

Courtyard By Marriott Setia Alam

Rednote Search Visibility Audit

Audit period: August 2026



DAISY VISIBILITY INDEX

46 /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

- Courtyard By Marriott Setia Alam holds 7.5% blended non-branded search visibility, ranking #2; the current leader DoubleTree By Hilton Shah Alam I-City holds 10.8%.
- Branded search visibility is 40%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 73%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
7.5%
Ranks #2 blended and #4 broad across selected non-branded keyword runs.

BRANDED SEARCH
40%
16/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
73% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3.3%
DoubleTree By Hilton Shah Alam I-City leads at 10.8%, ahead by 3.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Courtyard By Marriott Setia Alam records 7.5% blended SOV, ranking #2, while DoubleTree By Hilton Shah Alam I-City leads with 10.8%. The category remains fragmented, with “Other” brands accounting for 51.6% of visibility.

Search terms: Broad Search: Shah Alam hotel recommendations • Narrow Search: Hotels near Setia Alam

BLENDED SEARCH

Rank	Brand	Share of Voice
1	DoubleTree By Hilton Sh.	10.8%
2	Courtyard By Marriott S.	7.5%
3	Hilton Shah Alam Glenma.	7.5%
4	Acappella Suite Hotel S.	5.4%
5	Fox Hotel Glenmarie	3.2%
6	Goodhope Hotel Shah Alam	3.2%
7	Hilton Petaling Jaya	3.2%
8	The Anam	3.2%
9	Concorde Hotel Shah Alam	2.2%
10	The Saujana Hotel	2.2%
	Other	51.6%

Brand SOV 7.5% Brand Rank #2 Total Brands 58 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Courtyard By Marriott S.	10.8%
2	The Anam	8.1%
3	Acappella Suite Hotel S.	2.7%
4	Ananya Lipe Resort	2.7%
5	Bulgari Resort Bali	2.7%
6	Chambers Suites KL	2.7%
7	Citadines Al Ghubrah Mu.	2.7%
8	City Comfort Inn	2.7%
9	Compass Hostel	2.7%
10	Dhow Beach Boutique Hot.	2.7%
	Other	59.5%

Brand SOV 10.8% Brand Rank #1 Total Brands 32 Avg. SOV 3.1%

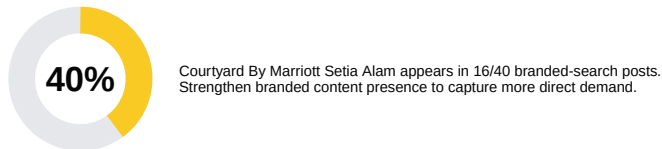
BROAD SEARCH

Rank	Brand	Share of Voice
1	DoubleTree By Hilton Sh.	17.9%
2	Hilton Shah Alam Glenma.	12.5%
3	Acappella Suite Hotel S.	7.1%
4	Courtyard By Marriott S.	5.4%
5	Fox Hotel Glenmarie	5.4%
6	Goodhope Hotel Shah Alam	5.4%
7	Hilton Petaling Jaya	5.4%
8	Concorde Hotel Shah Alam	3.6%
9	The Saujana Hotel	3.6%
10	Atana Khasab Hotel	1.8%
	Other	32.1%

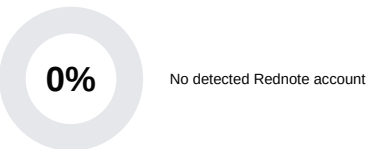
Brand SOV 5.4% Brand Rank #4 Total Brands 28 Avg. SOV 3.6%

3 BRANDED SEARCH & BRAND CONTROL

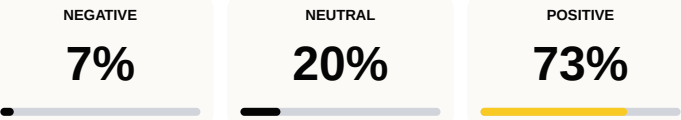
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Guests frequently praise the hotel for its excellent value, especially when booking with Marriott Bonvoy points, and highlight generous upgrades to suites, modern facilities, and a convenient location connected to a shopping mall.
- Neutral:** The hotel is described as a new, modern property with a range of amenities, and some posts simply document the breakfast, suite, or general experience without strong praise or criticism.
- Negative:** One guest reported that the breakfast had limited edible options, with a boiled egg served raw, and only the fruit was enjoyable.

5 OPPORTUNITIES

- 1 Make branded search more consistent**
Courtyard By Marriott Setia Alam appears in 16/40 branded-search posts (40%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.
- 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 frequently praise the hotel for its excellent value, especially when booking with Marriott Bonvoy points, and highlight generous upgrades to suites, modern facilities, and a convenient location connected to a shopping mall. 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 (7%) but specific: One guest reported that the breakfast had limited edible options, with a boiled egg served raw, and only the fruit was enjoyable. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 46 / 100 to 58-68 / 100 through keyword-led content, KOC proof, and stronger brand association.