daisy.club

Oto Play Park

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

35 /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

- Oto Play Park holds 1.4% blended non-branded search visibility, ranking #18; the current leader Racha Island holds 5.1%.
- Branded Search Visibility is 48%, while Brand Control is 10.5%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 84%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.4%
Ranks #18 blended and #10 broad across selected non-branded keyword runs.

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

BRAND CONTROL
11%
2/19 qualifying branded-search posts are brand-owned from OTO.

SENTIMENT
84% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3.7%
Racha Island leads at 5.1%, ahead by 3.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Oto Play Park records 1.4% blended SOV, ranking #18, while Racha Island leads with 5.1%. The category remains fragmented, with "Other" brands accounting for 69.6% of visibility.

Search terms: Broad Search: Phuket family-friendly attractions • Narrow Search: Phuket amusement park opening hours

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Racha Island	5.1%
2	Hanuman World	3.7%
3	Karon Beach	3.3%
4	Koh Khai	3.3%
5	Phuket Old Town	3.3%
6	Carnival Magic	2.8%
7	Kata Beach	2.8%
8	Andamanda Phuket Water .	2.3%
9	Coral Island	1.9%
10	Naidee Elephant Sanctua.	1.9%
	Other	69.6%
18	Oto Play Park	1.4%

Brand SOV 1.4% Brand Rank #18 Total Brands 123 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Koh Khai	4.8%
2	Andamanda Phuket Water .	3.2%
3	Hanuman World	3.2%
4	Phuket Emperor Show	3.2%
5	Coral Island	2.4%
6	Karon Beach	2.4%
7	Kata Beach	2.4%
8	Phuket Old Town	2.4%
9	Racha Island	2.4%
10	Yanui Beach	2.4%
	Other	71%
52	Oto Play Park	0.8%

Brand SOV 0.8% Brand Rank #52 Total Brands 92 Avg. SOV 1.1%

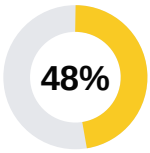
BROAD SEARCH

Rank	Brand	Share of Voice
1	Racha Island	8.9%
2	Carnival Magic	4.4%
3	Hanuman World	4.4%
4	Karon Beach	4.4%
5	Phuket Old Town	4.4%
6	Kata Beach	3.3%
7	Nemo Dolphinarium	3.3%
8	Phi Phi Islands	3.3%
9	Tiger Kingdom	3.3%
10	Oto Play Park	2.2%
	Other	57.8%

Brand SOV 2.2% Brand Rank #10 Total Brands 52 Avg. SOV 1.9%

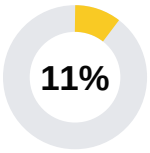
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Oto Play Park appears in 19/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/19 branded-search posts that mention the selected brand are from OTO (11%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
5%	11%	84%

WHAT PEOPLE ARE SAYING

Positive: The park is praised for its thoughtful design, including themed zones like a mini hospital and princess dressing room, plus a supervised childcare service that lets parents shop or relax, with admission fees often redeemable for food and drinks.

Neutral: The park has multiple locations in Phuket (e.g., Central Phuket and Robinson malls), with varying ticket prices and promotions such as local resident discounts or online booking discounts, and some locations are described as small but with distinct play areas.

Negative: Some visitors noted hygiene concerns (e.g., cockroaches in a nearby food area), found certain branches too small or boring for younger children, and felt the pricing was higher than comparable play spaces.

5 OPPORTUNITIES

1 Capture broad discovery demand
Oto Play Park ranks #16 in broad search with 2.2% SOV, while Racha Island leads at 8.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Oto Play Park 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.

3 Increase brand-owned control
Only 10.5% 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.

4 Turn positive sentiment into proof
Users already respond positively to: The park is praised for its thoughtful design, including themed zones like a mini hospital and princess dressing room, plus a supervised childcare service that lets parents shop or relax, with admission fees often redeemable for food and drinks. 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 (5%) but specific: Some visitors noted hygiene concerns (e.g., cockroaches in a nearby food area), found certain branches too small or boring for younger children, and felt the pricing was higher than comparable play spaces. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 35 / 100 to 47-57 / 100 through keyword-led content, KOC proof, and stronger brand association.