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Ibis Styles Bangkok Ratchada

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

17 /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

- Ibis Styles Bangkok Ratchada holds 0% blended non-branded search visibility, ranking -; the current leader Avani Ratchada Bangkok holds 9.2%.
- Branded search visibility is 35%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 64%; 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
35%
14/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
64% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.2%
Avani Ratchada Bangkok leads at 9.2%, ahead by 9.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ibis Styles Bangkok Ratchada records 0% blended SOV, ranking -, while Avani Ratchada Bangkok leads with 9.2%. The category remains fragmented, with "Other" brands accounting for 69% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok Ratchada hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Avani Ratchada Bangkok	9.2%
2	L7 Hotel Huai Khwang	4.2%
3	Kimpton Maa-Lai Bangkok	2.8%
4	Bangkok City Rama 9 Hot.	2.1%
5	Bangkok Marriott Marqui.	2.1%
6	Dusit Thani Bangkok	2.1%
7	Eastin Grand Hotel Phay.	2.1%
8	Four Points By Sheraton.	2.1%
9	Grand Nikko Bangkok Sat.	2.1%
10	Grande Centre Point Lum.	2.1%
	Other	69%

Brand SOV 0% Brand Rank - Total Brands 89 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Avani Ratchada Bangkok	20.3%
2	L7 Hotel Huai Khwang	7.8%
3	Wanda Jin Hua Hotel & A.	4.7%
4	Bangkok City Rama 9 Hot.	3.1%
5	Grande Centre Point Pre.	3.1%
6	The Ritz-Carlton, Bangk.	3.1%
7	Amaranta Hotel	1.6%
8	Anantara Riverside Bang.	1.6%
9	Anantara Siam Bangkok H.	1.6%
10	Best Western Ratchada H.	1.6%
	Other	51.6%

Brand SOV 0% Brand Rank - Total Brands 43 Avg. SOV 2.3%

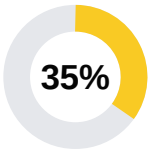
BROAD SEARCH

Rank	Brand	Share of Voice
1	Bangkok Marriott Marqui.	3.8%
2	Four Points By Sheraton.	3.8%
3	Grand Nikko Bangkok Sat.	3.8%
4	Kimpton Maa-Lai Bangkok	3.8%
5	Park Hyatt Bangkok	3.8%
6	Staybridge Suites Bangk.	3.8%
7	The Standard, Bangkok M.	3.8%
8	Dusit Thani Bangkok	2.6%
9	Eastin Grand Hotel Phay.	2.6%
10	Grande Centre Point Lum.	2.6%
	Other	65.4%

Brand SOV 0% Brand Rank - Total Brands 56 Avg. SOV 1.8%

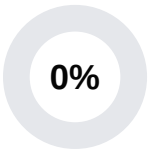
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ibis Styles Bangkok Ratchada appears in 14/40 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%	36%	64%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently highlight the hotel's excellent location, with the MRT station and 7-Eleven within a short walk, plus easy access to local night markets and street food. Many also praise the spacious, clean rooms and good value for money, especially for families with the availability of large family rooms and bunk beds.

Neutral: The hotel offers a straightforward, no-frills stay: rooms are clean but basic, breakfast is adequate but not varied, and amenities like disposable slippers and bottled water are not provided. It is positioned as a practical choice for travelers who prioritize convenience and budget over luxury.

Negative: Some guests note that the water quality is mediocre, with visible limescale on the showerhead, and the hotel is somewhat far from major shopping districts, requiring transfers via MRT and boat or other transport to reach central areas.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
   Ibis Styles Bangkok Ratchada ranks - in broad search with 0% SOV, while Bangkok Marriott Marquis Queen's Park leads at 3.8%. Build broad discovery content that connects the property to category-level searches before users search by name.
2. **Make branded search more consistent**
   Ibis Styles Bangkok Ratchada appears in 14/40 branded-search posts (35%). 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 consistently highlight the hotel's excellent location, with the MRT station and 7-Eleven within a short walk, plus easy access to local night markets and street food. Many also praise the spacious, clean rooms and good value for money, especially for families with the availability of large family rooms and bunk beds. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 17 / 100 to 29-39 / 100 through keyword-led content, KOC proof, and stronger brand association.