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Family Nest Resort & Villas Bali

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

24 /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

- Family Nest Resort & Villas Bali holds 2.3% blended non-branded search visibility, ranking #4; the current leader Bulgari Resort Bali holds 3.8%.
- Branded search visibility is 0%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
2.3%
Ranks #4 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH
0%
0/53 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
1.5%
Bulgari Resort Bali leads at 3.8%, ahead by 1.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Family Nest Resort & Villas Bali records 2.3% blended SOV, ranking #4, while Bulgari Resort Bali leads with 3.8%. The category remains fragmented, with "Other" brands accounting for 75.6% of visibility.

Search terms: Broad Search: Uluwatu villa recommendations • Narrow Search: Bali private pool villa

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Bulgari Resort Bali	3.8%
2	AYANA Resort And Spa Ba.	3.1%
3	Jumeirah Bali	3.1%
4	Family Nest Resort & Vi.	2.3%
5	Mara River Safari Lodge	2.3%
6	Rimba Jimbaran Bali By .	2.3%
7	Uluwatu LXR	2.3%
8	VIVARA Private Pool Vil.	2.3%
9	Club Med Bali	1.5%
10	Conrad Bali	1.5%
	Other	75.6%

Brand SOV 2.3% Brand Rank #4 Total Brands 103 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Jumeirah Bali	5.6%
2	Bulgari Resort Bali	3.7%
3	The Samaya Seminyak	3.7%
4	Uluwatu Cottages	3.7%
5	Uluwatu LXR	3.7%
6	3D Villa Ubud	1.9%
7	Abu×Abu	1.9%
8	AF-4 Bedroom Waterfront.	1.9%
9	Agustya Ubud Villa	1.9%
10	Alaya	1.9%
	Other	70.4%

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

BROAD SEARCH

Rank	Brand	Share of Voice
1	Family Nest Resort & Vi.	3.9%
2	AYANA Resort And Spa Ba.	3.9%
3	Bulgari Resort Bali	3.9%
4	Mara River Safari Lodge	3.9%
5	Rimba Jimbaran Bali By .	3.9%
6	Club Med Bali	2.6%
7	Conrad Bali	2.6%
8	VIVARA Private Pool Vil.	2.6%
9	Alila Villas Uluwatu	1.3%
10	Amaka Villas	1.3%
	Other	70.1%

Brand SOV 3.9% Brand Rank #1 Total Brands 64 Avg. SOV 1.6%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Family Nest Resort & Villas Bali appears in 0/53 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Make branded search more consistent
Family Nest Resort & Villas Bali appears in 0/53 branded-search posts (0%). 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.

Near-term goal: move from 24 / 100 to 36-46 / 100 through keyword-led content, KOC proof, and stronger brand association.