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Himawari Hotel Apartments

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

8 /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

- Himawari Hotel Apartments holds 0% blended non-branded search visibility, ranking -; the current leader Amanjaya Pancam Suites Hotel holds 13.2%.
- Branded search visibility is 10%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 75%; 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
10%
4/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
75% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
13.2%
Amanjaya Pancam Suites Hotel leads at 13.2%, ahead by 13.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Himawari Hotel Apartments records 0% blended SOV, ranking -, while Amanjaya Pancam Suites Hotel leads with 13.2%. The category remains fragmented, with "Other" brands accounting for 39.6% of visibility.

Search terms: Broad Search: Phnom Penh hotel recommendations • Narrow Search: Phnom Penh city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Suites .	13.2%
2	Soladia Hotel & Residen.	6.6%
3	Soma Hotel Riverside	6.6%
4	Plantation Urban Resort.	5.7%
5	Rosewood Phnom Penh	5.7%
6	Citadines Flatiron Phno.	4.7%
7	Courtyard By Marriott P.	4.7%
8	LCS Hotel & Apartment	4.7%
9	Raffles Hotel Le Royal .	4.7%
10	Crowne Plaza Phnom Penh	3.8%
	Other	39.6%

Brand SOV 0% Brand Rank - Total Brands 33 Avg. SOV 3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Suites .	13%
2	Soladia Hotel & Residen.	11.1%
3	Citadines Flatiron Phno.	7.4%
4	LCS Hotel & Apartment	7.4%
5	Soma Hotel Riverside	7.4%
6	Plantation Urban Resort.	5.6%
7	Rosewood Phnom Penh	5.6%
8	Courtyard By Marriott P.	3.7%
9	Oakwood Premier Phnom P.	3.7%
10	Palace Gate Hotel & Res.	3.7%
	Other	31.5%

Brand SOV 0% Brand Rank - Total Brands 25 Avg. SOV 4%

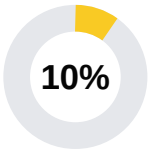
BROAD SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Suites .	13.5%
2	Raffles Hotel Le Royal .	7.7%
3	Courtyard By Marriott P.	5.8%
4	Crowne Plaza Phnom Penh	5.8%
5	Fairfield By Marriott P.	5.8%
6	Plantation Urban Resort.	5.8%
7	Rosewood Phnom Penh	5.8%
8	Soma Hotel Riverside	5.8%
9	Aquarius Hotel And Urba.	3.8%
10	Hyatt Regency Phnom Penh	3.8%
	Other	36.5%

Brand SOV 0% Brand Rank - Total Brands 27 Avg. SOV 3.7%

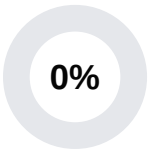
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Himawari Hotel Apartments appears in 4/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
25%	0%	75%

WHAT PEOPLE ARE SAYING

Positive: Guests highlight the hotel's excellent central location near the riverside and major sights, spacious suites with useful amenities like dryers, and a breakfast buffet that suits Chinese tastes, all at a good value.

Neutral: The hotel has served as a venue for an international trade exhibition and hosted Cambodia's tourism minister, but those posts do not comment on the hotel's own facilities or service.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Himawari Hotel Apartments ranks - in broad search with 0% SOV, while Amanjaya Pancam Suites Hotel leads at 13.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Himawari Hotel Apartments appears in 4/40 branded-search posts (10%). 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.

4. **Turn positive sentiment into proof**
Users already respond positively to: Guests highlight the hotel's excellent central location near the riverside and major sights, spacious suites with useful amenities like dryers, and a breakfast buffet that suits Chinese tastes, all at a good value. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5. **Address negative sentiment themes**
Negative sentiment is 25%. Review the underlying posts, identify the repeated complaint pattern, and publish corrective content that answers it directly.

Near-term goal: move from 8 / 100 to 20-30 / 100 through keyword-led content, KOC proof, and stronger brand association.