daisy.club

The Heritage Hotel Manila

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

13 /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

- The Heritage Hotel Manila holds 0.7% blended non-branded search visibility, ranking #60; the current leader The Peninsula Manila holds 12.6%.
- Branded search visibility is 3%, 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
0.7%
Ranks #60 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
3%
1/40 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)
11.9%
The Peninsula Manila leads at 12.6%, ahead by 11.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Heritage Hotel Manila records 0.7% blended SOV, ranking #60, while The Peninsula Manila leads with 12.6%. The category remains fragmented, with "Other" brands accounting for 54.8% of visibility.

Search terms: Broad Search: Manila hotel recommendations • Narrow Search: hotels near Manila airport

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	12.6%
2	Conrad Manila	5.9%
3	Savoy Hotel Manila	5.2%
4	Belmont Hotel Manila	3.7%
5	Swiss-Belhotel Blulane	3.7%
6	Bayprime Hotel	3%
7	City Garden Grand Hotel	3%
8	Holiday Inn & Suites Ma.	3%
9	Home Me Hotel Makati	3%
10	Achievers Airport Hotel	2.2%
	Other	54.8%
60	The Heritage Hotel Mani.	0.7%

Brand SOV 0.7% Brand Rank #60 Total Brands 61 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Conrad Manila	10.2%
2	Savoy Hotel Manila	10.2%
3	Belmont Hotel Manila	6.8%
4	The Peninsula Manila	6.8%
5	Achievers Airport Hotel	5.1%
6	Bayprime Hotel	5.1%
7	Crowne Plaza Manila Gal.	3.4%
8	Holiday Inn & Suites Ma.	3.4%
9	Hotel Okura Manila	3.4%
10	Swiss-Belhotel Blulane	3.4%
	Other	42.4%
32	The Heritage Hotel Mani.	1.7%

Brand SOV 1.7% Brand Rank #32 Total Brands 34 Avg. SOV 2.9%

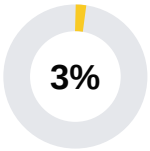
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	17.1%
2	City Garden Grand Hotel	3.9%
3	Edsa Shangri-La, Manila	3.9%
4	Grand Hyatt Manila	3.9%
5	Home Me Hotel Makati	3.9%
6	New World Makati Hotel	3.9%
7	Swiss-Belhotel Blulane	3.9%
8	The Westin Manila	3.9%
9	Ascott Bonifacio Global.	2.6%
10	Conrad Manila	2.6%
	Other	50%

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

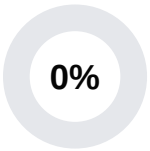
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Heritage Hotel Manila appears in 1/40 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 appreciate the well-rounded amenities such as the gym, pool, and bathtubs, plus the convenient location near the airport and complimentary shuttle to the mall, making it a comfortable stopover choice.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Heritage Hotel Manila ranks - in broad search with 0% SOV, while The Peninsula Manila leads at 17.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Heritage Hotel Manila appears in 1/40 branded-search posts (3%). 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 appreciate the well-rounded amenities such as the gym, pool, and bathtubs, plus the convenient location near the airport and complimentary shuttle to the mall, making it a comfortable stopover choice. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 13 / 100 to 25-35 / 100 through keyword-led content, KOC proof, and stronger brand association.