daisy.club

Kata Rocks

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

42 /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

- Kata Rocks holds 2.1% blended non-branded search visibility, ranking #5; the current leader Katathani Phuket Beach Resort holds 6.4%.
- Branded search visibility is 78%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 77%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.1%
Ranks #5 blended and - 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
77% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.3%
Katathani Phuket Beach Resort leads at 6.4%, ahead by 4.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Kata Rocks records 2.1% blended SOV, ranking #5, while Katathani Phuket Beach Resort leads with 6.4%. The category remains fragmented, with "Other" brands accounting for 72.9% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Phuket infinity pool hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	6.4%
2	The Shore At Katathani	3.6%
3	Four Points By Sheraton.	2.9%
4	The Racha	2.9%
5	Kata Rocks	2.1%
6	Anona Sunset Boutique	2.1%
7	Avista Grande Phuket Ka.	2.1%
8	The SIS Kata Resort	2.1%
9	Anantara Mai Khao Phuke.	1.4%
10	Baan Karonburi Resort	1.4%
	Other	72.9%

Brand SOV 2.1% Brand Rank #5 Total Brands 93 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	5.6%
2	Four Points By Sheraton.	4.4%
3	Kata Rocks	3.3%
4	The Shore At Katathani	3.3%
5	The SIS Kata Resort	3.3%
6	Avista Grande Phuket Ka.	2.2%
7	Baan Karonburi Resort	2.2%
8	Beyond Resort Patong	2.2%
9	Chanalai Garden Resort	2.2%
10	Holiday Inn Resort Phuk.	2.2%
	Other	68.9%

Brand SOV 3.3% Brand Rank #3 Total Brands 66 Avg. SOV 1.5%

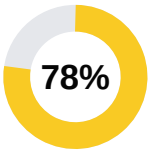
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	8%
2	The Racha	8%
3	Anantara Mai Khao Phuke.	4%
4	Anona Sunset Boutique	4%
5	Ban Raya Diving Hotel	4%
6	Rayaburi Resort	4%
7	Renaissance Phuket Reso.	4%
8	The Shore At Katathani	4%
9	Anantara Layan Phuket R.	2%
10	Avista Grande Phuket Ka.	2%
	Other	56%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

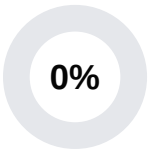
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Kata Rocks 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
17%	7%	77%

WHAT PEOPLE ARE SAYING

Positive: The hotel boasts stunning sunset views and private infinity pools, offering a romantic and highly photogenic setting.

Neutral: The on-site restaurant requires a minimum spend and receives mixed reviews for food quality, though the seaside ambiance is praised.

Negative: Many guests find the rooms overpriced and poorly maintained, with issues like uncomfortable showers and small beds detracting from the experience.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
   Kata Rocks ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 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: The hotel boasts stunning sunset views and private infinity pools, offering a romantic and highly photogenic setting. 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 (17%) but specific: Many guests find the rooms overpriced and poorly maintained, with issues like uncomfortable showers and small beds detracting from the experience. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 42 / 100 to 54-64 / 100 through keyword-led content, KOC proof, and stronger brand association.