daisy.club

Paradisus By Meliá Bali

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

13 /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

- Paradisus By Meliá Bali holds 0% blended non-branded search visibility, ranking -; the current leader AYANA Resort And Spa Bali holds 12.6%.
- Branded search visibility is 10%, 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
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
10%
4/40 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)
12.6%
AYANA Resort And Spa Bali leads at 12.6%, ahead by 12.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Paradisus By Meliá Bali records 0% blended SOV, ranking -, while AYANA Resort And Spa Bali leads with 12.6%. The category remains fragmented, with "Other" brands accounting for 62.3% of visibility.

Search terms: Broad Search: bali hotel reviews • Narrow Search: private beach resort bali

BLENDED SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort And Spa Ba.	12.6%
2	RIMBA Jimbaran Bali By .	4.4%
3	AYANA Villas Bali	3.8%
4	Mandapa, A Ritz-Carlton.	3.1%
5	AYANA Segara Bali	2.5%
6	Club Med Bali	2.5%
7	Hilton Bali Resort	2.5%
8	Jumeirah Bali	2.5%
9	Amandari	1.9%
10	Amankila	1.9%
	Other	62.3%

Brand SOV 0% Brand Rank - Total Brands 77 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort And Spa Ba.	19.7%
2	RIMBA Jimbaran Bali By .	7.9%
3	AYANA Segara Bali	5.3%
4	AYANA Villas Bali	5.3%
5	Bvlgari Resort Bali	2.6%
6	Mandapa, A Ritz-Carlton.	2.6%
7	The Westin Resort Nusa .	2.6%
8	Villa Semana Resort & S.	2.6%
9	Akohara Buahan	1.3%
10	Aman	1.3%
	Other	48.7%

Brand SOV 0% Brand Rank - Total Brands 47 Avg. SOV 2.1%

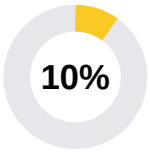
BROAD SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort And Spa Ba.	6%
2	Amandari	3.6%
3	Capella Ubud, Bali	3.6%
4	Club Med Bali	3.6%
5	Hilton Bali Resort	3.6%
6	Jumeirah Bali	3.6%
7	Mandapa, A Ritz-Carlton.	3.6%
8	Regent Bali Canggu	3.6%
9	The Apurva Kempinski Ba.	3.6%
10	W Bali - Seminyak	3.6%
	Other	61.4%

Brand SOV 0% Brand Rank - Total Brands 49 Avg. SOV 2%

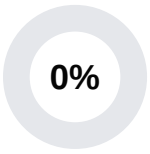
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Paradisus By Meliá Bali appears in 4/40 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: The resort delivers a seamless all-inclusive experience with refreshed facilities, direct lagoon access rooms, multiple pools, diverse dining options, and a wide variety of complimentary activities for a stress-free stay.

Neutral: The property also accommodates MICE and team travel events, indicating suitability for business group needs.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Paradisus By Meliá Bali ranks - in broad search with 0% SOV, while AYANA Resort And Spa Bali leads at 6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Paradisus By Meliá Bali appears in 4/40 branded-search posts (10%). 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 resort delivers a seamless all-inclusive experience with refreshed facilities, direct lagoon access rooms, multiple pools, diverse dining options, and a wide variety of complimentary activities for a stress-free stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 13 / 100 to 25-35 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: June 2026