

dusitD2 Feydhoo Maldives

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

46 /100

EMERGING PRESENCE

Visibility is currently in the emerging presence band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

dusitD2 Feydhoo Maldives holds 0.5% blended non-branded search visibility, ranking #56; the current leader W Maldives holds 4.3%.

Branded Search Visibility is 100%, while Brand Control is 7.5%, indicating how much branded-search visibility comes from owned sources.

Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

0.5%

Ranks #56 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

40/40 branded-search posts mention the selected brand.

BRAND CONTROL

8%

3/40 qualifying branded-search posts are brand-owned from dusitD2 Feydhoo Maldives.

SENTIMENT

100% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

3.8%

W Maldives leads at 4.3%, ahead by 3.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

dusitD2 Feydhoo Maldives records 0.5% blended SOV, ranking #56, while W Maldives leads with 4.3%. The category remains fragmented, with "Other" brands accounting for 77.4% of visibility.

Search terms: Broad Search: Maldives hotel recommendations • Narrow Search: Maldives speedboat access hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	W Maldives	4.3%
2	Hilton Maldives Amingir.	2.4%
3	JW Marriott Maldives Ka.	2.1%
4	OZEN Reserve Bolifushi	2.1%
5	Park Hyatt Maldives, Ha.	2.1%
6	The St. Regis Maldives .	2.1%
7	Ayada Maldives	1.9%
8	Huvafen Fushi Maldives	1.9%
9	Sheraton Maldives Full .	1.9%
10	Soneva Jani	1.9%
	Other	77.4%
56	dusitD2 Feydhoo Maldives	0.5%

Brand SOV 0.5% Brand Rank #56 Total Brands 132 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	W Maldives	3.8%
2	Park Hyatt Maldives Had.	3%
3	Ayada Maldives	2.6%
4	Constance Moofushi Mald.	2.6%
5	JW Marriott Maldives Ka.	2.6%
6	Kandolhu Maldives	2.6%
7	Huvafen Fushi Maldives	2.1%
8	Lily Beach Resort & Spa.	2.1%
9	OZEN RESERVE BOLIFUSHI	2.1%
10	Sheraton Maldives Full .	2.1%
	Other	74.4%
35	dusitD2 Feydhoo Maldives	0.9%

Brand SOV 0.9% Brand Rank #35 Total Brands 109 Avg. SOV 0.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Soneva Jani	4.9%
2	W Maldives	4.9%
3	Hilton Maldives Amingir.	4.2%
4	Waldorf Astoria Maldiv.	4.2%
5	Cheval Blanc Randheli	3.5%
6	Conrad Maldives Rangali.	3.5%
7	JOALI Maldives	3.5%
8	The Ritz-Carlton Maldiv.	3.5%
9	The St. Regis Maldives .	2.8%
10	Ailia Kothaifaru Maldiv.	2.1%
	Other	62.7%

Brand SOV 0% Brand Rank - Total Brands 72 Avg. SOV 1.4%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

dusitD2 Feydhoo Maldives appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

8%

3/40 branded-search posts that mention the selected brand are from dusitD2 Feydhoo Maldives (8%).

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

0%

POSITIVE

100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praised the convenient speedboat transfer, the high-quality and varied food options (earning it the nickname 'food island'), the modern and well-equipped rooms, and the overall value for money, making it especially suitable for families, first-time Maldives visitors, and those who prefer a hassle-free stay.

Neutral: The resort is a newly opened, all-inclusive property reachable by a 7–10 minute speedboat from Malé airport, with multiple dining venues and activities; service is primarily handled through a mobile app rather than a dedicated butler, and room choices can affect views due to the nearby city and breakwaters.

Negative: Some guests noted that the snorkeling is underwhelming with few fish near the water villas, and the proximity to Malé means some rooms face the city skyline or have breakwaters, limiting unobstructed ocean views; a few also mentioned inconsistent service attitudes and a hard net bed on the overwater terrace.

5 OPPORTUNITIES

1

Capture broad discovery demand

dusitD2 Feydhoo Maldives ranks - in broad search with 0% SOV, while Soneva Jani leads at 4.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Increase brand-owned control

Only 7.5% 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 praised the convenient speedboat transfer, the high-quality and varied food options (earning it the nickname 'food island'), the modern and well-equipped rooms, and the overall value for money, making it especially suitable for families, first-time Maldives visitors, and those who prefer a hassle-free stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 46 / 100 to 58-68 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: September 2026 • Collection coverage: complete • posts 160/160 • details 160/160

Daisy Visibility Index™