

# The PuLi Hotel And Spa

## Rednote Search Visibility Audit

Audit period: August 2026



### DAISY VISIBILITY INDEX

60 /100

#### EMERGING PRESENCE

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

### EXECUTIVE READOUT

- The PuLi Hotel And Spa holds 4.4% blended non-branded search visibility, ranking #3; the current leader W Shanghai - The Bund holds 7.8%.
- Branded Search Visibility is 100%, while Brand Control is 2.5%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 79%; the clearest next lever is capture broad discovery demand.

### 1 SCORE DRIVERS

**SHARE OF VOICE**  
**4.4%**  
Ranks #3 blended and - broad across selected non-branded keyword runs.

**BRANDED SEARCH**  
**100%**  
40/40 branded-search posts mention the selected brand.

**BRAND CONTROL**  
**3%**  
1/40 qualifying branded-search posts are brand-owned from The PuLi Hotel And Spa.

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

**COMPETITIVE GAP (BLENDED SEARCH)**  
**3.4%**  
W Shanghai - The Bund leads at 7.8%, ahead by 3.4%.

### 2 SHARE OF VOICE Non-Branded Search Visibility

The PuLi Hotel And Spa records 4.4% blended SOV, ranking #3, while W Shanghai - The Bund leads with 7.8%. The category remains fragmented, with "Other" brands accounting for 63.3% of visibility.

Search terms: Broad Search: Shanghai hotel recommendations • Narrow Search: Hotel near Jing'an Temple subway station

#### BLENDED SEARCH

| Rank | Brand                     | Share of Voice |
|------|---------------------------|----------------|
| 1    | W Shanghai - The Bund     | 7.8%           |
| 2    | The Peninsula Shanghai    | 4.4%           |
| 3    | The PuLi Hotel And Spa    | 4.4%           |
| 4    | Kimpton Qiantan Shanghai  | 3.3%           |
| 5    | Shanghai EDITION          | 3.3%           |
| 6    | Yunhe Yebo Hotel (Shang.  | 3.3%           |
| 7    | Hotel A = A               | 3.3%           |
| 8    | Campanile Hotel Shanghai. | 2.2%           |
| 9    | Hanting Hotel Shanghai .  | 2.2%           |
| 10   | Hyatt On The Bund         | 2.2%           |
|      | Other                     | 63.3%          |

Brand SOV 4.4% Brand Rank #3 Total Brands 62 Avg. SOV 1.6%

#### NARROW SEARCH

| Rank | Brand                    | Share of Voice |
|------|--------------------------|----------------|
| 1    | The PuLi Hotel And Spa   | 10%            |
| 2    | Campanile Hotel Shangha. | 5%             |
| 3    | Hanting Hotel Shanghai . | 5%             |
| 4    | The St. Regis Shanghai . | 5%             |
| 5    | W Shanghai - The Bund    | 5%             |
| 6    | Atour Hotel              | 2.5%           |
| 7    | Atour X Hotel Shanghai . | 2.5%           |
| 8    | Hanting Hotel            | 2.5%           |
| 9    | Hilton Shanghai Zhangji. | 2.5%           |
| 10   | Hotel Near Jiangsu Road  | 2.5%           |
|      | Other                    | 57.5%          |

Brand SOV 10% Brand Rank #1 Total Brands 33 Avg. SOV 3%

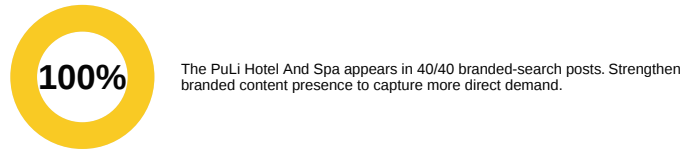
#### BROAD SEARCH

| Rank | Brand                    | Share of Voice |
|------|--------------------------|----------------|
| 1    | W Shanghai - The Bund    | 10%            |
| 2    | The Peninsula Shanghai   | 8%             |
| 3    | Kimpton Qiantan Shanghai | 6%             |
| 4    | Yunhe Yebo Hotel (Shang. | 6%             |
| 5    | Hyatt On The Bund        | 4%             |
| 6    | Shanghai EDITION         | 4%             |
| 7    | The Middle House         | 4%             |
| 8    | Hotel A = A              | 4%             |
| 9    | Bulgari Hotel Shanghai   | 2%             |
| 10   | Citadines Shanghai Chan. | 2%             |
|      | Other                    | 50%            |

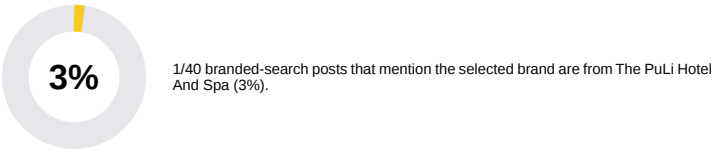
Brand SOV 0% Brand Rank - Total Brands 35 Avg. SOV 2.9%

### 3 BRANDED SEARCH & BRAND CONTROL

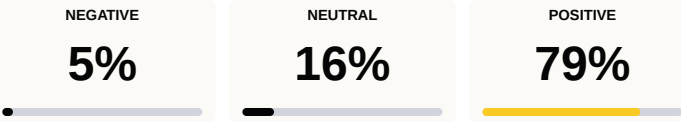
#### BRANDED SEARCH



#### BRAND CONTROL



### 4 SENTIMENT ANALYSIS



### WHAT PEOPLE ARE SAYING

- Positive:** The hotel is widely praised for its timeless Jaya Ibrahim design, serene 'urban oasis' atmosphere, and prime location near Jing'an Temple, with many guests highlighting its photogenic spaces, attentive service, and excellent dining options beyond breakfast.
- Neutral:** While the property's aged hardware and dim, yellowish lighting are noted by several guests, the overall aesthetic quality and comfortable stay experience still receive mixed-to-positive recognition.
- Negative:** Breakfast quality is frequently criticized as poor, and some guests report small room sizes, uncomfortable beds, ineffective heating, and occasional service lapses, including a reported incident of discriminatory behavior by a concierge manager.

### 5 OPPORTUNITIES

- 1 Capture broad discovery demand**  
The PuLi Hotel And Spa ranks - in broad search with 0% SOV, while W Shanghai - The Bund leads at 10%. Build broad discovery content that connects the property to category-level searches before users search by name.
- 2 Increase brand-owned control**  
Only 2.5% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.
- 3 Turn positive sentiment into proof**  
Users already respond positively to: The hotel is widely praised for its timeless Jaya Ibrahim design, serene 'urban oasis' atmosphere, and prime location near Jing'an Temple, with many guests highlighting its photogenic spaces, attentive service, and excellent dining options beyond breakfast. 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 (5%) but specific: Breakfast quality is frequently criticized as poor, and some guests report small room sizes, uncomfortable beds, ineffective heating, and occasional service lapses, including a reported incident of discriminatory behavior by a concierge manager. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 60 / 100 to 72-82 / 100 through keyword-led content, KOC proof, and stronger brand association.