

OneTrip With Local Hanoi

Rednote Search Visibility Audit

Audit period: July 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

- OneTrip With Local Hanoi holds 0% blended non-branded search visibility, ranking -; the current leader Post-00s Vietnamese Hanoi Translator Guide holds 14%.
- 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 key-word 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)

14%

Post-00s Vietnamese Hanoi Translator Guide leads at 14%, ahead by 14%.

2 SHARE OF VOICE Non-Branded Search Visibility

OneTrip With Local Hanoi records 0% blended SOV, ranking -, while Post-00s Vietnamese Hanoi Translator Guide leads with 14%. The category remains fragmented, with “Other” brands accounting for 39.5% of visibility.

Search terms: Broad Search: Hanoi private guide • Narrow Search: best Hanoi day tour

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Post-00s Vietnamese Han.	14%
2	City Sightseeing Hanoi	7%
3	Hanoi Chinese-speaking .	7%
4	Hanoi Kids	7%
5	Hanoi Local Guide	7%
6	Airport International T.	4.7%
7	Dolphin Cruise	4.7%
8	Qingqing	4.7%
9	Arcady Cruise	2.3%
10	Changfu Travel	2.3%
	Other	39.5%

Brand SOV 0% Brand Rank - Total Brands 27 Avg. SOV 3.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Post-00s Vietnamese Han.	17.4%
2	Airport International T.	8.7%
3	City Sightseeing Hanoi	8.7%
4	Hanoi Chinese-speaking .	8.7%
5	Hanoi Kids	8.7%
6	Hanoi Local Guide	8.7%
7	Dolphin Cruise	4.3%
8	Hanoi Tour Guide	4.3%
9	Hanoi-Ho Chi Minh Guide.	4.3%
10	Lingzhi	4.3%
	Other	21.7%

Brand SOV 0% Brand Rank - Total Brands 15 Avg. SOV 6.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Post-00s Vietnamese Han.	10%
2	Arcady Cruise	5%
3	Changfu Travel	5%
4	City Sightseeing Hanoi	5%
5	Dolphin Cruise	5%
6	Ella	5%
7	GZL International Trave.	5%
8	Hanoi Chinese-speaking .	5%
9	Hanoi Guide & Translati.	5%
10	Hanoi Kids	5%
	Other	45%

Brand SOV 0% Brand Rank - Total Brands 19 Avg. SOV 5.3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

OneTrip With Local Hanoi 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

0%

NEUTRAL

0%

POSITIVE

0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand

2 Make branded search more consistent

3 Launch an owned Rednote presence