

Baan Rim Pa

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

70 /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

- Baan Rim Pa holds 5.9% blended non-branded search visibility, ranking #2; the current leader Cape Rock Cuisine holds 6.9%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 70%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE

5.9%

Ranks #2 blended and #6 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

70% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

1%

Cape Rock Cuisine leads at 6.9%, ahead by 1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Baan Rim Pa records 5.9% blended SOV, ranking #2, while Cape Rock Cuisine leads with 6.9%. The category remains fragmented, with “Other” brands accounting for 62.1% of visibility. Search terms: Broad Search: Phuket restaurant recommendations • Narrow Search: Phuket sea view restaurants

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Cape Rock Cuisine	6.9%
2	Baan Rim Pa	5.9%
3	The Commune Resto Bar	4.4%
4	KIRI Restaurant (Kata)	3.9%
5	Kan's Haus Cafe & Bistro	3.4%
6	On The Rock Restaurant	3.4%
7	Cha Kang Rawsha Noodle .	3%
8	Nok Restaurant	2.5%
9	Noodle House	2.5%
10	ISOLE Restaurant	2%
	Other	62.1%

Brand SOV 5.9% Brand Rank #2 Total Brands 87 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Baan Rim Pa	9.8%
2	Cape Rock Cuisine	9.8%
3	The Commune Resto Bar	9.8%
4	Kan's Haus Cafe & Bistro	6.1%
5	On The Rock Restaurant	6.1%
6	Laem Sai Cup Café	4.9%
7	On The Hill Karon	3.7%
8	A Blanket & A Pillow	2.4%
9	L'Arôme By The Sea	2.4%
10	Mala Dimsum	2.4%
	Other	42.7%

Brand SOV 9.8% Brand Rank #1 Total Brands 42 Avg. SOV 2.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	KIRI Restaurant (Kata)	5.8%
2	Cape Rock Cuisine	5%
3	Cha Kang Rawsha Noodle .	5%
4	Nok Restaurant	4.1%
5	Noodle House	4.1%
6	Baan Rim Pa	3.3%
7	Baan Bangla Restaurant	2.5%
8	ISOLE Restaurant	2.5%
9	Kata On Fire Bar And Gr.	2.5%
10	Tamarind Restaurant	2.5%
	Other	62.8%

Brand SOV 3.3% Brand Rank #6 Total Brands 61 Avg. SOV 1.6%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

Baan Rim Pa 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

15%

NEUTRAL

15%

POSITIVE

70%

WHAT PEOPLE ARE SAYING

Positive:

Baan Rim Pa is consistently praised for its stunning cliffside location over the Andaman Sea, with many reviewers calling it one of the world's most beautiful sunset dining spots; the romantic atmosphere, live piano, and attentive service are highlights, and several guests found the Thai royal cuisine surprisingly delicious.

Neutral:

The restaurant requires advance booking for prime sea-view tables, especially during sunset hours, and charges a 10% service fee plus 7% tax; food quality is often described as decent but not exceptional, with the main draw being the scenery and ambiance rather than fine dining.

Negative:

A notable number of reviewers were disappointed by the food, describing it as mediocre, overpriced, or even tasting like pre-made dishes, with some specific complaints about stale seafood and artificial juice; the sunset view can also be obstructed by trees or weather, and the cost is considered high for the quality.

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: Baan Rim Pa is consistently praised for its stunning cliffside location over the Andaman Sea, with many reviewers calling it one of the world's most beautiful sunset dining spots; the romantic atmosphere, live piano, and attentive service are highlights, and several guests found the Thai royal cuisine surprisingly delicious. 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 (15%) but specific: A notable number of reviewers were disappointed by the food, describing it as mediocre, overpriced, or even tasting like pre-made dishes, with some specific complaints about stale seafood and artificial juice; the sunset view can also be obstructed by trees or weather, and the cost is considered high for the quality. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 70 / 100 to 82-92 / 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™