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Grand Mercure Bangkok Atrium

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

25 /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

- Grand Mercure Bangkok Atrium holds 0% blended non-branded search visibility, ranking -; the current leader Sindhorn Kempinski Hotel Bangkok holds 4.7%.
- Branded search visibility is 65%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 65%; 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
65%
26/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
65% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.7%
Sindhorn Kempinski Hotel Bangkok leads at 4.7%, ahead by 4.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Grand Mercure Bangkok Atrium records 0% blended SOV, ranking -, while Sindhorn Kempinski Hotel Bangkok leads with 4.7%. The category remains fragmented, with "Other" brands accounting for 73.6% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sindhorn Kempinski Hote.	4.7%
2	The Quarter Ratchayothi.	3.8%
3	Four Seasons Hotel Bang.	2.8%
4	Grande Centre Point Sur.	2.8%
5	The Standard, Bangkok M.	2.8%
6	137 Pillars Suites & Re.	1.9%
7	ASAI Bangkok	1.9%
8	Ascott Thonglor Bangkok	1.9%
9	Avani Sukhumvit Bangkok.	1.9%
10	Bangkok City Rama 9 Hot.	1.9%
	Other	73.6%

Brand SOV 0% Brand Rank - Total Brands 78 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sindhorn Kempinski Hote.	6.1%
2	Avani Sukhumvit Bangkok.	4.1%
3	Grande Centre Point Sur.	4.1%
4	2N Guest House	2%
5	611 Hotel	2%
6	Amari Bangkok	2%
7	Anantara Siam Bangkok H.	2%
8	Andaz Bangkok	2%
9	Andaz Tokyo	2%
10	Bangkok City Rama 9 Hot.	2%
	Other	71.4%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

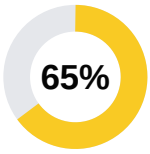
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Quarter Ratchayothi.	5.3%
2	137 Pillars Suites & Re.	3.5%
3	ASAI Bangkok	3.5%
4	Ascott Thonglor Bangkok	3.5%
5	Conrad Bangkok	3.5%
6	Courtyard By Marriott	3.5%
7	Eastin Grand Hotel Phay.	3.5%
8	Four Seasons Hotel Bang.	3.5%
9	Grande Centre Point Lum.	3.5%
10	Shangri-La	3.5%
	Other	63.2%

Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%

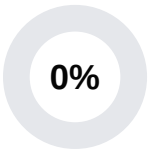
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Grand Mercure Bangkok Atrium appears in 26/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
12%	23%	65%

WHAT PEOPLE ARE SAYING

Positive: The hotel is repeatedly praised for its excellent value for money, with spacious rooms, a well-regarded executive lounge, and a standout dining scene—especially the entertaining Benihana teppanyaki and the on-site PUBLIC restaurant—making it a strong choice for budget-conscious travelers.

Neutral: The location is somewhat inconvenient, requiring a 10–15 minute walk to the nearest MRT station, though a free shuttle bus is provided; the property is older but generally well-maintained, and the price point is very competitive.

Negative: Several guests report dated facilities, musty odors, unreliable elevators, inconsistent front-desk service, crowded breakfast areas dominated by Indian cuisine, and noise issues from traffic or thin walls, which can detract from the stay.

5 OPPORTUNITIES

1 Capture broad discovery demand
Grand Mercure Bangkok Atrium ranks - in broad search with 0% SOV, while The Quarter Ratchayothin By UHG leads at 5.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Grand Mercure Bangkok Atrium appears in 26/40 branded-search posts (65%). 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: The hotel is repeatedly praised for its excellent value for money, with spacious rooms, a well-regarded executive lounge, and a standout dining scene—especially the entertaining Benihana teppanyaki and the on-site PUBLIC restaurant—making it a strong choice for budget-conscious travelers. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns
Negative feedback is lower-volume (12%) but specific: Several guests report dated facilities, musty odors, unreliable elevators, inconsistent front-desk service, crowded breakfast areas dominated by Indian cuisine, and noise issues from traffic or thin walls, which can detract from the stay. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 25 / 100 to 37-47 / 100 through keyword-led content, KOC proof, and stronger brand association.