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Prasana By Arjani Resorts

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

15 /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

- Prasana By Arjani Resorts holds 0% blended non-branded search visibility, ranking -; the current leader Alila Villas Uluwatu holds 15.9%.
- Branded search visibility is 18%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; 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
18%
7/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
15.9%
Alila Villas Uluwatu leads at 15.9%, ahead by 15.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Prasana By Arjani Resorts records 0% blended SOV, ranking -, while Alila Villas Uluwatu leads with 15.9%. The category remains fragmented, with "Other" brands accounting for 56.3% of visibility.

Search terms: Broad Search: Bali Uluwatu hotel recommendations • Narrow Search: Uluwatu private pool villa

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Alila Villas Uluwatu	15.9%
2	Umana Bali, LXR Hotels .	5.6%
3	Biubiu Resort Bali	4.8%
4	Renaissance Bali Uluwat.	4%
5	Uluwatu Cottages	3.2%
6	Bvlgari Resort Bali	2.4%
7	Jumeirah Bali	2.4%
8	Sunny Samudra	2.4%
9	AMAKA Villa	1.6%
10	Anantara Uluwatu Bali R.	1.6%
	Other	56.3%

Brand SOV 0% Brand Rank - Total Brands 73 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Alila Villas Uluwatu	24.2%
2	Umana Bali, LXR Hotels .	4.5%
3	AMAKA Villa	3%
4	Biu Biu II	3%
5	Dreamsea Bali	3%
6	Uluwatu Cottages	3%
7	Akhyana Villages	1.5%
8	Alila Ubud	1.5%
9	Aman Villas At Nusa Dua	1.5%
10	Amanusa	1.5%
	Other	53%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

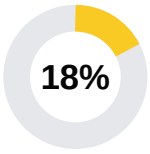
BROAD SEARCH

Rank	Brand	Share of Voice
1	Biubiu Resort Bali	10%
2	Alila Villas Uluwatu	6.7%
3	Renaissance Bali Uluwat.	6.7%
4	Umana Bali, LXR Hotels .	6.7%
5	Bvlgari Resort Bali	3.3%
6	Jumeirah Bali	3.3%
7	RIMBA By AYANA Bali	3.3%
8	Sunny Samudra	3.3%
9	Uluwatu Cottages	3.3%
10	Alaya Resort Ubud	1.7%
	Other	51.7%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

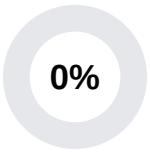
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Prasana By Arjani Resorts appears in 7/40 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%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests highlight the peaceful, private villas with beautiful scenery, private pools, sunrise/sunset views, attentive staff, a free shuttle within 5km, and a highly praised breakfast and dinner.

Neutral: The property sits in a quiet hillside location in Uluwatu, so getting around generally requires a car or scooter, and the tap water is not clean enough to drink without filtering.

Negative: It is considered expensive and somewhat remote, with access from the hillside being inconvenient and the water quality requiring extra preparation.

5 OPPORTUNITIES

1 Capture broad discovery demand
Prasana By Arjani Resorts ranks - in broad search with 0% SOV, while Biubiu Resort Bali leads at 10%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Prasana By Arjani Resorts appears in 7/40 branded-search posts (18%). 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.

4 Turn positive sentiment into proof
Users already respond positively to: Guests highlight the peaceful, private villas with beautiful scenery, private pools, sunrise/sunset views, attentive staff, a free shuttle within 5km, and a highly praised breakfast and dinner. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 15 / 100 to 27-37 / 100 through keyword-led content, KOC proof, and stronger brand association.