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Amanjaya Pancam Hotel, Phnom Penh

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

68 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Amanjaya Pancam Hotel, Phnom Penh holds 20.4% blended non-branded search visibility, ranking #1; the current leader Amanjaya Pancam Hotel, Phnom Penh holds 20.4%.
- Branded search visibility is 68%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 78%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
20.4%
Ranks #1 blended and #1 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
78% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
0%
Amanjaya Pancam Hotel, Phnom Penh leads at 20.4%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Amanjaya Pancam Hotel, Phnom Penh records 20.4% blended SOV, ranking #1, while Amanjaya Pancam Hotel, Phnom Penh leads with 20.4%. The category remains fragmented, with "Other" brands accounting for 34.5% of visibility.

Search terms: Broad Search: Phnom Penh boutique hotel recommendations • Narrow Search: Phnom Penh city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Hotel, .	20.4%
2	Rosewood Phnom Penh	11.5%
3	Palace Gate Hotel & Res.	7.1%
4	Fairfield By Marriott P.	4.4%
5	Hyatt Regency Phnom Penh	4.4%
6	The Peninsula Phnom Penh	4.4%
7	Raffles Hotel Le Royal	3.5%
8	Sofitel Phnom Penh Phok.	3.5%
9	Soladia Hotel & Residen.	3.5%
10	Aquarius Hotel And Urba.	2.7%
	Other	34.5%

Brand SOV 20.4% Brand Rank #1 Total Brands 34 Avg. SOV 2.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Hotel, .	20%
2	Palace Gate Hotel & Res.	10.9%
3	Rosewood Phnom Penh	10.9%
4	Hyatt Regency Phnom Penh	7.3%
5	Soladia Hotel & Residen.	5.5%
6	The Peninsula Phnom Penh	5.5%
7	Aquarius Hotel And Urba.	3.6%
8	Shangri-La Phnom Penh	3.6%
9	Sofitel Phnom Penh Phok.	3.6%
10	Baitong Hotel & Resort	1.8%
	Other	27.3%

Brand SOV 20% Brand Rank #1 Total Brands 25 Avg. SOV 4%

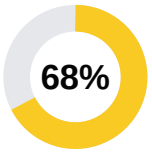
BROAD SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Hotel, .	20.7%
2	Rosewood Phnom Penh	12.1%
3	Fairfield By Marriott P.	6.9%
4	Champs Elysees Hotel & .	5.2%
5	Raffles Hotel Le Royal	5.2%
6	Baitong Hotel & Resort	3.4%
7	Palace Gate Hotel & Res.	3.4%
8	Sofitel Phnom Penh Phok.	3.4%
9	SOMA Hotel Riverside	3.4%
10	Steigenberger Hotel Phn.	3.4%
	Other	32.8%

Brand SOV 20.7% Brand Rank #1 Total Brands 28 Avg. SOV 3.6%

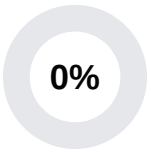
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Amanjaya Pancam Hotel, Phnom Penh 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	NEUTRAL	POSITIVE
0%	22%	78%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's riverside location for convenience, spacious suites with balconies, a welcoming rooftop bar, and friendly staff, making it a comfortable base for exploring Phnom Penh.

Neutral: Some posts advise confirming specific room details before booking, such as whether the room has a private balcony, its orientation, and the presence of a desk or sitting area, as these may vary by room type.

Negative: No theme available.

5 OPPORTUNITIES

1 Make branded search more consistent
Amanjaya Pancam Hotel, Phnom Penh 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.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's riverside location for convenience, spacious suites with balconies, a welcoming rooftop bar, and friendly staff, making it a comfortable base for exploring Phnom Penh. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 68 / 100 to 80-90 / 100 through keyword-led content, KOC proof, and stronger brand association.