daisy.club

Pom Pom Island Resort

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

20 /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

- Pom Pom Island Resort holds 1.9% blended non-branded search visibility, ranking #18; the current leader Mataking Resort holds 11%.
- Branded search visibility is 10%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.9%
Ranks #18 blended and #21 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
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.1%
Mataking Resort leads at 11%, ahead by 9.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Pom Pom Island Resort records 1.9% blended SOV, ranking #18, while Mataking Resort leads with 11%. The category remains fragmented, with "Other" brands accounting for 49.3% of visibility.

Search terms: Broad Search: How to choose a resort in Semporna • Narrow Search: Semporna diving resort

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Mataking Resort	11%
2	Sipadan Kapalai Resort	8.6%
3	Jellyfish Sea Water Vil.	5.3%
4	Cupid Water Villa	4.3%
5	Mabul Water Bungalows	4.3%
6	White Pearl Resort	4.3%
7	Crystal Sea Resort	3.3%
8	Moana Water Villa	3.3%
9	Singamata Resort	3.3%
10	Sicily Water Villa	2.9%
	Other	49.3%
18	Pom Pom Island Resort	1.9%

Brand SOV 1.9% Brand Rank #18 Total Brands 61 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Mataking Resort	10%
2	Sipadan Kapalai Resort	6.3%
3	The Magellan Sutera Res.	6.3%
4	Borneo Divers Mabul Res.	5%
5	Sea View Hotel	3.8%
6	Sicily Water Villa	3.8%
7	The Pacific Sutera Hotel	3.8%
8	Pom Pom Island Resort	2.5%
9	Jellyfish Sea Water Vil.	2.5%
10	Lato Lato Resort	2.5%
	Other	53.8%

Brand SOV 2.5% Brand Rank #8 Total Brands 45 Avg. SOV 2.2%

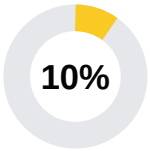
BROAD SEARCH

Rank	Brand	Share of Voice
1	Mataking Resort	11.6%
2	Sipadan Kapalai Resort	10.1%
3	Jellyfish Sea Water Vil.	7%
4	Cupid Water Villa	6.2%
5	Crystal Sea Resort	5.4%
6	Mabul Water Bungalows	5.4%
7	White Pearl Resort	5.4%
8	Moana Water Villa	3.9%
9	Singamata Resort	3.9%
10	Arcadia Resort	3.1%
	Other	38%
21	Pom Pom Island Resort	1.6%

Brand SOV 1.6% Brand Rank #21 Total Brands 35 Avg. SOV 2.9%

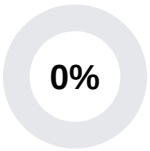
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Pom Pom Island Resort 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
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests praise the island's stunning, filter-free beauty and crystal-clear water, and note it's a beautiful, uncrowded spot where they wish they could have stayed longer.

Neutral: Several posts simply tag the resort alongside Semporna diving, accommodation, and turtle conservation topics without expressing a clear opinion.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Pom Pom Island Resort ranks #21 in broad search with 1.6% SOV, while Mataking Resort leads at 11.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Pom Pom Island Resort 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 praise the island's stunning, filter-free beauty and crystal-clear water, and note it's a beautiful, uncrowded spot where they wish they could have stayed longer. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 20 / 100 to 32-42 / 100 through keyword-led content, KOC proof, and stronger brand association.