

Forest City Golf Hotel

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

64 /100

EMERGING PRESENCE

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

EXECUTIVE READOUT

- Forest City Golf Hotel holds **11.3%** blended non-branded search visibility, ranking **#2**; the current leader Sheraton Johor Bahru holds **13.5%**.
- Branded search visibility is **78%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **87%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

11.3%

Ranks #2 blended and #13 broad across selected non-branded keyword runs.

BRANDED SEARCH

78%

31/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

87% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

2.2%

Sheraton Johor Bahru leads at 13.5%, ahead by 2.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Forest City Golf Hotel records **11.3%** blended SOV, ranking **#2**, while Sheraton Johor Bahru leads with 13.5%. The category remains fragmented, with “Other” brands accounting for 44.4% of visibility.

Search terms: Broad Search: Johor Bahru resort hotel guide • Narrow Search: Johor Bahru golf hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sheraton Johor Bahru	13.5%
2	Forest City Golf Hotel	11.3%
3	Anantara Desaru Coast R.	5.3%
4	Forest City Marina Hotel	5.3%
5	The Westin Desaru Coast.	5.3%
6	1975 Avenue & Hotel	4.5%
7	The Westin Nirup Island.	3.8%
8	Capri By Fraser Johor B.	2.3%
9	Dao By Dorsett Puteri C.	2.3%
10	One&Only Desaru Coast	2.3%
	Other	44.4%

Brand SOV 11.3% Brand Rank #2 Total Brands 58 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Forest City Golf Hotel	20.6%
2	Sheraton Johor Bahru	10.3%
3	Forest City Marina Hotel	7.4%
4	1975 Avenue & Hotel	5.9%
5	Anantara Desaru Coast R.	5.9%
6	The Westin Desaru Coast.	4.4%
7	Nesthome	2.9%
8	AC Hotel Ipoh	1.5%
9	AC Hotel Puchong	1.5%
10	Dao By Dorsett Puteri C.	1.5%
	Other	38.2%

Brand SOV 20.6% Brand Rank #1 Total Brands 36 Avg. SOV 2.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Sheraton Johor Bahru	16.9%
2	The Westin Desaru Coast.	6.2%
3	The Westin Nirup Island.	6.2%
4	Anantara Desaru Coast R.	4.6%
5	Capri By Fraser Johor B.	4.6%
6	1975 Avenue & Hotel	3.1%
7	Dao By Dorsett Puteri C.	3.1%
8	Forest City Marina Hotel	3.1%
9	Four Points By Sheraton.	3.1%
10	Holiday Villa Johor Bah.	3.1%
	Other	46.2%
13	Forest City Golf Hotel	1.5%

Brand SOV 1.5% Brand Rank #13 Total Brands 38 Avg. SOV 2.6%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

78%

Forest City Golf Hotel appears in 31/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

10%

NEUTRAL

3%

POSITIVE

87%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praised the hotel's excellent value, spacious and clean rooms, large family-friendly pool, and generous breakfast; the golf course is widely described as beautiful and well-maintained, with attentive service including free room upgrades and lenient late checkout.

Neutral:

The hotel is located in a remote area, requiring a car or shuttle bus to get around, and the surrounding area has few dining choices beyond the hotel's own restaurants; the property shows some signs of age.

Negative:

Some guests noted the hotel feels dated with poor soundproofing, lukewarm bathtub water, and overly strong room fragrance; on-course sand traps with dry grass can swallow balls, and nearby dining options are limited with mediocre breakfast quality.

5 OPPORTUNITIES

1

Capture broad discovery demand

Forest City Golf Hotel ranks #13 in broad search with 1.5% SOV, while Sheraton Johor Bahru leads at 16.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

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 praised the hotel's excellent value, spacious and clean rooms, large family-friendly pool, and generous breakfast; the golf course is widely described as beautiful and well-maintained, with attentive service including free room upgrades and lenient late checkout. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4

Address recurring trust concerns

Negative feedback is lower-volume (10%) but specific: Some guests noted the hotel feels dated with poor soundproofing, lukewarm bathtub water, and overly strong room fragrance; on-course sand traps with dry grass can swallow balls, and nearby dining options are limited with mediocre breakfast quality. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 64 / 100 to 76-86 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160

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