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Le Royal Monceau - Raffles Paris

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

56 /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

- Le Royal Monceau - Raffles Paris holds 1.6% blended non-branded search visibility, ranking #15; the current leader Le Bristol Paris holds 5.6%.
- Branded Search Visibility is 100%, while Brand Control is 25%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 95%; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS

SHARE OF VOICE
1.6%
Ranks #15 blended and #7 broad across selected non-branded keyword runs.

BRANDED SEARCH
100%
40/40 branded-search posts mention the selected brand.

BRAND CONTROL
25%
10/40 qualifying branded-search posts are brand-owned from Le Royal Monceau - Raffles Paris.

SENTIMENT
95% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4%
Le Bristol Paris leads at 5.6%, ahead by 4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Le Royal Monceau - Raffles Paris records 1.6% blended SOV, ranking #15, while Le Bristol Paris leads with 5.6%. The category remains fragmented, with "Other" brands accounting for 67.2% of visibility.

Search terms: Broad Search: Paris hotel recommendations • Narrow Search: Hotels near Arc de Triomphe Paris

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Le Bristol Paris	5.6%
2	Le Meurice	4.8%
3	Hôtel Des Grands Voyage.	4%
4	Hotel Balzac Paris	3.2%
5	Ritz Paris	3.2%
6	Cheval Blanc Paris	2.4%
7	Hôtel Alfred Sommier	2.4%
8	Hôtel De Crillon, A Ros.	2.4%
9	Hôtel Elysia By Inwood .	2.4%
10	Hôtel Régence Étoile	2.4%
	Other	67.2%
15	Le Royal Monceau - Raff.	1.6%

Brand SOV 1.6% Brand Rank #15 Total Brands 70 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hôtel Elysia By Inwood .	5.7%
2	Hôtel Régence Étoile	5.7%
3	Hotel Splendid Etoile	5.7%
4	Grand Hôtel Champs-Elys.	3.8%
5	Hotel Balzac Paris	3.8%
6	Hôtel Des Grands Voyage.	3.8%
7	Le Méridien Etoile	3.8%
8	Paris Marriott Champs E.	3.8%
9	Pullman Paris Tour Eiff.	3.8%
10	123 Elysées Astotel	1.9%
	Other	58.5%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Le Bristol Paris	8.3%
2	Le Meurice	6.9%
3	Ritz Paris	5.6%
4	Cheval Blanc Paris	4.2%
5	Hôtel Des Grands Voyage.	4.2%
6	The Peninsula Paris	4.2%
7	Le Royal Monceau - Raff.	2.8%
8	Hôtel Alfred Sommier	2.8%
9	Hotel Balzac Paris	2.8%
10	Hôtel Beige	2.8%
	Other	55.6%

Brand SOV 2.8% Brand Rank #7 Total Brands 45 Avg. SOV 2.2%

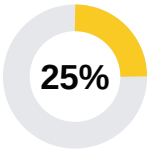
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Le Royal Monceau - Raffles Paris appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



10/40 branded-search posts that mention the selected brand are from Le Royal Monceau - Raffles Paris (25%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
3%	3%	95%

WHAT PEOPLE ARE SAYING

Positive: The hotel is consistently praised as a Parisian palace-level property with an exceptional art-filled atmosphere, a prime location near the Arc de Triomphe, and standout dining options including Michelin-starred and Nobu restaurants.

Neutral: The property's Philippe Starck design, featuring extensive mirror surfaces and a mix of classical and contemporary elements, is frequently noted as a defining characteristic.

Negative: Some guests find the room layout awkward, with twin beds that feel narrow for the hotel's category and an unusually high toilet that is uncomfortable for shorter guests.

5 OPPORTUNITIES

1 Increase brand-owned control
Only 25% 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.

2 Turn positive sentiment into proof
Users already respond positively to: The hotel is consistently praised as a Parisian palace-level property with an exceptional art-filled atmosphere, a prime location near the Arc de Triomphe, and standout dining options including Michelin-starred and Nobu restaurants. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns
Negative feedback is lower-volume (3%) but specific: Some guests find the room layout awkward, with twin beds that feel narrow for the hotel's category and an unusually high toilet that is uncomfortable for shorter guests. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 56 / 100 to 68-78 / 100 through keyword-led content, KOC proof, and stronger brand association.