

Vakkaru Maldives

Rednote Search Visibility Audit

Audit period: June 2026



DAISY VISIBILITY INDEX

48 /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

- Vakkaru Maldives holds **1.6%** blended non-branded search visibility, ranking **#18**; the current leader Ayada Maldives holds **4.7%**.
- Branded Search Visibility is **85%**, while Brand Control is **0%**, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is **91%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
1.6%

Ranks #18 blended and #16 broad across selected non-branded keyword runs.



BRANDED SEARCH
85%

34/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

0/34 qualifying branded-search posts are brand-owned from Vakkaru Maldives.



SENTIMENT
91% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
3.1%

Ayada Maldives leads at 4.7%, ahead by 3.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Vakkaru Maldives records 1.6% blended SOV, ranking #18, while Ayada Maldives leads with 4.7%. The category remains fragmented, with "Other" brands accounting for 75.2% of visibility. Search terms: Broad Search: how to choose a Maldives hotel • Narrow Search: Maldives hotels with good snorkeling

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Ayada Maldives	4.7%
2	Huvafen Fushi Maldives	3.5%
3	Conrad Maldives Rangali.	3.1%
4	Soneva Jani	2.8%
5	Jumeirah Maldives Olhah.	2%
6	Ozen Reserve Bolifushi	2%
7	Siyam World	2%
8	Anantara Dhigu Maldives.	1.6%
9	Anantara Veli Maldives .	1.6%
10	Baros Maldives	1.6%
	Other	75.2%
18	Vakkaru Maldives	1.6%

Brand SOV 1.6% Brand Rank #18 Total Brands 136 Avg. SOV 0.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Emerald Faarufushi Reso.	4.5%
2	The Ritz-Carlton Maldiv.	4.5%
3	Ayada Maldives	3%
4	Conrad Maldives Rangali.	3%
5	Huvafen Fushi Maldives	3%
6	Siyam World	3%
7	Velassaru Maldives	3%
8	W Maldives	3%
9	Waldorf Astoria Maldiv.	3%
10	Allia Kothaifaru Maldiv.	1.5%
	Other	68.2%
52	Vakkaru Maldives	1.5%

Brand SOV 1.5% Brand Rank #52 Total Brands 55 Avg. SOV 1.8%

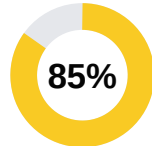
BROAD SEARCH

Rank	Brand	Share of Voice
1	Ayada Maldives	5.3%
2	Huvafen Fushi Maldives	3.7%
3	Conrad Maldives Rangali.	3.2%
4	Soneva Jani	3.2%
5	Ozen Reserve Bolifushi	2.7%
6	Dusit Thani Maldives	2.1%
7	Joali Maldives	2.1%
8	Jumeirah Maldives Olhah.	2.1%
9	Anantara Dhigu Maldives.	1.6%
10	Anantara Veli Maldives .	1.6%
	Other	72.3%
16	Vakkaru Maldives	1.6%

Brand SOV 1.6% Brand Rank #16 Total Brands 113 Avg. SOV 0.9%

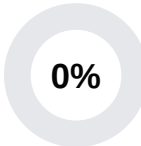
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Vakkaru Maldives appears in 34/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



0/34 branded-search posts that mention the selected brand are from Vakkaru Maldives (0%).

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

9%

POSITIVE

91%

WHAT PEOPLE ARE SAYING



Positive: An all-around luxury island with outstanding snorkeling at three blue holes, lush natural beauty, refined villas, attentive service, and diverse dining, appealing to both couples and families.



Neutral: Dinner reservations are managed by the butler, and a range of complimentary and paid activities are available.



Negative: Basic water villas lack private pools, dining costs are high, and some villas near the jetty may experience noise.

5 OPPORTUNITIES

1

Capture broad discovery demand

Vakkaru Maldives ranks #16 in broad search with 1.6% SOV, while Ayada Maldives leads at 5.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Increase brand-owned control

Only 0% 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: An all-around luxury island with outstanding snorkeling at three blue holes, lush natural beauty, refined villas, attentive service, and diverse dining, appealing to both couples and families. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 48 / 100 to 60-70 / 100 through keyword-led content, KOC proof, and stronger brand association.