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Compass Hotel Osaka Honmachi

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

0 /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

- Compass Hotel Osaka Honmachi holds 0% blended non-branded search visibility, ranking -; the current leader Garner Hotel Osaka Honmachi Station holds 6.7%.
- Branded search visibility is 0%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; 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
0%
0/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.7%
Garner Hotel Osaka Honmachi Station leads at 6.7%, ahead by 6.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Compass Hotel Osaka Honmachi records 0% blended SOV, ranking -, while Garner Hotel Osaka Honmachi Station leads with 6.7%. The category remains fragmented, with "Other" brands accounting for 60.8% of visibility.

Search terms: Broad Search: Osaka hotel recommendations • Narrow Search: hotels near Hommachi Osaka

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Garner Hotel Osaka Honm.	6.7%
2	The Ritz-Carlton, Osaka	5.8%
3	Hotel Hankyu RESPIRE Os.	5%
4	The St. Regis Osaka	4.2%
5	Waldorf Astoria Osaka	4.2%
6	The Gate Hotel Osaka By.	3.3%
7	BRACKETS HOTEL Osaka Ho.	2.5%
8	Courtyard By Marriott O.	2.5%
9	Hotel Amanek Osaka Namba	2.5%
10	InterContinental Osaka	2.5%
	Other	60.8%

Brand SOV 0% Brand Rank - Total Brands 62 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Garner Hotel Osaka Honm.	12.7%
2	The Ritz-Carlton, Osaka	6.3%
3	The St. Regis Osaka	6.3%
4	BRACKETS HOTEL Osaka Ho.	4.8%
5	Courtyard By Marriott O.	4.8%
6	InterContinental Osaka	4.8%
7	Smile Hotel Premium Osa.	4.8%
8	Waldorf Astoria Osaka	4.8%
9	Daiwa Roynet Hotel Osak.	3.2%
10	Far East Village Hotel .	3.2%
	Other	44.4%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

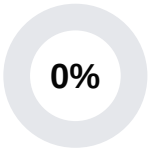
BROAD SEARCH

Rank	Brand	Share of Voice
1	Hotel Hankyu RESPIRE Os.	10.5%
2	Hotel Amanek Osaka Namba	5.3%
3	Prince Smart Inn Osaka .	5.3%
4	The Ritz-Carlton, Osaka	5.3%
5	Fairfield By Marriott O.	3.5%
6	Holiday Inn Express Osa.	3.5%
7	M's Hotel Kyoto Station.	3.5%
8	Sotetsu Fresa Inn Kobe-.	3.5%
9	The Gate Hotel Osaka By.	3.5%
10	Voco Osaka Central	3.5%
	Other	52.6%

Brand SOV 0% Brand Rank - Total Brands 39 Avg. SOV 2.6%

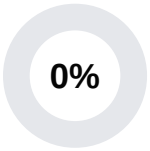
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Compass Hotel Osaka Honmachi appears in 0/40 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%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Compass Hotel Osaka Honmachi ranks - in broad search with 0% SOV, while Hotel Hankyu RESPIRE Osaka leads at 10.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Compass Hotel Osaka Honmachi appears in 0/40 branded-search posts (0%). 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.

Near-term goal: move from 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.