daisy.club

A'moss Farmstay

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

37 /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

- A'moss Farmstay holds 1% blended non-branded search visibility, ranking #24; the current leader ZEN By Stellar holds 9.9%.
- Branded search visibility is 88%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 79%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1%
Ranks #24 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
88%
35/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
79% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8.9%
ZEN By Stellar leads at 9.9%, ahead by 8.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

A'moss Farmstay records 1% blended SOV, ranking #24, while ZEN By Stellar leads with 9.9%. The category remains fragmented, with "Other" brands accounting for 49.5% of visibility.

Search terms: Broad Search: Cameron Highlands farm stay • Narrow Search: Cameron Highlands photogenic homestay

BLENDED SEARCH

Rank	Brand	Share of Voice
1	ZEN By Stellar	9.9%
2	Stellar Goldenhill	8.9%
3	The Chill'Vibe Haven	5%
4	The Lakehouse Cameron H.	5%
5	10 Mentigi	4%
6	Aurora	4%
7	Clover Nest Cozy & Styl.	4%
8	Zenith Suite Cameron	4%
9	Cameron Highland Retreat	3%
10	Sameer Retreat	3%
	Other	49.5%
24	A'moss Farmstay	1%

Brand SOV 1% Brand Rank #24 Total Brands 46 Avg. SOV 2.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Stellar Goldenhill	8.8%
2	ZEN By Stellar	8.8%
3	10 Mentigi	7%
4	The Lakehouse Cameron H.	7%
5	Aurora	5.3%
6	Cameron Highland Retreat	5.3%
7	The Chill'Vibe Haven	5.3%
8	Clover Nest Cozy & Styl.	3.5%
9	Yama Villa	3.5%
10	A'moss Farmstay	1.8%
	Other	43.9%

Brand SOV 1.8% Brand Rank #10 Total Brands 35 Avg. SOV 2.9%

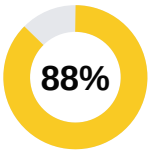
BROAD SEARCH

Rank	Brand	Share of Voice
1	ZEN By Stellar	11.4%
2	Stellar Goldenhill	9.1%
3	Zenith Suite Cameron	6.8%
4	Clover Nest Cozy & Styl.	4.5%
5	Nova Highlands Hotel	4.5%
6	Sameer Retreat	4.5%
7	The Chill'Vibe Haven	4.5%
8	A'moss Zen By Stellar C.	2.3%
9	Aurora	2.3%
10	Bricks Guesthouse	2.3%
	Other	47.7%

Brand SOV 0% Brand Rank - Total Brands 31 Avg. SOV 3.2%

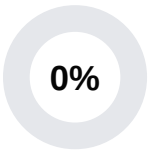
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



A'moss Farmstay appears in 35/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE 15%

NEUTRAL 6%

POSITIVE 79%

WHAT PEOPLE ARE SAYING

Positive: Many guests praise the stunning scenery, photogenic environment, and unique room features like movable beds and glass ceilings, making it ideal for relaxation, romantic getaways, and memorable family trips.

Neutral: The farmstay offers a unique glamping experience in a vegetable farm setting, with various dome and glass cabin types; guests need to bring their own food, toiletries, and drinking water, and the access road is narrow and unpaved.

Negative: Guests frequently complain about heavy fly infestations (especially before evening), as well as insects like spiders, crickets, and slugs in rooms and toilets; some also report cleanliness issues and very narrow one-lane access roads that require careful driving.

5 OPPORTUNITIES

1 Capture broad discovery demand
A'moss Farmstay ranks - in broad search with 0% SOV, while ZEN By Stellar leads at 11.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to: Many guests praise the stunning scenery, photogenic environment, and unique room features like movable beds and glass ceilings, making it ideal for relaxation, romantic getaways, and memorable family trips. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (15%) but specific: Guests frequently complain about heavy fly infestations (especially before evening), as well as insects like spiders, crickets, and slugs in rooms and toilets; some also report cleanliness issues and very narrow one-lane access roads that require careful driving. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 37 / 100 to 49-59 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: August 2026