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Noku Phuket Resort & Villa

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

35 /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

- Noku Phuket Resort & Villa holds 0% blended non-branded search visibility, ranking -; the current leader Courtyard By Marriott Phuket Chalong Bay Resort holds 9%.
- Branded search visibility is 90%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
90%
36/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
83% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9%
Courtyard By Marriott Phuket Chalong Bay Resort leads at 9%, ahead by 9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Noku Phuket Resort & Villa records 0% blended SOV, ranking -, while Courtyard By Marriott Phuket Chalong Bay Resort leads with 9%. The category remains fragmented, with "Other" brands accounting for 63.4% of visibility.

Search terms: Broad Search: Phuket design hotel • Narrow Search: Phuket Chalong district hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Courtyard By Marriott P.	9%
2	Katathani Phuket Beach .	5.2%
3	The Racha	4.5%
4	Anantara Mai Khao Villas	3%
5	InterContinental Phuket.	3%
6	Malisa Villa Suites	3%
7	Amanpuri	2.2%
8	Bannmee	2.2%
9	Chalong Marina Sea View.	2.2%
10	JW Chalong Hotel	2.2%
	Other	63.4%

Brand SOV 0% Brand Rank - Total Brands 65 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Courtyard By Marriott P.	22.6%
2	The Racha	9.4%
3	Chalong Marina Sea View.	5.7%
4	JW Chalong Hotel	5.7%
5	Bannmee	3.8%
6	Le Méridien Phuket Beac.	3.8%
7	Malisa Villa Suites	3.8%
8	Pullman Phuket Karon Be.	3.8%
9	Anantara Mai Khao Villas	1.9%
10	Antiya Hotel Phuket	1.9%
	Other	37.7%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

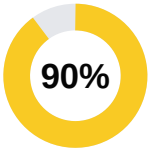
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	7.4%
2	Amanpuri	3.7%
3	Anantara Mai Khao Villas	3.7%
4	InterContinental Phuket.	3.7%
5	Keemala	3.7%
6	The Surin Phuket	3.7%
7	Trisara	3.7%
8	Anantara Layan Phuket R.	2.5%
9	Andara Resort Villas	2.5%
10	Anona Sunset	2.5%
	Other	63%

Brand SOV 0% Brand Rank - Total Brands 49 Avg. SOV 2%

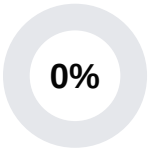
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Noku Phuket Resort & Villa appears in 36/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE 6%

NEUTRAL 11%

POSITIVE 83%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the resort's stunning hillside setting, beautiful infinity pool with panoramic views, spacious and well-designed rooms, and peaceful, uncrowded atmosphere that is ideal for a relaxing getaway. The free buggy service and friendly staff are also frequently highlighted, along with good value for money, especially compared to other Phuket hotels.

Neutral: The hotel's remote hillside location is a recurring theme; it is far from beaches, shops, and nightlife, requiring taxis or the hotel's limited shuttle service, and the on-site dining options are limited to one restaurant with a modest breakfast selection.

Negative: One guest reported a frustrating stay, citing poor service such as no welcome drink, unassisted luggage, a rushed checkout with pressure to leave, and a long wait for a towel, while also noting that the remote location made it difficult and expensive to get a taxi, especially at night.

5 OPPORTUNITIES

1 Capture broad discovery demand
Noku Phuket Resort & Villa ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 7.4%. 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: Guests consistently praise the resort's stunning hillside setting, beautiful infinity pool with panoramic views, spacious and well-designed rooms, and peaceful, uncrowded atmosphere that is ideal for a relaxing getaway. The free buggy service and friendly staff are also frequently highlighted, along with good value for money, especially compared to other Phuket hotels. 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 (6%) but specific: One guest reported a frustrating stay, citing poor service such as no welcome drink, unassisted luggage, a rushed checkout with pressure to leave, and a long wait for a towel, while also noting that the remote location made it difficult and expensive to get a taxi, especially at night. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 35 / 100 to 47-57 / 100 through keyword-led content, KOC proof, and stronger brand association.