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Memoire D'Angkor Boutique Hotel

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

12 /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

- Memoire D'Angkor Boutique Hotel holds 0% blended non-branded search visibility, ranking -; the current leader Eightfold Urban Resort holds 12.3%.
- Branded search visibility is 8%, 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%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
8%
3/40 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)
12.3%
Eightfold Urban Resort leads at 12.3%, ahead by 12.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Memoire D'Angkor Boutique Hotel records 0% blended SOV, ranking -, while Eightfold Urban Resort leads with 12.3%. The category remains fragmented, with "Other" brands accounting for 38.3% of visibility.

Search terms: Broad Search: Siem Reap boutique hotel recommendations • Narrow Search: Siem Reap city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Eightfold Urban Resort	12.3%
2	Hotel Vellita Siem Reap	11.1%
3	Park Hyatt Siem Reap	8.6%
4	Green Morodoc Garden Ho.	4.9%
5	Viroth's Hotel	4.9%
6	Jaya House River Park	4.3%
7	Shinta Mani Angkor	4.3%
8	Viroth's Villa	4.3%
9	Angkor Village Hotel	3.7%
10	Khmer Mansion Residence	3.1%
	Other	38.3%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Eightfold Urban Resort	11.4%
2	Hotel Vellita Siem Reap	8.9%
3	Park Hyatt Siem Reap	8.9%
4	Green Morodoc Garden Ho.	7.6%
5	Viroth's Hotel	5.1%
6	Viroth's Villa	5.1%
7	Jaya House River Park	3.8%
8	Lub D Siem Reap	3.8%
9	Sakaban Suite	3.8%
10	Shinta Mani Angkor	3.8%
	Other	38%

Brand SOV 0% Brand Rank - Total Brands 31 Avg. SOV 3.2%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Eightfold Urban Resort	13.3%
2	Hotel Vellita Siem Reap	13.3%
3	Park Hyatt Siem Reap	8.4%
4	Angkor Village Hotel	4.8%
5	Jaya House River Park	4.8%
6	Shinta Mani Angkor	4.8%
7	Viroth's Hotel	4.8%
8	Khmer Mansion Residence	3.6%
9	Lynnaya Urban River Res.	3.6%
10	Raffles Grand Hotel d'A.	3.6%
	Other	34.9%

Brand SOV 0% Brand Rank - Total Brands 32 Avg. SOV 3.1%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

8%

Memoire D'Angkor Boutique Hotel appears in 3/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests praise the hotel for its excellent value at around 243 RMB per night including breakfast, a generous and delicious breakfast spread, complete facilities (gym, pool, spa), a rooftop terrace with hammocks, and a quiet yet convenient location near the nightlife area.

Neutral: The hotel is located on the main street, close to the bar street, and offers amenities like a gym, pool, and spa, though the surrounding area is still under development with road construction.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Memoire D'Angkor Boutique Hotel ranks - in broad search with 0% SOV, while Eightfold Urban Resort leads at 13.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Memoire D'Angkor Boutique Hotel appears in 3/40 branded-search posts (8%). 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 hotel for its excellent value at around 243 RMB per night including breakfast, a generous and delicious breakfast spread, complete facilities (gym, pool, spa), a rooftop terrace with hammocks, and a quiet yet convenient location near the nightlife area. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 12 / 100 to 24-34 / 100 through keyword-led content, KOC proof, and stronger brand association.

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