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Sanggraloka Ubud

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

13 /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

- Sanggraloka Ubud holds 0% blended non-branded search visibility, ranking -; the current leader Alaya Resort Ubud holds 7.6%.
- Branded search visibility is 10%, 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
10%
4/40 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)
7.6%
Alaya Resort Ubud leads at 7.6%, ahead by 7.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sanggraloka Ubud records 0% blended SOV, ranking -, while Alaya Resort Ubud leads with 7.6%. The category remains fragmented, with "Other" brands accounting for 59% of visibility.

Search terms: Broad Search: Ubud hotel guide • Narrow Search: Ubud rice field view hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Alaya Resort Ubud	7.6%
2	Pramana Giri Kusuma	5.7%
3	Mandapa, A Ritz-Carlton.	4.8%
4	Sanna Ubud	4.8%
5	Biyukukung Suites & Spa	3.8%
6	Adiwana Alas Harum	2.9%
7	Agustya Ubud Villa	2.9%
8	Amankila	2.9%
9	Bali Bohemia Huts	2.9%
10	Casa Pohon Ubud	2.9%
	Other	59%

Brand SOV 0% Brand Rank - Total Brands 57 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Biyukukung Suites & Spa	9.8%
2	Mandapa, A Ritz-Carlton.	7.3%
3	Pramana Giri Kusuma	7.3%
4	Adiwana Alas Harum	4.9%
5	Alaya Resort Ubud	4.9%
6	Bumi Kinar Skylight	4.9%
7	Emana Bambooscape	4.9%
8	Adil Villa & Resort	2.4%
9	Agustya Ubud Villa	2.4%
10	Amankila	2.4%
	Other	48.8%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

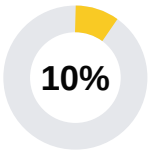
BROAD SEARCH

Rank	Brand	Share of Voice
1	Alaya Resort Ubud	9.4%
2	Sanna Ubud	6.3%
3	Bali Bohemia Huts	4.7%
4	Maya Ubud Resort & Spa	4.7%
5	Pramana Giri Kusuma	4.7%
6	Agustya Ubud Villa	3.1%
7	Amankila	3.1%
8	AYANA	3.1%
9	Bulgari Resort Bali	3.1%
10	Casa Pohon Ubud	3.1%
	Other	54.7%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

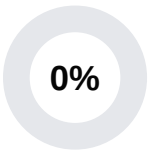
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sanggraloka Ubud appears in 4/40 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 consistently praise the unique floating sound-healing experience set in a natural spring pool surrounded by rainforest, noting the immersive 60-minute session, attentive staff who even help with photos, and the bonus of free access to the hotel's sauna, jacuzzi, and pool afterward.

Neutral: The experience is bookable by appointment with flexible timing (earliest 9 AM), costs roughly 850 RMB for two people, and each session is capped at five participants for privacy.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Sanggraloka Ubud ranks - in broad search with 0% SOV, while Alaya Resort Ubud leads at 9.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Sanggraloka Ubud appears in 4/40 branded-search posts (10%). 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 praise the unique floating sound-healing experience set in a natural spring pool surrounded by rainforest, noting the immersive 60-minute session, attentive staff who even help with photos, and the bonus of free access to the hotel's sauna, jacuzzi, and pool afterward. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 13 / 100 to 25-35 / 100 through keyword-led content, KOC proof, and stronger brand association.