piccola Italia	3.9%
	Other	52.9%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

15%

UP By KVL appears in 6/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

0%

POSITIVE

100%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praise the prime riverside location, stylish design, reasonable prices, and excellent sunset views, with one reviewer calling it the top skybar in Phnom Penh.

Neutral:

The rooftop bar is located on the top floor of a boutique hotel, accessed through the hotel lobby, which keeps it somewhat hidden from casual passersby.

Negative:

No theme available.

5 OPPORTUNITIES

1

Capture broad discovery demand

UP By KVL ranks - in broad search with 0% SOV, while La Vida Skybar leads at 7.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Make branded search more consistent

UP By KVL appears in 6/40 branded-search posts (15%). 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 prime riverside location, stylish design, reasonable prices, and excellent sunset views, with one reviewer calling it the top skybar in Phnom Penh. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 15 / 100 to 27-37 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160

Daisy Visibility Index™