

The Arca

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 Arca holds **9.3%** blended non-branded search visibility, ranking **#1**; the current leader The Arca holds **9.3%**.

Branded Search Visibility is **98%**, while Brand Control is **2.6%**, indicating how much branded-search visibility comes from owned sources.

Positive sentiment is **85%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

9.3%

Ranks #1 blended and - broad across selected non-branded key-word runs.

BRANDED SEARCH

98%

39/40 branded-search posts mention the selected brand.

BRAND CONTROL

3%

1/39 qualifying branded-search posts are brand-owned from The Arca.

SENTIMENT

85% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

0%

The Arca leads at 9.3%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Arca records 9.3% blended SOV, ranking #1, while The Arca leads with 9.3%. The category remains fragmented, with “Other” brands accounting for 51.2% of visibility.

Search terms: Broad Search: Hong Kong hotel recommendations • Narrow Search: Hotels near Wong Chuk Hang

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Arca	9.3%
2	Kimpton Tsim Sha Tsui H.	7%
3	Rosewood Hong Kong	6.2%
4	The Fullerton Ocean Par.	5.4%
5	Hong Kong Ocean Park Ma.	4.7%
6	Regent Hong Kong	4.7%
7	Grand Hyatt Hong Kong	3.1%
8	Hyatt Centric Victoria .	3.1%
9	Kerry Hotel, Hong Kong	3.1%
10	AKI Hong Kong - MGallery	2.3%
	Other	51.2%

Brand SOV 9.3% Brand Rank #1 Total Brands 56 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Arca	21.4%
2	The Fullerton Ocean Par.	12.5%
3	Hong Kong Ocean Park Ma.	10.7%
4	Kimpton Tsim Sha Tsui H.	7.1%
5	Eaton HK	5.4%
6	WV Hotel Hong Kong	5.4%
7	AKI Hong Kong - MGallery	3.6%
8	Hyatt Centric Victoria .	3.6%
9	Rosewood Hong Kong	3.6%
10	Allia Shanghai	1.8%
	Other	25%

Brand SOV 21.4% Brand Rank #1 Total Brands 24 Avg. SOV 4.2%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Rosewood Hong Kong	8.2%
2	Kimpton Tsim Sha Tsui H.	6.8%
3	Regent Hong Kong	6.8%
4	Grand Hyatt Hong Kong	5.5%
5	Kerry Hotel, Hong Kong	4.1%
6	The Upper House	4.1%
7	Conrad Hong Kong	2.7%
8	Harbour Grand Kowloon	2.7%
9	Hyatt Centric Victoria .	2.7%
10	Lanson Place Causeway B.	2.7%
	Other	53.4%

Brand SOV 0% Brand Rank - Total Brands 43 Avg. SOV 2.3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

98%

The Arca appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

3%

1/39 branded-search posts that mention the selected brand are from The Arca (3%).

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

8%

POSITIVE

85%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's spacious rooms, beautiful sea views, and high value for money, along with friendly service and a rooftop infinity pool that adds to the staycation appeal.

Neutral: The hotel is located in a quieter part of Hong Kong near Wong Chuk Hang MTR, which is convenient for visiting Ocean Park or the south side, but the surrounding area has limited dining and shopping options.

Negative: Some guests report significant noise from the nearby rail line in sea-view rooms, and a few mention inconsistent breakfast service or less impressive amenities like small pool size or weak shower pressure.

5 OPPORTUNITIES

1

Capture broad discovery demand

The Arca ranks - in broad search with 0% SOV, while Rosewood Hong Kong leads at 8.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Increase brand-owned control

Only 2.6% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

3

Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the hotel's spacious rooms, beautiful sea views, and high value for money, along with friendly service and a rooftop infinity pool that adds to the staycation appeal. 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 (8%) but specific: Some guests report significant noise from the nearby rail line in sea-view rooms, and a few mention inconsistent breakfast service or less impressive amenities like small pool size or weak shower pressure. 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.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160

Daisy Visibility Index™