daisy.club

Southbeach Weligama

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

0 /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

- Southbeach Weligama holds 0% blended non-branded search visibility, ranking -; the current leader Weligama Bay Marriott Resort & Spa holds 26.8%.
- 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 capture broad discovery demand.

1 SCORE DRIVERS

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

BRANDED SEARCH
0%
0/40 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)
26.8%
Weligama Bay Marriott Resort & Spa leads at 26.8%, ahead by 26.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Southbeach Weligama records 0% blended SOV, ranking -, while Weligama Bay Marriott Resort & Spa leads with 26.8%. The category remains fragmented, with "Other" brands accounting for 26.8% of visibility.

Search terms: Broad Search: Weligama hotel guide • Narrow Search: couples hotel Weligama

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Weligama Bay Marriott R.	26.8%
2	Cape Weligama - Relais .	19.1%
3	Brand Names (no Xiaohon.	9.6%
4	Wild Coast Tented Lodge	4.5%
5	Ceylon Tea Trails	3.2%
6	Amanwella	2.5%
7	Heritance Ahungalla	2.5%
8	Sheraton Kosgoda Turtle.	2.5%
9	Amangalla	1.3%
10	Amansara	1.3%
	Other	26.8%

Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Weligama Bay Marriott R.	26.7%
2	Cape Weligama - Relais .	18.9%
3	Ceylon Tea Trails	5.6%
4	Wild Coast Tented Lodge	5.6%
5	Sheraton Kosgoda Turtle.	3.3%
6	Amanwella	2.2%
7	Heritance Ahungalla	2.2%
8	Hotel Wettstein	2.2%
9	Jetwing Lighthouse	2.2%
10	Yala Secret Realm	2.2%
	Other	28.9%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Weligama Bay Marriott R.	26.9%
2	Brand Names (no Xiaohon.	22.4%
3	Cape Weligama - Relais .	19.4%
4	Amanwella	3%
5	Heritance Ahungalla	3%
6	Wild Coast Tented Lodge	3%
7	Amangalla	1.5%
8	Amansara	1.5%
9	Anantara Peace Haven Ta.	1.5%
10	Courtyard By Marriott C.	1.5%
	Other	16.4%

Brand SOV 0% Brand Rank - Total Brands 21 Avg. SOV 4.8%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Southbeach Weligama appears in 0/40 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 Capture broad discovery demand
Southbeach Weligama ranks - in broad search with 0% SOV, while Weligama Bay Marriott Resort & Spa leads at 26.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Southbeach Weligama appears in 0/40 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.

3 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 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: July 2026