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Anantara Siam Bangkok Hotel

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

36 /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

- Anantara Siam Bangkok Hotel holds 0% blended non-branded search visibility, ranking -; the current leader InterContinental Bangkok holds 6.3%.
- Branded Search Visibility is 85%, while Brand Control is 11.8%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 79%; 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
12%
4/34 qualifying branded-search posts are brand-owned from Anantara Siam Bangkok Hotel.

SENTIMENT
79% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.3%
InterContinental Bangkok leads at 6.3%, ahead by 6.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Anantara Siam Bangkok Hotel records 0% blended SOV, ranking -, while InterContinental Bangkok leads with 6.3%. The category remains fragmented, with "Other" brands accounting for 65.6% of visibility.

Search terms: Broad Search: Bangkok luxury hotel recommendations • Narrow Search: Hotels near Ratchadamri BTS station

BLENDED SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bangkok	6.3%
2	Grande Centre Point Hot.	5.2%
3	Waldorf Astoria Bangkok	5.2%
4	Aman Nai Lert Bangkok	3.1%
5	Mercure Bangkok Siam	3.1%
6	The Ritz-Carlton, Bangk.	3.1%
7	515 Victory Hotel	2.1%
8	Bangkok City Rama 9 Hot.	2.1%
9	Capella Bangkok	2.1%
10	Courtyard By Marriott B.	2.1%
	Other	65.6%

Brand SOV 0% Brand Rank - Total Brands 65 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Grande Centre Point Hot.	9.8%
2	Mercure Bangkok Siam	5.9%
3	Waldorf Astoria Bangkok	5.9%
4	515 Victory Hotel	3.9%
5	Courtyard By Marriott B.	3.9%
6	Grande Centre Point Pre.	3.9%
7	Holiday Inn Express Siam	3.9%
8	Pratunam Pure Eleven	3.9%
9	Asai Bangkok Sathorn	2%
10	Bangkok City Rama 9 Hot.	2%
	Other	54.9%

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

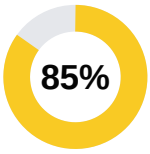
BROAD SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bangkok	13.3%
2	Aman Nai Lert Bangkok	6.7%
3	The Ritz-Carlton, Bangk.	6.7%
4	Capella Bangkok	4.4%
5	Eastin Grand Hotel Phay.	4.4%
6	Mandarin Oriental Bangk.	4.4%
7	The Quarter Ratchayothi.	4.4%
8	Waldorf Astoria Bangkok	4.4%
9	Avani Sukhumvit Bangkok.	2.2%
10	Bangkok City Rama 9 Hot.	2.2%
	Other	46.7%

Brand SOV 0% Brand Rank - Total Brands 31 Avg. SOV 3.2%

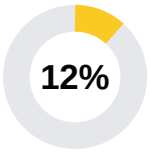
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Anantara Siam Bangkok Hotel appears in 34/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



4/34 branded-search posts that mention the selected brand are from Anantara Siam Bangkok Hotel (12%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	21%	79%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's prime central location near BTS, Erawan Shrine, and major malls, combined with attentive service and a resort-like atmosphere with lush gardens and a pool, making it a strong value choice in Bangkok's luxury segment.

Neutral: The hotel is undergoing a full renovation, with some areas under construction and a noticeable new-renovation smell; its classic, old-money style may not appeal to those preferring modern minimalist design.

Negative: Some guests note dated room hardware, low ceilings, and occasional service or billing issues, such as a disappointing experience at one of the on-site restaurants.

5 OPPORTUNITIES

1 Capture broad discovery demand
Anantara Siam Bangkok Hotel ranks - in broad search with 0% SOV, while InterContinental Bangkok leads at 13.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control
Only 11.8% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

3 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's prime central location near BTS, Erawan Shrine, and major malls, combined with attentive service and a resort-like atmosphere with lush gardens and a pool, making it a strong value choice in Bangkok's luxury segment. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 36 / 100 to 48-58 / 100 through keyword-led content, KOC proof, and stronger brand association.