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Hotel Indigo Bandung Dago Pakar

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

28 /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

- Hotel Indigo Bandung Dago Pakar holds 6.6% blended non-branded search visibility, ranking #4; the current leader The Gaia Hotel Bandung holds 26.5%.
- Branded search visibility is 38%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 69%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
6.6%
Ranks #4 blended and #4 broad across selected non-branded keyword runs.

BRANDED SEARCH
38%
15/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
69% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
19.9%
The Gaia Hotel Bandung leads at 26.5%, ahead by 19.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hotel Indigo Bandung Dago Pakar records 6.6% blended SOV, ranking #4, while The Gaia Hotel Bandung leads with 26.5%. The category remains fragmented, with "Other" brands accounting for 30.9% of visibility.

Search terms: Broad Search: †NaBroveSearch: †¾ Íg„R—

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Gaia Hotel Bandung	26.5%
2	Swiss-Belresort Dago He.	14.7%
3	InterContinental Bandun.	11%
4	Hotel Indigo Bandung Da.	6.6%
5	Kimaya Braga Hotel	2.9%
6	Shine River Ciwidey	2.2%
7	Hotel Indigo Bali Semin.	1.5%
8	Voco Bali Seminyak	1.5%
9	Voco Kuching	1.5%
10	Agung Volcano View Hotel	0.7%
	Other	30.9%

Brand SOV 6.6% Brand Rank #4 Total Brands 52 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Gaia Hotel Bandung	30%
2	Swiss-Belresort Dago He.	13.3%
3	InterContinental Bandun.	10%
4	Hotel Indigo Bandung Da.	8.3%
5	Kimaya Braga Hotel	5%
6	Agung Volcano View Hotel	1.7%
7	Arion Hotel	1.7%
8	Ashley Tanah Abah Hotel	1.7%
9	Ashley Tang Menteng Jar.	1.7%
10	Bobocabin Cikole	1.7%
	Other	25%

Brand SOV 8.3% Brand Rank #4 Total Brands 25 Avg. SOV 4%

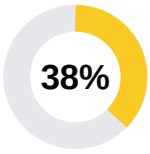
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Gaia Hotel Bandung	23.7%
2	Swiss-Belresort Dago He.	15.8%
3	InterContinental Bandun.	11.8%
4	Hotel Indigo Bandung Da.	5.3%
5	Hotel Indigo Bali Semin.	2.6%
6	Shine River Ciwidey	2.6%
7	Voco Bali Seminyak	2.6%
8	Voco Kuching	2.6%
9	Amanjiwo	1.3%
10	Amanwana	1.3%
	Other	30.3%

Brand SOV 5.3% Brand Rank #4 Total Brands 33 Avg. SOV 3%

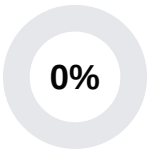
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Hotel Indigo Bandung Dago Pakar appears in 15/40 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%	31%	69%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's stunning mountain and city views, unique local-inspired design, inviting pool area, and memorable dining at its restaurant and rooftop bar, with several posts highlighting it as an excellent choice for a relaxing and picturesque stay.

Neutral: The hotel is described as a newer property from the IHG group, located on a hill about 40-60 minutes from the train station and 20-40 minutes from main shopping areas, with some posts focusing on its general branding and location details.

Negative: No theme available.

5 OPPORTUNITIES

1 Make branded search more consistent
Hotel Indigo Bandung Dago Pakar appears in 15/40 branded-search posts (38%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's stunning mountain and city views, unique local-inspired design, inviting pool area, and memorable dining at its restaurant and rooftop bar, with several posts highlighting it as an excellent choice for a relaxing and picturesque 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 28 / 100 to 40-50 / 100 through keyword-led content, KOC proof, and stronger brand association.