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Sofitel Bangkok Sukhumvit

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

38 /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

- Sofitel Bangkok Sukhumvit holds 0% blended non-branded search visibility, ranking -; the current leader InterContinental Bangkok Sukhumvit holds 8.5%.
- Branded Search Visibility is 95%, 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
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
11%
4/38 qualifying branded-search posts are brand-owned from Sofitel Bangkok Sukhumvit.

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

COMPETITIVE GAP (BLENDED SEARCH)
8.5%
InterContinental Bangkok Sukhumvit leads at 8.5%, ahead by 8.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sofitel Bangkok Sukhumvit records 0% blended SOV, ranking -, while InterContinental Bangkok Sukhumvit leads with 8.5%. The category remains fragmented, with "Other" brands accounting for 66.9% of visibility.

Search terms: Broad Search: Bangkok hotel guide • Narrow Search: Hotels near Nana BTS Bangkok

BLENDED SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bangko.	8.5%
2	InterContinental Bangkok	4.2%
3	Capella Bangkok	3.5%
4	Fairmont Bangkok Sukhum.	2.8%
5	Rosewood Bangkok	2.8%
6	Sindhorn Kempinski Hote.	2.8%
7	Aman Nai Lert Bangkok	2.1%
8	Dusit Thani Bangkok	2.1%
9	Four Seasons Hotel Bang.	2.1%
10	Park Hyatt Bangkok	2.1%
	Other	66.9%

Brand SOV 0% Brand Rank - Total Brands 83 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bangko.	13.4%
2	Fairmont Bangkok Sukhum.	4.5%
3	The Landmark Bangkok	4.5%
4	The Rich Residence Sukh.	4.5%
5	Hyatt Regency Bangkok S.	3%
6	InterContinental Bangkok	3%
7	Anantara Siam Bangkok H.	1.5%
8	Andaz One Bangkok	1.5%
9	Arawana Regency Park Su.	1.5%
10	Avani Sukhumvit Bangkok.	1.5%
	Other	61.2%

Brand SOV 0% Brand Rank - Total Brands 51 Avg. SOV 2%

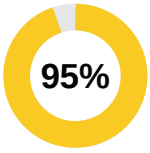
BROAD SEARCH

Rank	Brand	Share of Voice
1	Capella Bangkok	5.3%
2	InterContinental Bangkok	5.3%
3	Aman Nai Lert Bangkok	4%
4	Dusit Thani Bangkok	4%
5	Four Seasons Hotel Bang.	4%
6	InterContinental Bangko.	4%
7	Rosewood Bangkok	4%
8	Sindhorn Kempinski Hote.	4%
9	The Ritz-Carlton, Bangk.	4%
10	First House Hotel, Bang.	2.7%
	Other	58.7%

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

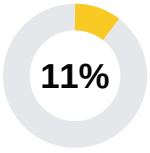
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sofitel Bangkok Sukhumvit appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



4/38 branded-search posts that mention the selected brand are from Sofitel Bangkok Sukhumvit (11%).

4 SENTIMENT ANALYSIS

NEGATIVE 5%

NEUTRAL 11%

POSITIVE 84%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's prime Sukhumvit location with direct BTS access, making it easy to reach shopping malls and attractions, and highlight the enjoyable rooftop bar and diverse on-site dining options.

Neutral: The hotel is described as a solid, mid-range luxury choice that was renovated in 2023, but some note the rooms are not particularly large and the pool area is partially blocked by surrounding buildings.

Negative: A few guests report service and comfort issues, including small rooms, missing amenities, noise from the street, and an area with nightlife activity that may not suit families.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Sofitel Bangkok Sukhumvit ranks - in broad search with 0% SOV, while Capella Bangkok leads at 5.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **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.

3. **Turn positive sentiment into proof**
Users already respond positively to: Guests consistently praise the hotel's prime Sukhumvit location with direct BTS access, making it easy to reach shopping malls and attractions, and highlight the enjoyable rooftop bar and diverse on-site dining options. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4. **Address recurring trust concerns**
Negative feedback is lower-volume (5%) but specific: A few guests report service and comfort issues, including small rooms, missing amenities, noise from the street, and an area with nightlife activity that may not suit families. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 38 / 100 to 50-60 / 100 through keyword-led content, KOC proof, and stronger brand association.

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