

St. Giles Southkey

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

63 /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

- St. Giles Southkey holds **12.3%** blended non-branded search visibility, ranking **#2**; the current leader Sheraton Johor Bahru holds **21.3%**.
- Branded Search Visibility is **95%**, while Brand Control is **15.8%**, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is **82%**; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS

 SHARE OF VOICE
12.3%
Ranks #2 blended and #4 broad across selected non-branded keyword runs.

 BRANDED SEARCH
95%
38/40 branded-search posts mention the selected brand.

 BRAND CONTROL
16%
6/38 qualifying branded-search posts are brand-owned from St. Giles Southkey.

 SENTIMENT
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

 COMPETITIVE GAP (BLENDED SEARCH)
9%
Sheraton Johor Bahru leads at 21.3%, ahead by 9%.

2 SHARE OF VOICE Non-Branded Search Visibility

St. Giles Southkey records 12.3% blended SOV, ranking #2, while Sheraton Johor Bahru leads with 21.3%. The category remains fragmented, with “Other” brands accounting for 36.1% of visibility.

Search terms: Broad Search: Johor Bahru hotel guide • Narrow Search: hotels near Mid Valley Southkey Johor Bahru

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sheraton Johor Bahru	21.3%
2	St. Giles Southkey	12.3%
3	1975 Avenue & Hotel	7.4%
4	Four Points By Sheraton.	4.1%
5	Anantara Desaru Coast R.	3.3%
6	Dao By Dorsett Puteri C.	3.3%
7	DoubleTree By Hilton Jo.	3.3%
8	JW Marriott Hotel Johor.	3.3%
9	Operto Hotel Southkey Jo.	3.3%
10	Capri By Fraser Johor B.	2.5%
	Other	36.1%

Brand SOV 12.3% Brand Rank #2 Total Brands 42 Avg. SOV 2.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	St. Giles Southkey	18.8%
2	Sheraton Johor Bahru	18.8%
3	1975 Avenue & Hotel	7.8%
4	Anantara Desaru Coast R.	6.3%
5	Operto Hotel Southkey Jo.	4.7%
6	Dao By Dorsett Puteri C.	3.1%
7	DoubleTree By Hilton Jo.	3.1%
8	Forest City Golf Hotel	3.1%
9	Forest City Marina Hotel	3.1%
10	LEGOLAND Hotel	3.1%
	Other	28.1%

Brand SOV 18.8% Brand Rank #1 Total Brands 24 Avg. SOV 4.2%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Sheraton Johor Bahru	24.1%
2	Four Points By Sheraton.	8.6%
3	1975 Avenue & Hotel	6.9%
4	St. Giles Southkey	5.2%
5	Capri By Fraser Johor B.	5.2%
6	Fives Hotel	5.2%
7	JW Marriott Hotel Johor.	5.2%
8	Dao By Dorsett Puteri C.	3.4%
9	DoubleTree By Hilton Jo.	3.4%
10	Holiday Inn Johor Bahru.	3.4%
	Other	29.3%

Brand SOV 5.2% Brand Rank #4 Total Brands 27 Avg. SOV 3.7%

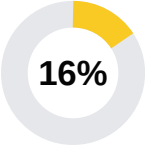
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

 95%

St. Giles Southkey appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

 16%

6/38 branded-search posts that mention the selected brand are from St. Giles Southkey (16%).

4 SENTIMENT ANALYSIS

NEGATIVE

3%

NEUTRAL

16%

POSITIVE

82%

WHAT PEOPLE ARE SAYING

 **Positive:** The hotel's standout feature is its direct connection to Mid Valley Southkey mall, making shopping, dining, and entertainment extremely convenient; guests also praise the abundant and varied breakfast and weekend buffet options, along with facilities like the high-floor pool and gym.

 **Neutral:** Rooms are generally described as ordinary or average, with standard amenities; some guests noted ongoing renovation works or that certain facilities like the rooftop bar were closed for renovation during their stay.

 **Negative:** Some guests reported housekeeping lapses, including dirty bathroom floors, towels with odors, and no bottled water provided in rooms; room service orders were occasionally canceled due to system issues.

5 OPPORTUNITIES

1 Increase brand-owned control
Only 15.8% 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.

2 Turn positive sentiment into proof
Users already respond positively to: The hotel's standout feature is its direct connection to Mid Valley Southkey mall, making shopping, dining, and entertainment extremely convenient; guests also praise the abundant and varied breakfast and weekend buffet options, along with facilities like the high-floor pool and gym. 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 (3%) but specific: Some guests reported housekeeping lapses, including dirty bathroom floors, towels with odors, and no bottled water provided in rooms; room service orders were occasionally canceled due to system issues. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.