daisy.club

INNSiDE By Meliá Kuala Lumpur Cheras

Rednote Search Visibility Audit

Audit period: September 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

- INNSiDE By Meliá Kuala Lumpur Cheras holds 2.9% blended non-branded search visibility, ranking #7; the current leader Eaton Residences holds 6.9%.
- Branded search visibility is 78%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.9%
Ranks #7 blended and #8 broad across selected non-branded keyword runs.

BRANDED SEARCH
78%
31/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4%
Eaton Residences leads at 6.9%, ahead by 4%.

2 SHARE OF VOICE Non-Branded Search Visibility

INNSiDE By Meliá Kuala Lumpur Cheras records 2.9% blended SOV, ranking #7, while Eaton Residences leads with 6.9%. The category remains fragmented, with "Other" brands accounting for 60.6% of visibility.

Search terms: Broad Search: Design hotel in Kuala Lumpur • Narrow Search: Kuala Lumpur hotel with infinity pool

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Eaton Residences	6.9%
2	Sleeping Lion Suites	6.3%
3	THE FACE Style Hotel	5.1%
4	Armani Residence Raja U.	4%
5	Komune Living & Wellnes.	3.4%
6	The Graph Hotel	3.4%
7	INNSiDE By Meliá Kuala .	2.9%
8	Alila Bangsar Kuala Lum.	2.9%
9	The Face Suites	2.9%
10	Alami Garden Hotel Kual.	1.7%
	Other	60.6%

Brand SOV 2.9% Brand Rank #7 Total Brands 83 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Eaton Residences	15.1%
2	Komune Living & Wellnes.	8.2%
3	The Graph Hotel	8.2%
4	THE FACE Style Hotel	6.8%
5	The Face Suites	6.8%
6	INNSiDE By Meliá Kuala .	4.1%
7	Armani Residence Raja U.	4.1%
8	Sleeping Lion Suites	4.1%
9	The Platinum 2 Kuala Lu.	4.1%
10	Silka Cheras	2.7%
	Other	35.6%

Brand SOV 4.1% Brand Rank #6 Total Brands 36 Avg. SOV 2.8%

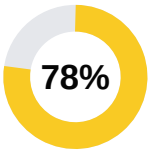
BROAD SEARCH

Rank	Brand	Share of Voice
1	Sleeping Lion Suites	7.8%
2	Alila Bangsar Kuala Lum.	4.9%
3	Armani Residence Raja U.	3.9%
4	THE FACE Style Hotel	3.9%
5	Alami Garden Hotel Kual.	2.9%
6	The Chow Kit - An Ormon.	2.9%
7	The RuMa Hotel And Resi.	2.9%
8	INNSiDE By Meliá Kuala .	2%
9	ANSA Hotel Kuala Lumpur	2%
10	Banyan Tree Kuala Lumpur	2%
	Other	64.7%

Brand SOV 2% Brand Rank #8 Total Brands 57 Avg. SOV 1.8%

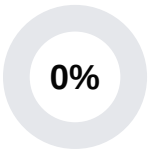
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



INNSiDE By Meliá Kuala Lumpur Cheras appears in 31/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
7%	7%	86%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's prime location directly connected to EkoCheras Mall and MRT, making it highly convenient for shopping, dining, and exploring Kuala Lumpur, while the infinity pool, artistic design, and affordable rates add to its appeal.

Neutral: The hotel offers a mix of well-received amenities like comfortable beds and a value-for-money breakfast buffet, but some room details such as lighting controls and shower temperature settings receive mixed feedback.

Negative: A few guests reported significant issues including inconsistent hot water supply, a difficult-to-control purple light in the room, and a false fire alarm that disrupted their stay, leading to a less favorable impression.

5 OPPORTUNITIES

1 Capture broad discovery demand
INNSiDE By Meliá Kuala Lumpur Cheras ranks #14 in broad search with 2% SOV, while Sleeping Lion Suites leads at 7.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

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 prime location directly connected to EkoCheras Mall and MRT, making it highly convenient for shopping, dining, and exploring Kuala Lumpur, while the infinity pool, artistic design, and affordable rates add to its appeal. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns
Negative feedback is lower-volume (7%) but specific: A few guests reported significant issues including inconsistent hot water supply, a difficult-to-control purple light in the room, and a false fire alarm that disrupted their stay, leading to a less favorable impression. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

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