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Kamaliss MontAzure Phuket - MGallery Collection

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

0 /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

- Kamaliss MontAzure Phuket - MGallery Collection holds 0% blended non-branded search visibility, ranking -; the current leader The Shore At Katathani holds 9.1%.
- Branded search visibility is 0%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; 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
0%
0/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.1%
The Shore At Katathani leads at 9.1%, ahead by 9.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Kamaliss MontAzure Phuket - MGallery Collection records 0% blended SOV, ranking -, while The Shore At Katathani leads with 9.1%. The category remains fragmented, with "Other" brands accounting for 53% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Phuket Kamala Beach hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Shore At Katathani	9.1%
2	Anantara Mai Khao Phuke.	5.3%
3	Anona Sunset Boutique	5.3%
4	Wyndham Garden Phuket K.	5.3%
5	InterContinental Phuket.	4.5%
6	Katathani Phuket Beach .	4.5%
7	Malisa Villa Suites	3.8%
8	Ayara Kamala Resort & S.	3%
9	Paradox Resort Phuket	3%
10	Pullman Phuket Arcadia .	3%
	Other	53%

Brand SOV 0% Brand Rank - Total Brands 57 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Shore At Katathani	12.9%
2	Wyndham Garden Phuket K.	9.7%
3	Anona Sunset Boutique	6.5%
4	Ayara Kamala Resort & S.	6.5%
5	InterContinental Phuket.	6.5%
6	Anantara Mai Khao Phuke.	4.8%
7	Malisa Villa Suites	4.8%
8	Namaka Resort Kamala	4.8%
9	SALA Phuket Mai Khao Be.	4.8%
10	Hyatt Regency Phuket Re.	3.2%
	Other	35.5%

Brand SOV 0% Brand Rank - Total Brands 29 Avg. SOV 3.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Anantara Mai Khao Phuke.	5.7%
2	Katathani Phuket Beach .	5.7%
3	The Shore At Katathani	5.7%
4	Anona Sunset Boutique	4.3%
5	Paradox Resort Phuket	4.3%
6	Pullman Phuket Arcadia .	4.3%
7	InterContinental Phuket.	2.9%
8	Malisa Villa Suites	2.9%
9	Niranapa Boutique Resort	2.9%
10	Thavorn Palm Beach Reso.	2.9%
	Other	58.6%

Brand SOV 0% Brand Rank - Total Brands 48 Avg. SOV 2.1%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Kamaliss MontAzure Phuket - MGallery Collection appears in 0/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Kamaliss MontAzure Phuket - MGallery Collection ranks - in broad search with 0% SOV, while Anantara Mai Khao Phuket Villas leads at 5.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Kamaliss MontAzure Phuket - MGallery Collection appears in 0/40 branded-search posts (0%). 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.

Near-term goal: move from 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.