

Ember Korean BBQ

Rednote Search Visibility Audit

Audit period: October 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

- Ember Korean BBQ holds **1.2%** blended non-branded search visibility, ranking **#19**; the current leader DOSEGI Korean BBQ Boeung Keng Kang holds **6.2%**.
- Branded Search Visibility is **30%**, while Brand Control is **25%**, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is **82%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.2%
Ranks #19 blended and - broad across selected non-branded key-word runs.

BRANDED SEARCH
30%
12/40 branded-search posts mention the selected brand.

BRAND CONTROL
25%
3/12 qualifying branded-search posts are brand-owned from Ember Korean BBQ.

SENTIMENT
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5%
DOSEGI Korean BBQ Boeung Keng Kang leads at 6.2%, ahead by 5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ember Korean BBQ records 1.2% blended SOV, ranking #19, while DOSEGI Korean BBQ Boeung Keng Kang leads with 6.2%. The category remains fragmented, with “Other” brands accounting for 72% of visibility.

Search terms: Broad Search: Phnom Penh food guide • Narrow Search: Phnom Penh Korean BBQ

BLENDED SEARCH

Rank	Brand	Share of Voice
1	DOSEGI Korean BBQ Boeun.	6.2%
2	DAE Ji Jib	3.7%
3	Gogi Korean BBQ	3.7%
4	Sookdal Korean Restaura.	3.1%
5	Bore Restaurant	1.9%
6	Brown Coffee	1.9%
7	Gogi Norea	1.9%
8	Haru Cafe	1.9%
9	I Seoul U	1.9%
10	Jaru	1.9%
	Other	72%
19	Ember Korean BBQ	1.2%

Brand SOV 1.2% Brand Rank #19 Total Brands 87 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	DOSEGI Korean BBQ Boeun.	7.6%
2	Gogi Korean BBQ	6.5%
3	DAE Ji Jib	5.4%
4	Sookdal Korean Restaura.	4.3%
5	Gogi Norea	3.3%
6	I Seoul U	3.3%
7	Yooksiri Premium Korean.	3.3%
8	Ember Korean BBQ	2.2%
9	Bornga	2.2%
10	Dae Jang Geum	2.2%
	Other	59.8%

Brand SOV 2.2% Brand Rank #8 Total Brands 56 Avg. SOV 1.8%

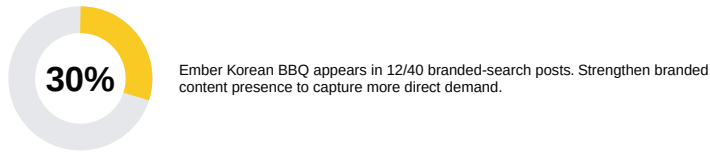
BROAD SEARCH

Rank	Brand	Share of Voice
1	DOSEGI Korean BBQ Boeun.	4.3%
2	Kroeung	4.3%
3	Ankana Japanese Restaur.	2.9%
4	Bore Restaurant	2.9%
5	Brown Coffee	2.9%
6	Haru Cafe	2.9%
7	Hunt	2.9%
8	IZA	2.9%
9	Le Langka	2.9%
10	Le Manolis	2.9%
	Other	68.1%

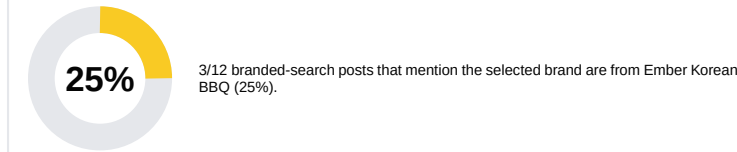
Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

3 BRANDED SEARCH & BRAND CONTROL

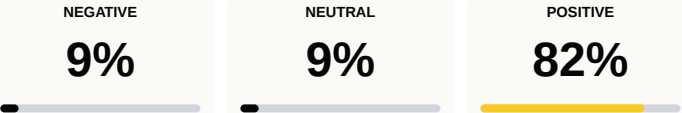
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** Reviewers praise Ember Korean BBQ as one of Phnom Penh's best Korean restaurants, highlighting its modern ambiance, comfortable seating, tender pork, crispy fried chicken, and tasty lunch sets; it is also recommended for dates and young diners.
- Neutral:** The restaurant is located at Vattanac Capital Lifestyle Park, B1, near Vattanac Tower, and offers lunch set menus starting at \$12++ as well as à la carte items, with opening hours from 11:30 AM to 9:30 PM and private rooms available.
- Negative:** One reviewer rated the food three stars but gave the price only one star and the overall recommendation two stars, suggesting the restaurant is considered expensive relative to the experience.

5 OPPORTUNITIES

- Capture broad discovery demand**
Ember Korean BBQ ranks - in broad search with 0% SOV, while DOSEGI Korean BBQ Boeung Keng Kang leads at 4.3%. Build broad discovery content that connects the property to category-level searches before users search by name.
- Make branded search more consistent**
Ember Korean BBQ appears in 12/40 branded-search posts (30%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.
- Increase brand-owned control**
Only 25% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.
- Turn positive sentiment into proof**
Users already respond positively to: Reviewers praise Ember Korean BBQ as one of Phnom Penh's best Korean restaurants, highlighting its modern ambiance, comfortable seating, tender pork, crispy fried chicken, and tasty lunch sets; it is also recommended for dates and young diners. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.
- Address recurring trust concerns**
Negative feedback is lower-volume (9%) but specific: One reviewer rated the food three stars but gave the price only one star and the overall recommendation two stars, suggesting the restaurant is considered expensive relative to the experience. 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.