daisy.club

Thistle Port Dickson Resort

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

40 /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

- Thistle Port Dickson Resort holds 12.7% blended non-branded search visibility, ranking #2; the current leader Lexis Hibiscus Port Dickson holds 27%.
- Branded search visibility is 48%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 77%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
12.7%
Ranks #2 blended and #2 broad across selected non-branded keyword runs.

BRANDED SEARCH
48%
19/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
77% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
14.3%
Lexis Hibiscus Port Dickson leads at 27%, ahead by 14.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Thistle Port Dickson Resort records 12.7% blended SOV, ranking #2, while Lexis Hibiscus Port Dickson leads with 27%. The category remains fragmented, with "Other" brands accounting for 12.7% of visibility.

Search terms: Broad Search: Port Dickson beach hotel guide • Narrow Search: Port Dickson sea view hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Lexis Hibiscus Port Dic.	27%
2	Thistle Port Dickson Re.	12.7%
3	Quest Hotel Port Dickson	12.7%
4	Avillion Port Dickson	11.1%
5	Port Dickson Hotel	4.8%
6	Port Dickson Water Chal.	4.8%
7	Tasik Villa Internation.	4.8%
8	D'Wharf Hotel & Service	3.2%
9	Grand Lexis Port Dickson	3.2%
10	Villea Port Dickson	3.2%
	Other	12.7%

Brand SOV 12.7% Brand Rank #2 Total Brands 18 Avg. SOV 5.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Lexis Hibiscus Port Dic.	26.3%
2	Quest Hotel Port Dickson	13.2%
3	Avillion Port Dickson	10.5%
4	Thistle Port Dickson Re.	7.9%
5	Tasik Villa Internation.	7.9%
6	Port Dickson Hotel	5.3%
7	Bayfront Hotel	2.6%
8	D'Wharf Hotel & Service	2.6%
9	Grand Lexis Port Dickson	2.6%
10	Innspire	2.6%
	Other	18.4%

Brand SOV 7.9% Brand Rank #4 Total Brands 17 Avg. SOV 5.9%

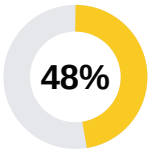
BROAD SEARCH

Rank	Brand	Share of Voice
1	Lexis Hibiscus Port Dic.	28%
2	Thistle Port Dickson Re.	20%
3	Avillion Port Dickson	12%
4	Quest Hotel Port Dickson	12%
5	Port Dickson Water Chal.	8%
6	D'Wharf Hotel & Service	4%
7	Grand Lexis Port Dickson	4%
8	Port Dickson Homestay	4%
9	Port Dickson Hotel	4%
10	Villea Port Dickson	4%
	Other	0%

Brand SOV 20% Brand Rank #2 Total Brands 10 Avg. SOV 10%

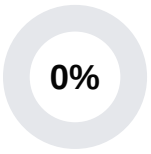
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Thistle Port Dickson Resort appears in 19/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
6%	18%	77%

WHAT PEOPLE ARE SAYING

Positive: Guests frequently praise the resort's private beach, family-friendly pools, and stunning sunset views, making it ideal for a relaxing vacation.

Neutral: The hotel is often mentioned as a convenient landmark for locating nearby seafood restaurants rather than for its own amenities.

Negative: Some visitors feel the property is outdated and that the aged facilities do not match modern resort expectations.

5 OPPORTUNITIES

1. **Make branded search more consistent**
Thistle Port Dickson Resort appears in 19/40 branded-search posts (48%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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: Guests frequently praise the resort's private beach, family-friendly pools, and stunning sunset views, making it ideal for a relaxing vacation. 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 (6%) but specific: Some visitors feel the property is outdated and that the aged facilities do not match modern resort expectations. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 40 / 100 to 52-62 / 100 through keyword-led content, KOC proof, and stronger brand association.