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Lohas Residences Sukhumvit

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

11 /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

- Lohas Residences Sukhumvit holds 0% blended non-branded search visibility, ranking -; the current leader Ascott Thonglor Bangkok holds 4.3%.
- Branded search visibility is 3%, 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
3%
1/40 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)
4.3%
Ascott Thonglor Bangkok leads at 4.3%, ahead by 4.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Lohas Residences Sukhumvit records 0% blended SOV, ranking -, while Ascott Thonglor Bangkok leads with 4.3%. The category remains fragmented, with "Other" brands accounting for 72.6% of visibility.

Search terms: Broad Search: Bangkok apartment hotel recommendations • Narrow Search: Bangkok hotel with kitchen

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Ascott Thonglor Bangkok	4.3%
2	Grand Nikko Bangkok Sat.	3.4%
3	The Rich Residence Sukh.	3.4%
4	Avani Sukhumvit Bangkok.	2.6%
5	Dusit Thani Bangkok	2.6%
6	Eastin Grand Hotel Phay.	2.6%
7	Hyatt Regency Bangkok S.	2.6%
8	INNSiDE By Meliá Bangko.	2.6%
9	Asia Hotel Bangkok	1.7%
10	Bangkok City Rama 9 Hot.	1.7%
	Other	72.6%

Brand SOV 0% Brand Rank - Total Brands 88 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Ascott Thonglor Bangkok	6.6%
2	The Rich Residence Sukh.	6.6%
3	Hyatt Regency Bangkok S.	4.9%
4	INNSiDE By Meliá Bangko.	3.3%
5	Mercure Bangkok Sukhumv.	3.3%
6	ASAI Bangkok Sathorn	1.6%
7	Asia Hotel Bangkok	1.6%
8	Avani Sukhumvit Bangkok.	1.6%
9	Bangkok Hotel	1.6%
10	Best Western Patong Bea.	1.6%
	Other	67.2%

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

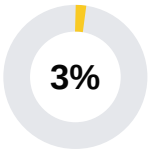
BROAD SEARCH

Rank	Brand	Share of Voice
1	Grand Nikko Bangkok Sat.	7.1%
2	Dusit Thani Bangkok	5.4%
3	Avani Sukhumvit Bangkok.	3.6%
4	Bangkok City Rama 9 Hot.	3.6%
5	COMO Metropolitan Bangk.	3.6%
6	Eastin Grand Hotel Phay.	3.6%
7	Sun And Moon Hotel - Be.	3.6%
8	137 Pillars Suites & Re.	1.8%
9	Aman Nai Lert Bangkok	1.8%
10	Amanta Hotel & Residenc.	1.8%
	Other	64.3%

Brand SOV 0% Brand Rank - Total Brands 46 Avg. SOV 2.2%

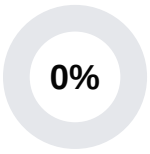
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Lohas Residences Sukhumvit appears in 1/40 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: Guests highlight the spacious rooms, free shuttle service to the nearest BTS station, and excellent value for money, making it a satisfying choice for budget-conscious travelers.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Lohas Residences Sukhumvit ranks - in broad search with 0% SOV, while Grand Nikko Bangkok Sathorn leads at 7.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Lohas Residences Sukhumvit appears in 1/40 branded-search posts (3%). 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: Guests highlight the spacious rooms, free shuttle service to the nearest BTS station, and excellent value for money, making it a satisfying choice for budget-conscious travelers. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 11 / 100 to 23-33 / 100 through keyword-led content, KOC proof, and stronger brand association.