daisy.club

Capella Ubud, Bali

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

66 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Capella Ubud, Bali holds 5% blended non-branded search visibility, ranking #4; the current leader Buahan, A Banyan Tree Escape holds 7.2%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 90%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
5%
Ranks #4 blended and #2 broad across selected non-branded keyword runs.

BRANDED SEARCH
98%
39/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
90% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
2.2%
Buahan, A Banyan Tree Escape leads at 7.2%, ahead by 2.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Capella Ubud, Bali records 5% blended SOV, ranking #4, while Buahan, A Banyan Tree Escape leads with 7.2%. The category remains fragmented, with "Other" brands accounting for 59% of visibility.

Search terms: Broad Search: Ubud hotel recommendations • Narrow Search: Ubud jungle hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Buahan, A Banyan Tree E.	7.2%
2	Pramana Giri Kusuma	6.5%
3	Mandapa, A Ritz-Carlton.	5.8%
4	Capella Ubud, Bali	5%
5	AYANA Bali	3.6%
6	Sanna Ubud	3.6%
7	Viceroy Bali	2.9%
8	Bali Bohemia Huts	2.2%
9	Cicada Resort Bali Ubud.	2.2%
10	COMO Shambhala Estate	2.2%
	Other	59%

Brand SOV 5% Brand Rank #4 Total Brands 79 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Pramana Giri Kusuma	8.3%
2	Buahan, A Banyan Tree E.	5%
3	Sanna Ubud	5%
4	AYANA Bali	3.3%
5	Daluman Villa	3.3%
6	Pramana Watu Kurung Res.	3.3%
7	Tejaprana Bisma Ubud Ba.	3.3%
8	2 Seasons Villa	1.7%
9	Adiwana Unagi Riverfront	1.7%
10	Adiwana Unagi Suites	1.7%
	Other	63.3%

Brand SOV 0% Brand Rank - Total Brands 48 Avg. SOV 2.1%

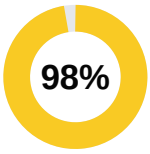
BROAD SEARCH

Rank	Brand	Share of Voice
1	Mandapa, A Ritz-Carlton.	10.1%
2	Capella Ubud, Bali	8.9%
3	Buahan, A Banyan Tree E.	8.9%
4	Pramana Giri Kusuma	5.1%
5	AYANA Bali	3.8%
6	Cicada Resort Bali Ubud.	3.8%
7	COMO Shambhala Estate	3.8%
8	Four Seasons Resort Bal.	3.8%
9	Viceroy Bali	3.8%
10	Amandari	2.5%
	Other	45.6%

Brand SOV 8.9% Brand Rank #2 Total Brands 42 Avg. SOV 2.4%

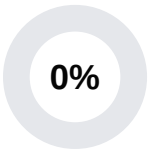
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Capella Ubud, Bali appears in 39/40 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%	10%	90%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's immersive jungle setting, unique tented design by Bill Bensley, and exceptional personalized service, including thoughtful details like welcome kits, cultural activities, and attentive staff.

Neutral: The hotel's remote location in the Ubud valley requires a 20-30 minute drive to town, and the terrain involves significant walking and stairs, which may not suit all travelers.

Negative: Some guests note practical drawbacks such as insects and wildlife in the rooms, a high price point, and occasional discomforts like cold pool water or noisy rain, which can affect the experience for light sleepers.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's immersive jungle setting, unique tented design by Bill Bensley, and exceptional personalized service, including thoughtful details like welcome kits, cultural activities, and attentive staff. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 66 / 100 to 78-88 / 100 through keyword-led content, KOC proof, and stronger brand association.