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Hotel Traveltine Kyoto Kiyamachi

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

17 /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

- Hotel Traveltine Kyoto Kiyamachi holds 0% blended non-branded search visibility, ranking -; the current leader Capella Kyoto holds 5.6%.
- Branded search visibility is 30%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; 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
30%
12/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
83% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5.6%
Capella Kyoto leads at 5.6%, ahead by 5.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hotel Traveltine Kyoto Kiyamachi records 0% blended SOV, ranking -, while Capella Kyoto leads with 5.6%. The category remains fragmented, with "Other" brands accounting for 67.5% of visibility.

Search terms: Broad Search: Kyoto hotel recommendations • Narrow Search: Hotels near Kawaramachi, Kyoto

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Capella Kyoto	5.6%
2	The Ritz-Carlton, Kyoto	4.4%
3	Park Hyatt Kyoto	3.8%
4	ROKU KYOTO, LXR Hotels .	3.8%
5	HOTEL THE MITSUI KYOTO	3.1%
6	Six Senses Kyoto	3.1%
7	Agora Kyoto Karasuma	2.5%
8	Hotel Forza Kyoto Shijo.	2.5%
9	Aman Kyoto	1.9%
10	DoubleTree By Hilton Ky.	1.9%
	Other	67.5%

Brand SOV 0% Brand Rank - Total Brands 95 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Capella Kyoto	9.9%
2	Hotel Forza Kyoto Shijo.	5.6%
3	DoubleTree By Hilton Ky.	4.2%
4	Four Seasons Hotel Kyoto	4.2%
5	Park Hyatt Kyoto	4.2%
6	Six Senses Kyoto	4.2%
7	The Ritz-Carlton, Kyoto	4.2%
8	Banyan Tree Higashiyama.	2.8%
9	Hilton Kyoto	2.8%
10	HOTEL LiVEMAX Kyoto Kam.	2.8%
	Other	54.9%

Brand SOV 0% Brand Rank - Total Brands 46 Avg. SOV 2.2%

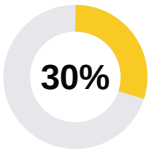
BROAD SEARCH

Rank	Brand	Share of Voice
1	HOTEL THE MITSUI KYOTO	5.6%
2	ROKU KYOTO, LXR Hotels .	5.6%
3	Agora Kyoto Karasuma	4.5%
4	The Ritz-Carlton, Kyoto	4.5%
5	Aman Kyoto	3.4%
6	Kyoto Umekoji Kadensho	3.4%
7	Park Hyatt Kyoto	3.4%
8	Capella Kyoto	2.2%
9	Mitsui Garden Hotel Kyo.	2.2%
10	Nanzenji Sando Kikusui	2.2%
	Other	62.9%

Brand SOV 0% Brand Rank - Total Brands 60 Avg. SOV 1.7%

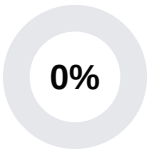
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Hotel Traveltine Kyoto Kiyamachi appears in 12/40 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%	17%	83%

WHAT PEOPLE ARE SAYING

Positive: The hotel offers a convenient location near Shijo Kawaramachi and the Kamo River, spacious rooms, free breakfast, and helpful Chinese-speaking staff.

Neutral: Free breakfast is served only from 6:30 to 9:00, and room cleaning is not always provided, with towels and water available at the front desk.

Negative: Windows cannot be opened and insects may enter even on the top floor; the nearest subway station is relatively far.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
   Hotel Traveltine Kyoto Kiyamachi ranks - in broad search with 0% SOV, while HOTEL THE MITSUI KYOTO leads at 5.6%. Build broad discovery content that connects the property to category-level searches before users search by name.
2. **Make branded search more consistent**
   Hotel Traveltine Kyoto Kiyamachi appears in 12/40 branded-search posts (30%). 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 offers a convenient location near Shijo Kawaramachi and the Kamo River, spacious rooms, free breakfast, and helpful Chinese-speaking staff. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 17 / 100 to 29-39 / 100 through keyword-led content, KOC proof, and stronger brand association.