daisy.club

The Wallawwa

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

1 /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 Wallawwa holds 0% blended non-branded search visibility, ranking -; the current leader Granbell Hotel Colombo holds 9.8%.
- Branded search visibility is 3%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; 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
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.8%
Granbell Hotel Colombo leads at 9.8%, ahead by 9.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Wallawwa records 0% blended SOV, ranking -, while Granbell Hotel Colombo leads with 9.8%. The category remains fragmented, with "Other" brands accounting for 65.9% of visibility.

Search terms: Broad Search: Sri Lanka niche design hotel • Narrow Search: Colombo transit hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Granbell Hotel Colombo	9.8%
2	Heritance Kandalama	6.1%
3	Jetwing Lighthouse	3.7%
4	Jetwing Lagoon	3%
5	Shangri-La Colombo	2.4%
6	Aman	1.8%
7	Amangalla	1.8%
8	Courtyard By Marriott C.	1.8%
9	Galle Fort Hotel	1.8%
10	Marino Beach Colombo	1.8%
	Other	65.9%

Brand SOV 0% Brand Rank - Total Brands 98 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Granbell Hotel Colombo	10.4%
2	Airport Garden Hotel By.	2.6%
3	Amari Colombo	2.6%
4	Coop Safari Hotel	2.6%
5	Courtyard By Marriott C.	2.6%
6	Ginganga Lodge	2.6%
7	Heritance Kandalama	2.6%
8	Hilton Yala Resort	2.6%
9	Hotel Sigiriya	2.6%
10	Panorama Green	2.6%
	Other	66.2%

Brand SOV 0% Brand Rank - Total Brands 59 Avg. SOV 1.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Granbell Hotel Colombo	9.2%
2	Heritance Kandalama	9.2%
3	Jetwing Lighthouse	5.7%
4	Jetwing Lagoon	4.6%
5	Amangalla	3.4%
6	Shangri-La Colombo	3.4%
7	Aman	2.3%
8	Galle Fort Hotel	2.3%
9	Grand Hotel Nuwara Eliya	2.3%
10	Haritha Villas & Spa	2.3%
	Other	55.2%

Brand SOV 0% Brand Rank - Total Brands 55 Avg. SOV 1.8%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

3%

The Wallawwa appears in 1/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	100%	0%

WHAT PEOPLE ARE SAYING

Positive: The hotel is conveniently located only a 15-minute drive from the airport.

Neutral: It is a renovated colonial house set within 3 acres of landscaped grounds.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Wallawwa ranks - in broad search with 0% SOV, while Granbell Hotel Colombo leads at 9.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Wallawwa 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.

Near-term goal: move from 1 / 100 to 13-23 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: June 2026