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Phetara Hotel Mahachai

Rednote Search Visibility Audit

Audit period: October 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

- Phetara Hotel Mahachai holds 0% blended non-branded search visibility, ranking -; the current leader Villa Mahabhirom holds 5.5%.
- 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)
5.5%
Villa Mahabhirom leads at 5.5%, ahead by 5.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Phetara Hotel Mahachai records 0% blended SOV, ranking -, while Villa Mahabhirom leads with 5.5%. The category remains fragmented, with "Other" brands accounting for 79.5% of visibility.

Search terms: Broad Search: Samut Sakhon hotel recommendations • Narrow Search: Samut Sakhon business hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Villa Mahabhirom	5.5%
2	Long Beach Resort	2.7%
3	9Rz Resort Homestay	2.7%
4	Akohara Buahan	1.4%
5	Aman	1.4%
6	Amba Taipei Zhongshan	1.4%
7	Andaz	1.4%
8	Athithara Homestay	1.4%
9	Attara Heritage Senggigi	1.4%
10	Banyan Tree Krabi	1.4%
	Other	79.5%

Brand SOV 0% Brand Rank - Total Brands 68 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	9Rz Resort Homestay	9.5%
2	Akohara Buahan	4.8%
3	Athithara Homestay	4.8%
4	Berjaya Langkawi Resort	4.8%
5	Brick House Hotel	4.8%
6	CH Durian Farm	4.8%
7	Chasa RakThai Resort	4.8%
8	Chula Beach Khanom	4.8%
9	Club Med Heilongtan	4.8%
10	Comodo Nha Trang Hotel	4.8%
	Other	47.6%

Brand SOV 0% Brand Rank - Total Brands 20 Avg. SOV 5%

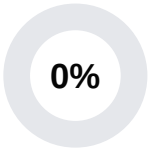
BROAD SEARCH

Rank	Brand	Share of Voice
1	Villa Mahabhirom	7.7%
2	Aman	1.9%
3	Amba Taipei Zhongshan	1.9%
4	Andaz	1.9%
5	Attara Heritage Senggigi	1.9%
6	Banyan Tree Krabi	1.9%
7	Beatrice House	1.9%
8	Chan Le Resort & Seafood	1.9%
9	De Chai The Deco Chiang.	1.9%
10	ECHARM Hotel	1.9%
	Other	75%

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

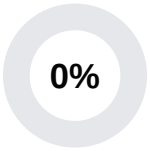
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Phetara Hotel Mahachai appears in 0/40 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%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Phetara Hotel Mahachai ranks - in broad search with 0% SOV, while Villa Mahabhirom leads at 7.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Phetara Hotel Mahachai 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.