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Riva Boutique Resort Koh Chang

Rednote Search Visibility Audit

Audit period: October 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

- Riva Boutique Resort Koh Chang holds 0% blended non-branded search visibility, ranking -; the current leader Dinso Resort & Villas Ko Chang, Vignette Collection holds 21.4%.
- 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)
21.4%
Dinso Resort & Villas Ko Chang, Vignette Collection leads at 21.4%, ahead by 21.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Riva Boutique Resort Koh Chang records 0% blended SOV, ranking -, while Dinso Resort & Villas Ko Chang, Vignette Collection leads with 21.4%. The category remains fragmented, with "Other" brands accounting for 19.5% of visibility.

Search terms: Broad Search: Koh Chang hotel recommendations • Narrow Search: Koh Chang beachfront hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Dinso Resort & Villas K.	21.4%
2	SYLVAN Koh Chang	15.1%
3	KC Grande Resort & Spa .	11.3%
4	Awa Resort Koh Chang	10.7%
5	The Dewa Koh Chang	4.4%
6	The Splash Koh Chang	4.4%
7	AANA Resort & Villas Ko.	3.8%
8	The Aiyapura Koh Chang	3.8%
9	Kacha Resort & Spa Koh .	3.1%
10	Kai Bae Beach Grand Vie.	2.5%
	Other	19.5%

Brand SOV 0% Brand Rank - Total Brands 26 Avg. SOV 3.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Dinso Resort & Villas K.	18.8%
2	KC Grande Resort & Spa .	15.3%
3	SYLVAN Koh Chang	14.1%
4	Awa Resort Koh Chang	10.6%
5	The Splash Koh Chang	5.9%
6	Sol Beach	4.7%
7	The Dewa Koh Chang	4.7%
8	Kacha Resort & Spa Koh .	3.5%
9	Kai Bae Beach Grand Vie.	3.5%
10	The Aiyapura Koh Chang	3.5%
	Other	15.3%

Brand SOV 0% Brand Rank - Total Brands 19 Avg. SOV 5.3%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Dinso Resort & Villas K.	24.3%
2	SYLVAN Koh Chang	16.2%
3	Awa Resort Koh Chang	10.8%
4	AANA Resort & Villas Ko.	8.1%
5	KC Grande Resort & Spa .	6.8%
6	The Aiyapura Koh Chang	4.1%
7	The Dewa Koh Chang	4.1%
8	Anan Resort	2.7%
9	Kacha Resort & Spa Koh .	2.7%
10	The Splash Koh Chang	2.7%
	Other	17.6%

Brand SOV 0% Brand Rank - Total Brands 23 Avg. SOV 4.3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Riva Boutique Resort Koh Chang appears in 0/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

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
Riva Boutique Resort Koh Chang ranks - in broad search with 0% SOV, while Dinso Resort & Villas Ko Chang, Vignette Collection leads at 24.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Riva Boutique Resort Koh Chang 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.

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