

The Figo

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

26 /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

- The Figo holds 2.4% blended non-branded search visibility, ranking #9; the current leader Motto By Hilton Hong Kong Soho holds 8.7%.
- Branded search visibility is 33%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 62%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

 SHARE OF VOICE
2.4%
Ranks #9 blended and - broad across selected non-branded keyword runs.

 BRANDED SEARCH
33%
13/40 branded-search posts mention the selected brand.

 BRAND CONTROL
0%
No detected Rednote account

 SENTIMENT
62% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

 COMPETITIVE GAP (BLENDED SEARCH)
6.3%
Motto By Hilton Hong Kong Soho leads at 8.7%, ahead by 6.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Figo records 2.4% blended SOV, ranking #9, while Motto By Hilton Hong Kong Soho leads with 8.7%. The category remains fragmented, with “Other” brands accounting for 54% of visibility.

Search terms: Broad Search: Hong Kong boutique hotel recommendations • Narrow Search: Hotels near Sheung Wan

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Motto By Hilton Hong Ko.	8.7%
2	Regent Hong Kong	6.3%
3	Kimpton Tsim Sha Tsui H.	5.6%
4	Rosewood Hong Kong	5.6%
5	Iclub Sheung Wan Hotel	4.8%
6	Ibis Hong Kong Central	4%
7	The Langham, Hong Kong	3.2%
8	The Peninsula Hong Kong	3.2%
9	The Figo	2.4%
10	AKI Hong Kong - MGallery	2.4%
	Other	54%

Brand SOV 2.4% Brand Rank #9 Total Brands 59 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Motto By Hilton Hong Ko.	17.2%
2	Iclub Sheung Wan Hotel	9.4%
3	Ibis Hong Kong Central	7.8%
4	The Figo	4.7%
5	Hotel JEN Hong Kong By	3.1%
6	Iclub AMTD Sheung Wan H.	3.1%
7	Kimpton Tsim Sha Tsui H.	3.1%
8	Metropark Hotel Mongkok	3.1%
9	Ramada Hong Kong Harbou.	3.1%
10	Regent Hong Kong	3.1%
	Other	42.2%

Brand SOV 4.7% Brand Rank #4 Total Brands 33 Avg. SOV 3%

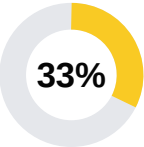
BROAD SEARCH

Rank	Brand	Share of Voice
1	Regent Hong Kong	9.7%
2	Rosewood Hong Kong	9.7%
3	Kimpton Tsim Sha Tsui H.	8.1%
4	AKI Hong Kong - MGallery	3.2%
5	Grand Bay View Hotel	3.2%
6	Harbour Grand Kowloon	3.2%
7	Kowloon Shangri-La. Hon.	3.2%
8	Metropark Hotel Kowloon	3.2%
9	The Langham, Hong Kong	3.2%
10	The Peninsula Hong Kong	3.2%
	Other	50%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

3 BRANDED SEARCH & BRAND CONTROL

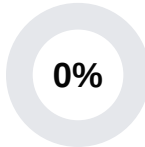
BRANDED SEARCH



33%

The Figo appears in 13/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

31%

POSITIVE

62%

WHAT PEOPLE ARE SAYING

 **Positive:** Guests consistently praise The Figo for its convenient Sheung Wan location near the MTR and attractions, stylish design, comfortable public spaces with free drinks, and strong value for money, especially for city walks and family stays.

 **Neutral:** The hotel is often described as a mid-range boutique option with rates around HKD 700–1000 per night, and while its location is convenient, some note the immediate surroundings lack dining and shopping options.

 **Negative:** One detailed review highlights poor service at checkout, including an abrupt phone call about late checkout, repeated calls while packing, and staff not offering help with luggage, leaving a negative impression of the front desk attitude.

5 OPPORTUNITIES

1 Capture broad discovery demand

The Figo ranks - in broad search with 0% SOV, while Regent Hong Kong leads at 9.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

The Figo appears in 13/40 branded-search posts (33%). 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 Figo for its convenient Sheung Wan location near the MTR and attractions, stylish design, comfortable public spaces with free drinks, and strong value for money, especially for city walks and family stays. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: One detailed review highlights poor service at checkout, including an abrupt phone call about late checkout, repeated calls while packing, and staff not offering help with luggage, leaving a negative impression of the front desk attitude. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.