daisy.club

Trisara Phuket

Rednote Search Visibility Audit

Audit period: October 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

- Trisara Phuket holds 0.8% blended non-branded search visibility, ranking #28; the current leader The Shore At Katathani holds 9.5%.
- Branded Search Visibility is 93%, while Brand Control is 5.4%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 73%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.8%
Ranks #28 blended and #12 broad across selected non-branded keyword runs.

BRANDED SEARCH
93%
37/40 branded-search posts mention the selected brand.

BRAND CONTROL
5%
2/37 qualifying branded-search posts are brand-owned from TRISARA.

SENTIMENT
73% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8.7%
The Shore At Katathani leads at 9.5%, ahead by 8.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Trisara Phuket records 0.8% blended SOV, ranking #28, while The Shore At Katathani leads with 9.5%. The category remains fragmented, with "Other" brands accounting for 54% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Phuket private pool villa hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Shore At Katathani	9.5%
2	Anantara Mai Khao Phuke.	5.6%
3	The Naka Island, A Luxu.	5.6%
4	Malisa Villa Suites	4.8%
5	Rosewood Phuket	4.8%
6	Amanpuri	3.2%
7	Anona Sunset	3.2%
8	InterContinental Phuket.	3.2%
9	Katathani Phuket Beach .	3.2%
10	V Villas Phuket - MGall.	3.2%
	Other	54%
28	Trisara Phuket	0.8%

Brand SOV 0.8% Brand Rank #28 Total Brands 55 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Shore At Katathani	11.3%
2	V Villas Phuket - MGall.	6.5%
3	Anantara Mai Khao Phuke.	4.8%
4	Impiana Private Villas .	4.8%
5	JW Marriott Phuket Reso.	4.8%
6	Katathani Phuket Beach .	4.8%
7	The Naka Island, A Luxu.	4.8%
8	The Surin Phuket	4.8%
9	Anantara Layan Phuket R.	3.2%
10	Banyan Tree Phuket	3.2%
	Other	46.8%

Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%

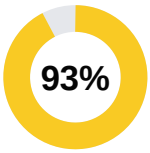
BROAD SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phuket	7.8%
2	The Shore At Katathani	7.8%
3	Anantara Mai Khao Phuke.	6.3%
4	Malisa Villa Suites	6.3%
5	The Naka Island, A Luxu.	6.3%
6	Amanpuri	4.7%
7	Anona Sunset	4.7%
8	InterContinental Phuket.	4.7%
9	Centara Karon Villas Ph.	3.1%
10	Marina Phuket Resort	3.1%
	Other	45.3%
12	Trisara Phuket	1.6%

Brand SOV 1.6% Brand Rank #12 Total Brands 38 Avg. SOV 2.6%

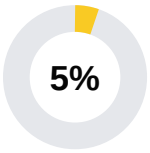
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Trisara Phuket appears in 37/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/37 branded-search posts that mention the selected brand are from TRISARA (5%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
16%	11%	73%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise Trisara's exceptional privacy, stunning sea views from every villa with private pools, and attentive service, with many highlighting the Michelin-starred dining and the overall serene, luxurious atmosphere ideal for a relaxing escape.

Neutral: The hotel's remote location offers seclusion but makes outside excursions inconvenient, and while the rooms are well-maintained, some guests note the facilities feel dated; breakfast receives mixed reviews, with some finding it ordinary.

Negative: Multiple reviews criticize the service as inconsistent and disappointing, particularly for families: the kids club is small with limited activities, staff responses are slow and forgetful, and there are issues like delayed luggage, unfulfilled requests for car seats, and poor room maintenance (e.g., doors not sealing, mosquitoes), leading some to deem it overpriced and not family-friendly.

5 OPPORTUNITIES

1 Capture broad discovery demand
Trisara Phuket ranks #12 in broad search with 1.6% SOV, while Rosewood Phuket leads at 7.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control
Only 5.4% 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 Trisara's exceptional privacy, stunning sea views from every villa with private pools, and attentive service, with many highlighting the Michelin-starred dining and the overall serene, luxurious atmosphere ideal for a relaxing escape. 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 (16%) but specific: Multiple reviews criticize the service as inconsistent and disappointing, particularly for families: the kids club is small with limited activities, staff responses are slow and forgetful, and there are issues like delayed luggage, unfulfilled requests for car seats, and poor room maintenance (e.g., doors not sealing, mosquitoes), leading some to deem it overpriced and not family-friendly. 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.