daisy.club

Ibis Styles Siem Reap

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

16 /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

- Ibis Styles Siem Reap holds 0.5% blended non-branded search visibility, ranking #32; the current leader Park Hyatt Siem Reap holds 9.3%.
- Branded search visibility is 20%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 75%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.5%
Ranks #32 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
20%
8/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
75% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8.8%
Park Hyatt Siem Reap leads at 9.3%, ahead by 8.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ibis Styles Siem Reap records 0.5% blended SOV, ranking #32, while Park Hyatt Siem Reap leads with 9.3%. The category remains fragmented, with "Other" brands accounting for 54.1% of visibility.

Search terms: Broad Search: Siem Reap hotel guide • Narrow Search: Siem Reap city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	9.3%
2	Eightfold Urban Resort	7.7%
3	The Community Siem Reap	5.5%
4	Viroth's Hotel	4.4%
5	Hotel Vellita Siem Reap	3.3%
6	Khmer House Resort	3.3%
7	Khmer Mansion Residence	3.3%
8	Peak Elite Boutique Hot.	3.3%
9	Viroth's Villa	3.3%
10	Amansara	2.7%
	Other	54.1%
32	Ibis Styles Siem Reap	0.5%

Brand SOV 0.5% Brand Rank #32 Total Brands 64 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	11.1%
2	Eightfold Urban Resort	8.6%
3	The Community Siem Reap	6.2%
4	Peak Elite Boutique Hot.	4.9%
5	The Aviary Hotel	4.9%
6	Viroth's Hotel	4.9%
7	Angkor Village Hotel	3.7%
8	Baitong Heritage Hotel	3.7%
9	Hotel Vellita Siem Reap	3.7%
10	Elephant Hotel	2.5%
	Other	45.7%
21	Ibis Styles Siem Reap	1.2%

Brand SOV 1.2% Brand Rank #21 Total Brands 37 Avg. SOV 2.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	7.8%
2	Eightfold Urban Resort	6.9%
3	Amansara	4.9%
4	The Community Siem Reap	4.9%
5	Khmer House Resort	3.9%
6	Khmer Mansion Residence	3.9%
7	Viroth's Hotel	3.9%
8	Viroth's Villa	3.9%
9	FCC Angkor By Avani	2.9%
10	Green Morodoc Garden Ho.	2.9%
	Other	53.9%

Brand SOV 0% Brand Rank - Total Brands 50 Avg. SOV 2%

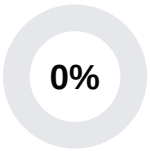
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ibis Styles Siem Reap appears in 8/40 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%	25%	75%

WHAT PEOPLE ARE SAYING

Positive: Praised for strong value, tasty breakfast, friendly service, and a very convenient location near Pub Street, the night market, shops, and food options.

Neutral: Mentioned as a reasonably priced, recently renovated option, though one post notes it appears to lack a pool.

Negative: Some guests note that the nearby bar-street location can be noisy.

5 OPPORTUNITIES

1 Capture broad discovery demand
Ibis Styles Siem Reap ranks - in broad search with 0% SOV, while Park Hyatt Siem Reap leads at 7.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Ibis Styles Siem Reap appears in 8/40 branded-search posts (20%). 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: Praised for strong value, tasty breakfast, friendly service, and a very convenient location near Pub Street, the night market, shops, and food options. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 16 / 100 to 28-38 / 100 through keyword-led content, KOC proof, and stronger brand association.