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Amanjaya Pancam Hotel, Phnom Penh

Rednote Search Visibility Audit

Audit period: July 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

- Amanjaya Pancam Hotel, Phnom Penh holds 0% blended non-branded search visibility, ranking -; the current leader Hyatt Regency Phnom Penh holds 6.8%.
- 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)
6.8%
Hyatt Regency Phnom Penh leads at 6.8%, ahead by 6.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Amanjaya Pancam Hotel, Phnom Penh records 0% blended SOV, ranking -, while Hyatt Regency Phnom Penh leads with 6.8%. The category remains fragmented, with "Other" brands accounting for 54.1% of visibility.

Search terms: Broad Search: Phnom Penh boutique hotel recommendations • Narrow Search: Phnom Penh city center hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Hyatt Regency Phnom Penh	6.8%
2	Palace Gate Hotel & Res.	6.8%
3	Rosewood Phnom Penh	5.3%
4	Plantation Urban Resort.	4.5%
5	Raffles Hotel Le Royal	4.5%
6	Baitong Hotel & Resort	3.8%
7	Courtyard By Marriott P.	3.8%
8	Le Botum Hotel	3.8%
9	Sofitel Phnom Penh Phok.	3.8%
10	KVL Hotel Phnom Penh	3%
	Other	54.1%

Brand SOV 0% Brand Rank - Total Brands 63 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hyatt Regency Phnom Penh	5.4%
2	Le Botum Hotel	5.4%
3	Palace Gate Hotel & Res.	5.4%
4	Raffles Hotel Le Royal	4.1%
5	Shangri-La Phnom Penh	4.1%
6	Sun & Moon Riverside Ho.	4.1%
7	Baitong Hotel & Resort	2.7%
8	Chaiya Palace Hotel	2.7%
9	Courtyard By Marriott P.	2.7%
10	JI Hotel Phnom Penh	2.7%
	Other	60.8%

Brand SOV 0% Brand Rank - Total Brands 52 Avg. SOV 1.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Hyatt Regency Phnom Penh	8.5%
2	Palace Gate Hotel & Res.	8.5%
3	Plantation Urban Resort.	8.5%
4	Rosewood Phnom Penh	8.5%
5	Sofitel Phnom Penh Phok.	8.5%
6	Baitong Hotel & Resort	5.1%
7	Courtyard By Marriott P.	5.1%
8	Raffles Hotel Le Royal	5.1%
9	Fairfield By Marriott P.	3.4%
10	KVL Hotel Phnom Penh	3.4%
	Other	35.6%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Amanjaya Pancam Hotel, Phnom Penh 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
Amanjaya Pancam Hotel, Phnom Penh ranks - in broad search with 0% SOV, while Hyatt Regency Phnom Penh leads at 8.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Amanjaya Pancam Hotel, Phnom Penh 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.