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Best Western Premier Bangtao Beach Resort & Spa

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

11 /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

- Best Western Premier Bangtao Beach Resort & Spa holds 0% blended non-branded search visibility, ranking -; the current leader Katathani Phuket Beach Resort holds 11.9%.
- Branded search visibility is 10%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 75%; 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
10%
4/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
75% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
11.9%
Katathani Phuket Beach Resort leads at 11.9%, ahead by 11.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Best Western Premier Bangtao Beach Resort & Spa records 0% blended SOV, ranking -, while Katathani Phuket Beach Resort leads with 11.9%. The category remains fragmented, with "Other" brands accounting for 64.2% of visibility.

Search terms: Broad Search: Phuket hotel guide • Narrow Search: Hotels near Bang Tao Beach

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	11.9%
2	Anona Sunset Boutique H.	3.4%
3	Banyan Tree Phuket	3.4%
4	Pullman Phuket Panwa Be.	2.8%
5	The Shore At Katathani	2.8%
6	Access Resort & Villas	2.3%
7	Amora Beach Resort Phuk.	2.3%
8	Cassia Phuket	2.3%
9	Centara Karon Resort Ph.	2.3%
10	SAii Laguna Phuket	2.3%
	Other	64.2%

Brand SOV 0% Brand Rank - Total Brands 89 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	12.4%
2	Banyan Tree Phuket	5.2%
3	Amora Beach Resort Phuk.	4.1%
4	Cassia Phuket	4.1%
5	SAii Laguna Phuket	4.1%
6	Sunwing Bangtao Beach	4.1%
7	Courtyard By Marriott P.	3.1%
8	Angsana Laguna Phuket	2.1%
9	Centara Karon Resort Ph.	2.1%
10	Dusit Thani Laguna Phuk.	2.1%
	Other	56.7%

Brand SOV 0% Brand Rank - Total Brands 59 Avg. SOV 1.7%

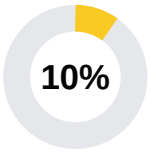
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	11.4%
2	Anona Sunset Boutique H.	7.6%
3	Access Resort & Villas	5.1%
4	The Shore At Katathani	5.1%
5	Bandara Pool Villas, Ph.	3.8%
6	Chateau Du Village Pato.	3.8%
7	Pullman Phuket Panwa Be.	3.8%
8	The SIS Kata Resort	3.8%
9	Anantara Mai Khao Phuke.	2.5%
10	Centara Karon Resort Ph.	2.5%
	Other	50.6%

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

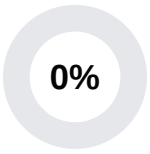
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Best Western Premier Bangtao Beach Resort & Spa appears in 4/40 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%	25%	75%

WHAT PEOPLE ARE SAYING

Positive: Guests love the direct beachfront location, quiet Bangtao setting, two large pools, friendly staff, and strong value at about 600 yuan per night with breakfast.

Neutral: The property offers two pools, a pool bar, children's pool, spa/sauna/gym, and two restaurants including a beachfront seafood restaurant; it is about 10-15 minutes by car from the Rhythm Park event venue.

Negative: The rooms are described as not new, and the morning yoga class is only average.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Best Western Premier Bangtao Beach Resort & Spa ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 11.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Best Western Premier Bangtao Beach Resort & Spa appears in 4/40 branded-search posts (10%). 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 love the direct beachfront location, quiet Bangtao setting, two large pools, friendly staff, and strong value at about 600 yuan per night with breakfast. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 11 / 100 to 23-33 / 100 through keyword-led content, KOC proof, and stronger brand association.