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The Nest Hotel Nusa Dua

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

0 /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 Nest Hotel Nusa Dua holds 0% blended non-branded search visibility, ranking -; the current leader The Westin Resort Nusa Dua, Bali holds 11%.
- Branded search visibility is 0%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; 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
0%
0/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
11%
The Westin Resort Nusa Dua, Bali leads at 11%, ahead by 11%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Nest Hotel Nusa Dua records 0% blended SOV, ranking -, while The Westin Resort Nusa Dua, Bali leads with 11%. The category remains fragmented, with "Other" brands accounting for 47.9% of visibility.

Search terms: Broad Search: Nusa Dua value-for-money hotel • Narrow Search: Nusa Dua resort hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Westin Resort Nusa .	11%
2	The Laguna, A Luxury Co.	7.5%
3	Merusaka Nusa Dua	6.8%
4	Conrad Bali	4.8%
5	Hilton Bali Resort	4.1%
6	The Apurva Kempinski Ba.	4.1%
7	Amnaya Resort Nusa Dua	3.4%
8	Bvlgari Resort Bali	3.4%
9	Grand Hyatt Bali	3.4%
10	Sofitel Bali Nusa Dua B.	3.4%
	Other	47.9%

Brand SOV 0% Brand Rank - Total Brands 49 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Westin Resort Nusa .	10.5%
2	Merusaka Nusa Dua	7%
3	The Laguna, A Luxury Co.	7%
4	Conrad Bali	5.8%
5	Hilton Bali Resort	5.8%
6	The Apurva Kempinski Ba.	5.8%
7	Grand Hyatt Bali	4.7%
8	Bvlgari Resort Bali	3.5%
9	Sofitel Bali Nusa Dua B.	3.5%
10	The Mulia Bali	3.5%
	Other	43%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

BROAD SEARCH

Rank	Brand	Share of Voice
1	The Westin Resort Nusa .	11.7%
2	The Laguna, A Luxury Co.	8.3%
3	Amnaya Resort Nusa Dua	6.7%
4	Merusaka Nusa Dua	6.7%
5	AYANA Resort And Spa Ba.	3.3%
6	Bvlgari Resort Bali	3.3%
7	Capella Ubud, Bali	3.3%
8	Conrad Bali	3.3%
9	Four Seasons Resort Bal.	3.3%
10	Sofitel Bali Nusa Dua B.	3.3%
	Other	46.7%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

The Nest Hotel Nusa Dua appears in 0/40 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%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Nest Hotel Nusa Dua ranks - in broad search with 0% SOV, while The Westin Resort Nusa Dua, Bali leads at 11.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Nest Hotel Nusa Dua appears in 0/40 branded-search posts (0%). 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.

Near-term goal: move from 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.