daisy.club

# Chen Sea Resort & Spa Phu Quoc

## Rednote Search Visibility Audit

Audit period: July 2026

### DAISY VISIBILITY INDEX

**29 /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

- Chen Sea Resort & Spa Phu Quoc holds 0% blended non-branded search visibility, ranking -; the current leader JW Marriott Phu Quoc Emerald Bay Resort & Spa holds 8.1%.
- Branded search visibility is 68%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 92%; 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**
**68%**
27/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
**0%**
No detected Rednote account

**SENTIMENT**
**92% Positive**
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
**8.1%**
JW Marriott Phu Quoc Emerald Bay Resort & Spa leads at 8.1%, ahead by 8.1%.

## 2 SHARE OF VOICE Non-Branded Search Visibility

**Chen Sea Resort & Spa Phu Quoc records 0% blended SOV, ranking -, while JW Marriott Phu Quoc Emerald Bay Resort & Spa leads with 8.1%. The category remains fragmented, with "Other" brands accounting for 65.5% of visibility.**

**Search terms: Broad Search: Phu Quoc resort recommendations • Narrow Search: Phu Quoc couples hotels**

### BLENDED SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | JW Marriott Phu Quoc Em. | 8.1% |
| 2 | Grand Ocean Bay Phu Quoc | 4.1% |
| 3 | Regent Phu Quoc | 4.1% |
| 4 | Ocean Bay Resort Phu Qu. | 3.4% |
| 5 | Famiana Resort & Spa | 2.7% |
| 6 | La Veranda Resort Phu Q. | 2.7% |
| 7 | Ocean Bay Resort & Spa . | 2.7% |
| 8 | Wyndham Grand Phu Quoc | 2.7% |
| 9 | Dusit Princess Moonrise. | 2% |
| 10 | Famiana Resort | 2% |
| | Other | 65.5% |

**Brand SOV 0% Brand Rank - Total Brands 89 Avg. SOV 1.1%**

### NARROW SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | JW Marriott Phu Quoc Em. | 14.9% |
| 2 | Ocean Bay Resort & Spa . | 6% |
| 3 | Grand Ocean Bay Phu Quoc | 4.5% |
| 4 | Grand Oceanbay Hotel | 4.5% |
| 5 | La Veranda Resort Phu Q. | 4.5% |
| 6 | Regent Phu Quoc | 4.5% |
| 7 | Famiana Resort | 3% |
| 8 | Famiana Resort & Spa | 3% |
| 9 | Ocean Bay Resort Phu Qu. | 3% |
| 10 | Camia Resort & Spa | 1.5% |
| | Other | 50.7% |

**Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%**

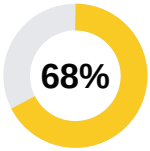
### BROAD SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Dusit Princess Moonrise. | 3.7% |
| 2 | Grand Ocean Bay Resort . | 3.7% |
| 3 | Ocean Bay Phu Quoc Reso. | 3.7% |
| 4 | Regent Phu Quoc | 3.7% |
| 5 | Regent Phu Quoc, An IHG. | 3.7% |
| 6 | Wyndham Grand Phu Quoc | 3.7% |
| 7 | Famiana Resort & Spa | 2.5% |
| 8 | Grand Ocean Bay | 2.5% |
| 9 | JW Marriott Phu Quoc Em. | 2.5% |
| 10 | JW Marriott Phu Quoc Em. | 2.5% |
| | Other | 67.9% |

**Brand SOV 0% Brand Rank - Total Brands 63 Avg. SOV 1.6%**

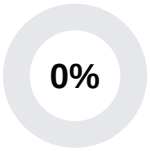
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




Chen Sea Resort & Spa Phu Quoc 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** 4%

**NEUTRAL** 4%

**POSITIVE** 92%

### WHAT PEOPLE ARE SAYING

**Positive:** Guests highly praise the beachfront villas with direct sea views and the resort's exclusive, tranquil atmosphere perfect for unwinding.

**Neutral:** The resort is intentionally secluded, meaning its remote location offers peace but requires transportation for any outings.

**Negative:** Some facilities show signs of aging, food and drinks can be expensive for the quality, and the access road is poorly maintained.

## 5 OPPORTUNITIES

**1 Capture broad discovery demand**
Chen Sea Resort & Spa Phu Quoc ranks - in broad search with 0% SOV, while Dusit Princess Moonrise Beach Resort leads at 3.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

**2 Make branded search more consistent**
Chen Sea Resort & Spa Phu Quoc 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.

**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 highly praise the beachfront villas with direct sea views and the resort's exclusive, tranquil atmosphere perfect for unwinding. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

**5 Address recurring trust concerns**
Negative feedback is lower-volume (4%) but specific: Some facilities show signs of aging, food and drinks can be expensive for the quality, and the access road is poorly maintained. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

**Near-term goal: move from 29 / 100 to 41-51 / 100 through keyword-led content, KOC proof, and stronger brand association.**