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Banyan Tree Lang Co

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

37 /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

- Banyan Tree Lang Co holds 2.7% blended non-branded search visibility, ranking #7; the current leader Six Senses Ninh Van Bay holds 13.5%.
- Branded search visibility is 68%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 85%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
2.7%
Ranks #7 blended and #9 broad across selected non-branded keyword runs.

BRANDED SEARCH
68%
27/40 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)
10.8%
Six Senses Ninh Van Bay leads at 13.5%, ahead by 10.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Banyan Tree Lang Co records 2.7% blended SOV, ranking #7, while Six Senses Ninh Van Bay leads with 13.5%. The category remains fragmented, with "Other" brands accounting for 45.9% of visibility.

Search terms: Broad Search: secluded luxury hotels Vietnam • Narrow Search: Vietnam family resorts

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Six Senses Ninh Van Bay	13.5%
2	Amanoi	12.2%
3	Four Seasons Resort The.	5.4%
4	Ho Tram Resort	4.1%
5	La Veranda Resort Phu Q.	4.1%
6	Park Hyatt Saigon	4.1%
7	Banyan Tree Lang Co	2.7%
8	Danang Marriott Resort .	2.7%
9	Grand Ocean Bay	2.7%
10	JW Marriott Phu Quoc Em.	2.7%
	Other	45.9%

Brand SOV 2.7% Brand Rank #7 Total Brands 39 Avg. SOV 2.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Six Senses Ninh Van Bay	12.9%
2	Amanoi	6.5%
3	La Veranda Resort Phu Q.	6.5%
4	Little Pie Hoi An	6.5%
5	Meliá	6.5%
6	Banyan Tree Lang Co	3.2%
7	Danang Marriott Resort .	3.2%
8	Four Seasons Resort The.	3.2%
9	Ho Tram Resort	3.2%
10	Hoiana Hotel & Suites	3.2%
	Other	45.2%

Brand SOV 3.2% Brand Rank #6 Total Brands 24 Avg. SOV 4.2%

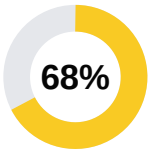
BROAD SEARCH

Rank	Brand	Share of Voice
1	Amanoi	16.3%
2	Six Senses Ninh Van Bay	14%
3	Four Seasons Resort The.	7%
4	Park Hyatt Saigon	7%
5	Grand Ocean Bay	4.7%
6	Ho Tram Resort	4.7%
7	JW Marriott Phu Quoc Em.	4.7%
8	Zannier Bai San Ho	4.7%
9	Banyan Tree Lang Co	2.3%
10	Anantara Quy Nhon Villas	2.3%
	Other	32.6%

Brand SOV 2.3% Brand Rank #9 Total Brands 24 Avg. SOV 4.2%

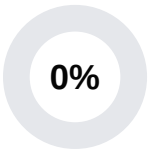
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Banyan Tree Lang Co appears in 27/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	15%	85%

WHAT PEOPLE ARE SAYING

Positive: The resort offers exceptional service, spacious villas with private heated pools, and a wide range of complimentary activities, making it ideal for a relaxing family getaway.

Neutral: The resort is in a secluded location, about an hour from Da Nang airport, with no shops or restaurants nearby, offering a peaceful retreat but requiring planning for outside excursions.

Negative: The beach and sea water are not pristine, and some dining options and the spa experience fell short of expectations.

5 OPPORTUNITIES

1 Make branded search more consistent
Banyan Tree Lang Co appears in 27/40 branded-search posts (68%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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: The resort offers exceptional service, spacious villas with private heated pools, and a wide range of complimentary activities, making it ideal for a relaxing family getaway. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 37 / 100 to 49-59 / 100 through keyword-led content, KOC proof, and stronger brand association.