daisy.club

Ad Lib Bangkok

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

23 /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

- Ad Lib Bangkok holds 0% blended non-branded search visibility, ranking -; the current leader Galile Oasis holds 4.1%.
- Branded search visibility is 48%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 84%; 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
48%
19/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
84% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.1%
Galile Oasis leads at 4.1%, ahead by 4.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ad Lib Bangkok records 0% blended SOV, ranking -, while Galile Oasis leads with 4.1%. The category remains fragmented, with "Other" brands accounting for 74.5% of visibility.

Search terms: Broad Search: Bangkok urban oasis hotel • Narrow Search: Bangkok design hotel with bathtub

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Galile Oasis	4.1%
2	Bangkok Oasis Hotel	3.1%
3	Kimpton Maa-Lai Bangkok	3.1%
4	Rosewood Bangkok	3.1%
5	Amber Hotel Sukhumvit 8.	2%
6	Bangkok Marriott Hotel .	2%
7	Dusit Thani Bangkok	2%
8	Emerald Hotel	2%
9	InterContinental Bangko.	2%
10	Karaarom Hotel	2%
	Other	74.5%

Brand SOV 0% Brand Rank - Total Brands 76 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Rosewood Bangkok	4.3%
2	Sukhumvit Hotel	4.3%
3	The Coach Hotel	4.3%
4	The Rich Residence Sukh.	4.3%
5	Waldorf Astoria Bangkok	4.3%
6	Aira Hotel Bangkok	2.2%
7	Aman Nai Lert Bangkok	2.2%
8	Amber Hotel Sukhumvit 8.	2.2%
9	Ascott Thonglor Bangkok	2.2%
10	Avani Sukhumvit Bangkok.	2.2%
	Other	67.4%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

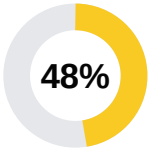
BROAD SEARCH

Rank	Brand	Share of Voice
1	Galile Oasis	7.7%
2	Bangkok Oasis Hotel	5.8%
3	Kimpton Maa-Lai Bangkok	5.8%
4	Emerald Hotel	3.8%
5	Sindhorn Kempinski Hote.	3.8%
6	3howw Hostel	1.9%
7	Amber Hotel Sukhumvit 8.	1.9%
8	Anantara Siam Bangkok H.	1.9%
9	At Residence Suvarnabhu.	1.9%
10	Bangkok City Hotel	1.9%
	Other	63.5%

Brand SOV 0% Brand Rank - Total Brands 43 Avg. SOV 2.3%

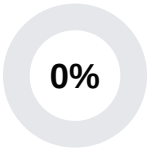
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ad Lib Bangkok appears in 19/40 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%	16%	84%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's lush greenery, tranquil urban oasis atmosphere, delicious breakfast, and convenient yet quiet location near BTS.

Neutral: Some reviewers rate the hotel 7 out of 10, noting friendly staff and cleanliness but also pointing out drawbacks like poor soundproofing and limited breakfast selection.

Negative: Common complaints include poor soundproofing, small rooms, dampness on the first floor, and the secluded alley feeling unsafe for solo female travelers at night.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
   Ad Lib Bangkok ranks - in broad search with 0% SOV, while Galile Oasis leads at 7.7%. Build broad discovery content that connects the property to category-level searches before users search by name.
2. **Make branded search more consistent**
   Ad Lib Bangkok appears in 19/40 branded-search posts (48%). 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 consistently praise the hotel's lush greenery, tranquil urban oasis atmosphere, delicious breakfast, and convenient yet quiet location near BTS. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 23 / 100 to 35-45 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: June 2026