daisy.club

Lexis Suites Penang

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

60 /100

EMERGING PRESENCE

Visibility is currently in the emerging presence band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Lexis Suites Penang holds 5.6% blended non-branded search visibility, ranking #3; the current leader The Millen Penang, Autograph Collection holds 8.3%.
- Branded search visibility is 80%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 94%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
5.6%
Ranks #3 blended and #13 broad across selected non-branded keyword runs.

BRANDED SEARCH
80%
32/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
94% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
2.7%
The Millen Penang, Autograph Collection leads at 8.3%, ahead by 2.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Lexis Suites Penang records 5.6% blended SOV, ranking #3, while The Millen Penang, Autograph Collection leads with 8.3%. The category remains fragmented, with "Other" brands accounting for 50.9% of visibility.

Search terms: Broad Search: Penang hotel recommendations • Narrow Search: Penang private pool hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Millen Penang, Auto.	8.3%
2	ShM Hotel Penang	7.4%
3	Lexis Suites Penang	5.6%
4	AC Hotel Penang	5.6%
5	Angsana Teluk Bahang, P.	4.6%
6	Eastern & Oriental Hotel	4.6%
7	Amari SPICE Penang	3.7%
8	Shangri-La Rasa Sayang,.	3.7%
9	Break & Stay Suites	2.8%
10	Iconic Marjorie Hotel, .	2.8%
	Other	50.9%

Brand SOV 5.6% Brand Rank #3 Total Brands 50 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Lexis Suites Penang	10%
2	AC Hotel Penang	8%
3	Amari SPICE Penang	8%
4	The Millen Penang, Auto.	8%
5	Eastern & Oriental Hotel	4%
6	Iconic Marjorie Hotel, .	4%
7	Shangri-La Golden Sands.	4%
8	ShM Hotel Penang	4%
9	The Granite Luxury Hotel	4%
10	1st Island Homestay @ B.	2%
	Other	44%

Brand SOV 10% Brand Rank #1 Total Brands 32 Avg. SOV 3.1%

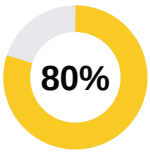
BROAD SEARCH

Rank	Brand	Share of Voice
1	ShM Hotel Penang	10.3%
2	The Millen Penang, Auto.	8.6%
3	Angsana Teluk Bahang, P.	6.9%
4	Shangri-La Rasa Sayang,.	6.9%
5	Break & Stay Suites	5.2%
6	Eastern & Oriental Hotel	5.2%
7	Muntri Maison	5.2%
8	AC Hotel Penang	3.4%
9	Citadines Connect Cecil.	3.4%
10	M Social Resort Penang	3.4%
	Other	41.4%
13	Lexis Suites Penang	1.7%

Brand SOV 1.7% Brand Rank #13 Total Brands 32 Avg. SOV 3.1%

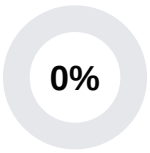
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Lexis Suites Penang appears in 32/40 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%	7%	94%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the spacious suites with private pools and sea views, highlighting the excellent value for money, especially for families and couples seeking a relaxing staycation.

Neutral: The hotel is located about 10 minutes from the airport but farther from the city center, with limited nearby dining and shopping options, making it better suited for those prioritizing relaxation over sightseeing.

Negative: Some guests noted practical drawbacks such as noisy air conditioning, a TV that cannot stream YouTube, and occasional pool cleanliness issues that require staff attention.

5 OPPORTUNITIES

1 Capture broad discovery demand
Lexis Suites Penang ranks #13 in broad search with 1.7% SOV, while ShM Hotel Penang leads at 10.3%. 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 spacious suites with private pools and sea views, highlighting the excellent value for money, especially for families and couples seeking a relaxing staycation. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 60 / 100 to 72-82 / 100 through keyword-led content, KOC proof, and stronger brand association.