

The Gravitique Hotel Khaosan

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

13 /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

- The Gravitique Hotel Khaosan holds 0% blended non-branded search visibility, ranking -; the current leader Four Seasons Hotel Bangkok At Chao Phraya River holds 4.5%.
- Branded search visibility is 10%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; 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
100% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
4.5%

Four Seasons Hotel Bangkok At Chao Phraya River leads at 4.5%, ahead by 4.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Gravitique Hotel Khaosan records 0% blended SOV, ranking -, while Four Seasons Hotel Bangkok At Chao Phraya River leads with 4.5%. The category remains fragmented, with "Other" brands accounting for 77.1% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Hotels near Khao San Road

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Four Seasons Hotel Bang.	4.5%
2	Dusit Thani Bangkok	2.5%
3	Lamphu House Bangkok	2.5%
4	ASAI Bangkok Sathorn	1.9%
5	Bangkok Marriott Hotel .	1.9%
6	Capella Bangkok	1.9%
7	Grand Nikko Bangkok Sat.	1.9%
8	Grande Centre Point Sur.	1.9%
9	Siri Oriental Bangkok H.	1.9%
10	The Athenae Hotel, A Lu.	1.9%
	Other	77.1%

Brand SOV 0% Brand Rank - Total Brands 102 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Lamphu House Bangkok	3.8%
2	Siri Oriental Bangkok H.	3.8%
3	ASAI Bangkok Sathorn	2.5%
4	Capella Bangkok	2.5%
5	Four Seasons Hotel Bang.	2.5%
6	Saan Hotel Sathorn	2.5%
7	The Gravitique Hotel Kh.	2.5%
8	Theatre Residence	2.5%
9	Tinidee Trendy Bangkok .	2.5%
10	Arawana Express Chinato.	1.3%
	Other	73.8%

Brand SOV 0% Brand Rank - Total Brands 69 Avg. SOV 1.4%

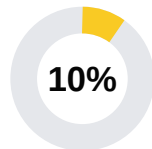
BROAD SEARCH

Rank	Brand	Share of Voice
1	Four Seasons Hotel Bang.	6.5%
2	Dusit Thani Bangkok	5.2%
3	Bangkok Marriott Hotel .	3.9%
4	Grand Nikko Bangkok Sat.	3.9%
5	Grande Centre Point Sur.	3.9%
6	The Quarter Ratchayothi.	3.9%
7	Bizotel Premier Hotel &.	2.6%
8	Eastin Grand Hotel Phay.	2.6%
9	Grande Centre Point Lum.	2.6%
10	Solaria Nishitetsu Hote.	2.6%
	Other	62.3%

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

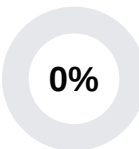
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Gravitique Hotel Khaosan 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

0%

NEUTRAL

0%

POSITIVE

100%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praise the hotel's stylish design, great value (especially in low season), convenient location near Khaosan Road and old town attractions, and standout on-site dining and rooftop bar experiences.



Neutral: The hotel actively recruits Chinese influencers for free stays in exchange for content, indicating a marketing push to build visibility among travel bloggers.



Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand

The Gravitique Hotel Khaosan ranks - in broad search with 0% SOV, while Four Seasons Hotel Bangkok At Chao Phraya River leads at 6.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

The Gravitique Hotel Khaosan 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 consistently praise the hotel's stylish design, great value (especially in low season), convenient location near Khaosan Road and old town attractions, and standout on-site dining and rooftop bar experiences. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 13 / 100 to 25-35 / 100 through keyword-led content, KOC proof, and stronger brand association.