daisy.club

Lexis Hibiscus Port Dickson

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

77 /100

GROWING AUTHORITY

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

EXECUTIVE READOUT

- Lexis Hibiscus Port Dickson holds 30% blended non-branded search visibility, ranking #1; the current leader Lexis Hibiscus Port Dickson holds 30%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 76%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
30%
Ranks #1 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH
100%
40/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
76% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
0%
Lexis Hibiscus Port Dickson leads at 30%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Lexis Hibiscus Port Dickson records 30% blended SOV, ranking #1, while Lexis Hibiscus Port Dickson leads with 30%. The category remains fragmented, with "Other" brands accounting for 21.7% of visibility.

Search terms: Broad Search: Port Dickson hotel recommendations • Narrow Search: Port Dickson private pool villa

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Lexis Hibiscus Port Dic.	30%
2	Quest Hotel Midport Por.	10%
3	SUNTAI Villa	7.5%
4	Grand Lexis Port Dickson	6.7%
5	Avillion Port Dickson	5.8%
6	Thistle Port Dickson	5%
7	Lexis Port Dickson	4.2%
8	D'Wharf Hotel & Service.	3.3%
9	Hotel INNSPIRE	3.3%
10	Pacific Regency Beach R.	2.5%
	Other	21.7%

Brand SOV 30% Brand Rank #1 Total Brands 34 Avg. SOV 2.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Lexis Hibiscus Port Dic.	35.4%
2	Quest Hotel Midport Por.	18.8%
3	SUNTAI Villa	10.4%
4	Grand Lexis Port Dickson	6.3%
5	Avillion Port Dickson	4.2%
6	Hotel INNSPIRE	4.2%
7	Pacific Regency Beach R.	4.2%
8	D'Wharf Hotel & Service.	2.1%
9	D'Wharf Residence Apart.	2.1%
10	Ehsan Hotel Port Dickson	2.1%
	Other	10.4%

Brand SOV 35.4% Brand Rank #1 Total Brands 15 Avg. SOV 6.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Lexis Hibiscus Port Dic.	26.4%
2	Avillion Port Dickson	6.9%
3	Grand Lexis Port Dickson	6.9%
4	Thistle Port Dickson	6.9%
5	Lexis Port Dickson	5.6%
6	SUNTAI Villa	5.6%
7	D'Wharf Hotel & Service.	4.2%
8	Quest Hotel Midport Por.	4.2%
9	Eagle Ranch Resort Port.	2.8%
10	Hotel INNSPIRE	2.8%
	Other	27.8%

Brand SOV 26.4% Brand Rank #1 Total Brands 30 Avg. SOV 3.3%

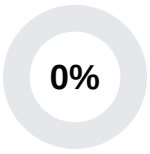
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Lexis Hibiscus Port Dickson appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
3%	21%	76%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the resort's unique hibiscus-shaped overwater villas, private pools in every room, and stunning sea views, making it a top choice for photography, relaxation, and family or couple getaways. The service is often described as friendly and attentive, with free buggy transport and a range of activities like water sports, fire shows, and spa treatments.

Neutral: The resort offers various room types at different price points, with some guests noting that sea-facing rooms cost more. Many activities and services require additional fees, and the seawater in Port Dickson is generally not as clear or blue as eastern Malaysian islands, which may affect expectations for swimming.

Negative: Some guests feel the resort is overpriced for the experience, especially when indoor activities are limited during bad weather, and the overall value for money is low. A few mention that the sea is greenish and not inviting for swimming, and that some facilities or restaurants may be closed, reducing the variety of things to do.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the resort's unique hibiscus-shaped overwater villas, private pools in every room, and stunning sea views, making it a top choice for photography, relaxation, and family or couple getaways. The service is often described as friendly and attentive, with free buggy transport and a range of activities like water sports, fire shows, and spa treatments. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns
Negative feedback is lower-volume (3%) but specific: Some guests feel the resort is overpriced for the experience, especially when indoor activities are limited during bad weather, and the overall value for money is low. A few mention that the sea is greenish and not inviting for swimming, and that some facilities or restaurants may be closed, reducing the variety of things to do. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 77 / 100 to 89-99 / 100 through keyword-led content, KOC proof, and stronger brand association.