daisy.club

The Fig Lobby

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

33 /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

- The Fig Lobby holds 0% blended non-branded search visibility, ranking -; the current leader Kimpton Maa-Lai Bangkok holds 3.4%.
- Branded search visibility is 85%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 82%; 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
85%
34/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3.4%
Kimpton Maa-Lai Bangkok leads at 3.4%, ahead by 3.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Fig Lobby records 0% blended SOV, ranking -, while Kimpton Maa-Lai Bangkok leads with 3.4%. The category remains fragmented, with "Other" brands accounting for 74.7% of visibility.

Search terms: Broad Search: Bangkok boutique hotel recommendations • Narrow Search: Bangkok photogenic hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Kimpton Maa-Lai Bangkok	3.4%
2	Sindhorn Kempinski Hote.	3.4%
3	Dusit Thani Bangkok	2.7%
4	Grand Nikko Bangkok Sat.	2.7%
5	Sun And Moon Hotel	2.7%
6	137 Pillars Suites Bang.	2.1%
7	Grande Centre Point Pre.	2.1%
8	Kromo Bangkok, Curio Co.	2.1%
9	Madi Paidi Bangkok, Aut.	2.1%
10	Marwin Terra Hotel	2.1%
	Other	74.7%

Brand SOV 0% Brand Rank - Total Brands 90 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	5.5%
2	Grande Centre Point Pre.	5.5%
3	Arte Hotel Bangkok	3.6%
4	COMO Metropolitan Bangk.	3.6%
5	Madi Paidi Bangkok, Aut.	3.6%
6	Staybridge Suites Bangk.	3.6%
7	Sun And Moon Hotel	3.6%
8	The Quarter Ratchayothi.	3.6%
9	The Standard, Bangkok M.	3.6%
10	137 Pillars Suites Bang.	1.8%
	Other	61.8%

Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%

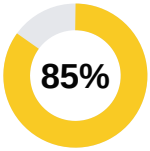
BROAD SEARCH

Rank	Brand	Share of Voice
1	Kimpton Maa-Lai Bangkok	4.4%
2	Sindhorn Kempinski Hote.	4.4%
3	Grand Nikko Bangkok Sat.	3.3%
4	Rosewood Bangkok	3.3%
5	137 Pillars Suites Bang.	2.2%
6	Anantara Siam Bangkok H.	2.2%
7	Andaz One Bangkok	2.2%
8	Galile Oasis	2.2%
9	InterContinental Bangkok	2.2%
10	InterContinental Bangko.	2.2%
	Other	71.4%

Brand SOV 0% Brand Rank - Total Brands 67 Avg. SOV 1.5%

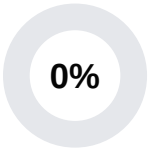
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Fig Lobby appears in 34/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
6%

NEUTRAL
12%

POSITIVE
82%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise The Fig Lobby for its vibrant, artistic design that makes every corner photogenic, along with thoughtful touches like free ice cream and welcome drinks, a pet-friendly policy, and attentive service that enhances the stay.

Neutral: The hotel is located in the Sukhumvit area, accessible by MRT but requiring a 10-15 minute walk or taxi rides, with some surrounding streets described as having a less polished, local neighborhood feel and limited nearby dining or shopping options.

Negative: Several reviewers noted that rooms facing the street suffer from significant traffic and motorcycle noise, impacting sleep quality, and the surrounding area can feel somewhat isolated or run-down at night; the breakfast was also described by one guest as below par compared to Bangkok's food scene.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Fig Lobby ranks - in broad search with 0% SOV, while Kimpton Maa-Lai Bangkok leads at 4.4%. 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 Fig Lobby for its vibrant, artistic design that makes every corner photogenic, along with thoughtful touches like free ice cream and welcome drinks, a pet-friendly policy, and attentive service that enhances the stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (6%) but specific: Several reviewers noted that rooms facing the street suffer from significant traffic and motorcycle noise, impacting sleep quality, and the surrounding area can feel somewhat isolated or run-down at night; the breakfast was also described by one guest as below par compared to Bangkok's food scene. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 33 / 100 to 45-55 / 100 through keyword-led content, KOC proof, and stronger brand association.