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Sunway Hotel Big Box

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

21 /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

- Sunway Hotel Big Box holds 0% blended non-branded search visibility, ranking -; the current leader Sheraton Johor Bahru holds 12.2%.
- Branded search visibility is 40%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 88%; 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
40%
16/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
88% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
12.2%
Sheraton Johor Bahru leads at 12.2%, ahead by 12.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sunway Hotel Big Box records 0% blended SOV, ranking -, while Sheraton Johor Bahru leads with 12.2%. The category remains fragmented, with "Other" brands accounting for 48.9% of visibility.

Search terms: Broad Search: Johor Bahru hotel guide • Narrow Search: Hotels near Legoland Malaysia

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sheraton Johor Bahru	12.2%
2	Canopy By Hilton Shangh.	7.6%
3	LEGOLAND Hotel Shanghai	7.6%
4	DoubleTree By Hilton Jo.	4.6%
5	KSL Hotel & Resort Joho.	4.6%
6	NestHome	3.8%
7	Capri By Fraser Johor B.	3.1%
8	Holiday Inn Johor Bahru.	3.1%
9	Amari Johor Bahru	2.3%
10	Anantara Desaru Coast R.	2.3%
	Other	48.9%

Brand SOV 0% Brand Rank - Total Brands 55 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Canopy By Hilton Shangh.	15.9%
2	LEGOLAND Hotel Shanghai	15.9%
3	NestHome	7.9%
4	Sunway GRID Residence	4.8%
5	Afiniti Residences	3.2%
6	Forest City Marina Hotel	3.2%
7	KSL Hotel & Resort Joho.	3.2%
8	LEGOLAND Hotel	3.2%
9	Lotus Desaru Beach Reso.	3.2%
10	1975 Avenue & Hotel	1.6%
	Other	38.1%

Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%

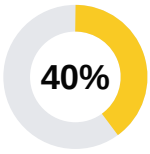
BROAD SEARCH

Rank	Brand	Share of Voice
1	Sheraton Johor Bahru	22.1%
2	DoubleTree By Hilton Jo.	8.8%
3	Capri By Fraser Johor B.	5.9%
4	Holiday Inn Johor Bahru.	5.9%
5	KSL Hotel & Resort Joho.	5.9%
6	Amari Johor Bahru	4.4%
7	Four Points By Sheraton.	4.4%
8	Miyabi Hotel @ Permas	4.4%
9	Renaissance Johor Bahru.	4.4%
10	Anantara Desaru Coast R.	2.9%
	Other	30.9%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

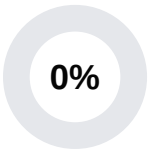
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sunway Hotel Big Box appears in 16/40 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%	13%	88%

WHAT PEOPLE ARE SAYING

Positive: The hotel is well-regarded for its convenient location near Legoland and a shopping complex with dining, supermarkets, a cinema, and other amenities, making it a practical and good-value choice, especially for families.

Neutral: The property is relatively new and offers standard facilities such as a restaurant, swimming pool, gym, and breakfast options, though the area can feel quiet as it's a newer district.

Negative: Check-in can take a long time, which may be an inconvenience for some guests.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Sunway Hotel Big Box ranks - in broad search with 0% SOV, while Sheraton Johor Bahru leads at 22.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Sunway Hotel Big Box 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.

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: The hotel is well-regarded for its convenient location near Legoland and a shopping complex with dining, supermarkets, a cinema, and other amenities, making it a practical and good-value choice, especially for families. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 21 / 100 to 33-43 / 100 through keyword-led content, KOC proof, and stronger brand association.