

Sofitel Legend Metropole Hanoi

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

79 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Sofitel Legend Metropole Hanoi holds 20.4% blended non-branded search visibility, ranking #1; the current leader Sofitel Legend Metropole Hanoi holds 20.4%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 93%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE

20.4%

Ranks #1 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

40/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

93% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

0%

Sofitel Legend Metropole Hanoi leads at 20.4%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sofitel Legend Metropole Hanoi records 20.4% blended SOV, ranking #1, while Sofitel Legend Metropole Hanoi leads with 20.4%. The category remains fragmented, with “Other” brands accounting for 47.9% of visibility.

Search terms: Broad Search: Best hotels in Hanoi • Narrow Search: Hotels near Hoan Kiem Lake Hanoi

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sofitel Legend Metropol.	20.4%
2	Capella Hanoi	5.6%
3	JW Marriott Hotel Hanoi	4.9%
4	REY Hotel Hanoi	4.9%
5	Sheraton Hanoi Hotel	3.5%
6	La Meior Hotel & Sky Bar	2.8%
7	La Sinfonia Citadel Hot.	2.8%
8	Signature By M Village .	2.8%
9	Aquarius Premium Hotel	2.1%
10	Bespoke Boutique Hotel .	2.1%
	Other	47.9%

Brand SOV 20.4% Brand Rank #1 Total Brands 60 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sofitel Legend Metropol.	11.8%
2	REY Hotel Hanoi	7.4%
3	La Meior Hotel & Sky Bar	5.9%
4	Signature By M Village .	5.9%
5	Bliss Signature Hotel	4.4%
6	Capella Hanoi	4.4%
7	The Emisarry Hanoi Hote.	4.4%
8	Aquarius Premium Hotel	2.9%
9	Fairmont Hanoi	2.9%
10	La Siesta Premium Lakes.	2.9%
	Other	47.1%

Brand SOV 11.8% Brand Rank #1 Total Brands 40 Avg. SOV 2.5%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Sofitel Legend Metropol.	28.4%
2	JW Marriott Hotel Hanoi	8.1%
3	Capella Hanoi	6.8%
4	Sheraton Hanoi Hotel	5.4%
5	La Sinfonia Citadel Hot.	4.1%
6	Sheraton Hanoi West	4.1%
7	Bespoke Boutique Hotel .	2.7%
8	InterContinental Hanoi .	2.7%
9	REY Hotel Hanoi	2.7%
10	Aquarius Premium Hotel	1.4%
	Other	33.8%

Brand SOV 28.4% Brand Rank #1 Total Brands 35 Avg. SOV 2.9%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

Sofitel Legend Metropole Hanoi appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

0%

POSITIVE

93%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praise the exceptional and attentive service, the outstanding breakfast with Vietnamese specialties, and the rich historical atmosphere of the century-old French-colonial building.

Neutral:

The hotel's central location near Hoan Kiem Lake is convenient, but room size, amenities, and perks vary significantly between the Heritage and Opera wings, and experience is notably influenced by loyalty status.

Negative:

A few guests report service miscommunications around lounge benefits, and some note issues like street-facing room noise, musty smells in parts of the Opera Wing, or small pool and gym facilities.

5 OPPORTUNITIES

1

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.

2

Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the exceptional and attentive service, the outstanding breakfast with Vietnamese specialties, and the rich historical atmosphere of the century-old French-colonial building. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3

Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: A few guests report service miscommunications around lounge benefits, and some note issues like street-facing room noise, musty smells in parts of the Opera Wing, or small pool and gym facilities. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 79 / 100 to 91-100 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: September 2026 • Collection coverage: complete • posts 160/160 • details 160/160

Daisy Visibility Index™