

The Ritz-Carlton, Langkawi

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

77 /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

- The Ritz-Carlton, Langkawi holds **9.8%** blended non-branded search visibility, ranking **#1**; the current leader The Ritz-Carlton, Langkawi holds **9.8%**.
- Branded search visibility is **100%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **85%**; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
9.8%

Ranks #1 blended and #3 broad across selected non-branded keyword runs.



BRANDED SEARCH
100%

40/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
85% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0%

The Ritz-Carlton, Langkawi leads at 9.8%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Ritz-Carlton, Langkawi records 9.8% blended SOV, ranking #1, while The Ritz-Carlton, Langkawi leads with 9.8%. The category remains fragmented, with "Other" brands accounting for 42.4% of visibility.

Search terms: Broad Search: Langkawi resort hotel recommendations • Narrow Search: Langkawi private beach hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton, Langk.	9.8%
2	PARKROYAL Langkawi Reso.	9.1%
3	Pelangi Beach Resort & .	6.8%
4	Four Seasons Resort Lan.	6.1%
5	Temple Tree Resort Lang.	6.1%
6	The Westin Langkawi Res.	4.5%
7	Aloft Langkawi Pantai T.	3.8%
8	Hilton Langkawi Burau B.	3.8%
9	Holiday Villa Resort & .	3.8%
10	The St. Regis Langkawi	3.8%
	Other	42.4%

Brand SOV 9.8% Brand Rank #1 Total Brands 35 Avg. SOV 2.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	PARKROYAL Langkawi Reso.	15.6%
2	The Ritz-Carlton, Langk.	14.1%
3	Four Seasons Resort Lan.	9.4%
4	Pelangi Beach Resort & .	7.8%
5	Hilton Langkawi Burau B.	6.3%
6	Hilton	4.7%
7	Temple Tree Resort Lang.	4.7%
8	The Danna Langkawi	4.7%
9	Aloft Langkawi Pantai T.	3.1%
10	Holiday Villa Resort & .	3.1%
	Other	26.6%

Brand SOV 14.1% Brand Rank #2 Total Brands 27 Avg. SOV 3.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Westin Langkawi Res.	8.8%
2	Temple Tree Resort Lang.	7.4%
3	The Ritz-Carlton, Langk.	5.9%
4	Pelangi Beach Resort & .	5.9%
5	The St. Regis Langkawi	5.9%
6	Aloft Langkawi Pantai T.	4.4%
7	Berjaya Langkawi Resort	4.4%
8	Holiday Villa Resort & .	4.4%
9	The Bayou Hotel Langkawi	4.4%
10	Andaz Xiamen	2.9%
	Other	45.6%

Brand SOV 5.9% Brand Rank #3 Total Brands 30 Avg. SOV 3.3%

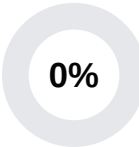
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Ritz-Carlton, Langkawi appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

15%

NEUTRAL

0%

POSITIVE

85%

WHAT PEOPLE ARE SAYING



Positive: Guests praise the villa's direct ocean views and private pool, the unique rainforest setting with abundant wildlife, and the attentive, warm service from staff, including Chinese-speaking team members.



Neutral: The hotel is set within a lush rainforest with a large public area requiring buggy rides, and monkeys are frequently seen around the property, adding to the natural ambiance.



Negative: Some guests report poor villa privacy due to close neighboring units, inconsistent water temperature in showers, and a notable incident where monkeys entered a room and management was perceived as dismissive and unhelpful.

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 praise the villa's direct ocean views and private pool, the unique rainforest setting with abundant wildlife, and the attentive, warm service from staff, including Chinese-speaking team members. 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 (15%) but specific: Some guests report poor villa privacy due to close neighboring units, inconsistent water temperature in showers, and a notable incident where monkeys entered a room and management was perceived as dismissive and unhelpful. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 77 / 100 to 89-99 / 100 through keyword-led content, KOC proof, and stronger brand association.