daisy.club

JATI Koh Russey

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

29 /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

- JATI Koh Russey holds 3% blended non-branded search visibility, ranking #5; the current leader Six Senses Krabey Island holds 16.4%.
- Branded search visibility is 40%, 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
3%
Ranks #5 blended and #24 broad across selected non-branded keyword runs.

BRANDED SEARCH
40%
16/40 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)
13.4%
Six Senses Krabey Island leads at 16.4%, ahead by 13.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

JATI Koh Russey records 3% blended SOV, ranking #5, while Six Senses Krabey Island leads with 16.4%. The category remains fragmented, with "Other" brands accounting for 50.7% of visibility.

Search terms: Broad Search: Sihanoukville resort guide • Narrow Search: Sihanoukville private island hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Six Senses Krabey Island	16.4%
2	Song Saa Private Island	7.5%
3	Arjuna Solitaire Hotel	5.2%
4	The Royal Sands Koh Rong	5.2%
5	JATI Koh Russey	3%
6	Novotel Sihanoukville H.	3%
7	BeachWalk Koh Rong	2.2%
8	Hotel Vellita Siem Reap	2.2%
9	Independence Hotel By D.	2.2%
10	Koh Russey Resort	2.2%
	Other	50.7%

Brand SOV 3% Brand Rank #5 Total Brands 59 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Six Senses Krabey Island	23%
2	Song Saa Private Island	11.5%
3	JATI Koh Russey	4.9%
4	Arjuna Solitaire Hotel	4.9%
5	Hotel Vellita Siem Reap	4.9%
6	Park Hyatt Siem Reap	4.9%
7	Eightfold Urban Resort	3.3%
8	Independence Hotel By D.	3.3%
9	Koh Russey Resort	3.3%
10	Shinta Mani Angkor	3.3%
	Other	32.8%

Brand SOV 4.9% Brand Rank #3 Total Brands 30 Avg. SOV 3.3%

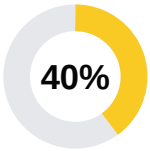
BROAD SEARCH

Rank	Brand	Share of Voice
1	Six Senses Krabey Island	11%
2	The Royal Sands Koh Rong	8.2%
3	Arjuna Solitaire Hotel	5.5%
4	Novotel Sihanoukville H.	5.5%
5	Oakwood Premier Phnom P.	4.1%
6	Song Saa Private Island	4.1%
7	You & Me Resort	4.1%
8	BeachWalk Koh Rong	2.7%
9	Kompong Dewa Resort Sih.	2.7%
10	Legacy Mekong, Can Tho,.	2.7%
	Other	49.3%
24	JATI Koh Russey	1.4%

Brand SOV 1.4% Brand Rank #24 Total Brands 40 Avg. SOV 2.5%

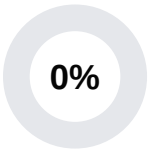
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



JATI Koh Russey appears in 16/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise JATI Koh Russey as a private-island escape with seamless transfers, a wide array of included activities, striking design by a renowned architect, and strong value for money, making it a highly recommended destination for couples, families, and friends seeking a relaxing yet active beach holiday.

Neutral: The resort is located on Koh Russey (Bamboo Island), about a 10-minute speedboat ride from a private pier that is itself a 10-minute drive from Sihanoukville International Airport, and it offers a range of standard facilities such as pools, restaurants, and water sports.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
JATI Koh Russey ranks #24 in broad search with 1.4% SOV, while Six Senses Krabey Island leads at 11%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
JATI Koh Russey appears in 16/40 branded-search posts (40%). 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 JATI Koh Russey as a private-island escape with seamless transfers, a wide array of included activities, striking design by a renowned architect, and strong value for money, making it a highly recommended destination for couples, families, and friends seeking a relaxing yet active beach holiday. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 29 / 100 to 41-51 / 100 through keyword-led content, KOC proof, and stronger brand association.