daisy.club

HT9 Hotel Pattaya

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

14 /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

- HT9 Hotel Pattaya holds 0% blended non-branded search visibility, ranking -; the current leader Akara Hotel Pattaya holds 5.8%.
- Branded search visibility is 20%, 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
20%
8/40 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)
5.8%
Akara Hotel Pattaya leads at 5.8%, ahead by 5.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

HT9 Hotel Pattaya records 0% blended SOV, ranking -, while Akara Hotel Pattaya leads with 5.8%. The category remains fragmented, with "Other" brands accounting for 58.3% of visibility.

Search terms: Broad Search: Pattaya hotel recommendations • Narrow Search: Pattaya hotels near Jomtien Beach

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Akara Hotel Pattaya	5.8%
2	Cape Dara Resort Pattaya	5.8%
3	Health Land Resort & Sp.	5%
4	Pattaya Marriott Resort.	5%
5	Andaz Pattaya Jomtien B.	4.2%
6	Ana Anan Resort & Villa.	3.3%
7	Cloudotel Walking Stree.	3.3%
8	MASON Pattaya	3.3%
9	OZO North Pattaya	3.3%
10	Garden Cliff Resort & S.	2.5%
	Other	58.3%

Brand SOV 0% Brand Rank - Total Brands 64 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Akara Hotel Pattaya	9.6%
2	Health Land Resort & Sp.	7.7%
3	Andaz Pattaya Jomtien B.	5.8%
4	Ana Anan Resort & Villa.	3.8%
5	Avalon Beach Resort	3.8%
6	Cape Dara Resort Pattaya	3.8%
7	Jomtien Thani Hotel	3.8%
8	Pattaya Marriott Resort.	3.8%
9	Payaa Hotel	3.8%
10	The Heritage Pattaya Be.	3.8%
	Other	50%

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

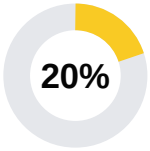
BROAD SEARCH

Rank	Brand	Share of Voice
1	Cape Dara Resort Pattaya	7.4%
2	Pattaya Marriott Resort.	5.9%
3	Cloudotel Walking Stree.	4.4%
4	Garden Cliff Resort & S.	4.4%
5	InterContinental Pattay.	4.4%
6	MASON Pattaya	4.4%
7	OZO North Pattaya	4.4%
8	Veranda Resort Pattaya .	4.4%
9	Akara Hotel Pattaya	2.9%
10	Ana Anan Resort & Villa.	2.9%
	Other	54.4%

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

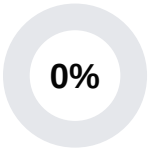
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



HT9 Hotel Pattaya appears in 8/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
0%

NEUTRAL
25%

POSITIVE
75%

WHAT PEOPLE ARE SAYING

Positive: Guests highlight the hotel's friendly and helpful service, including Chinese-speaking front desk staff, spacious rooms with balconies, a rooftop Sky Bar, and a convenient location just a short walk from the beach and local amenities.

Neutral: The hotel is mentioned as one of several options in a guide for different traveler types, and there is also a post about transferring a non-refundable booking at a discounted price.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
HT9 Hotel Pattaya ranks - in broad search with 0% SOV, while Cape Dara Resort Pattaya leads at 7.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
HT9 Hotel Pattaya appears in 8/40 branded-search posts (20%). 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 friendly and helpful service, including Chinese-speaking front desk staff, spacious rooms with balconies, a rooftop Sky Bar, and a convenient location just a short walk from the beach and local amenities. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 14 / 100 to 26-36 / 100 through keyword-led content, KOC proof, and stronger brand association.