daisy.club

COMO Uma Canggu

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

28 /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

- COMO Uma Canggu holds 1.3% blended non-branded search visibility, ranking #14; the current leader Sañña Ubud, A Pramana Experience holds 5.4%.
- Branded search visibility is 28%, 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
1.3%
Ranks #14 blended and #10 broad across selected non-branded keyword runs.

BRANDED SEARCH
28%
11/40 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)
4.1%
Sañña Ubud, A Pramana Experience leads at 5.4%, ahead by 4.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

COMO Uma Canggu records 1.3% blended SOV, ranking #14, while Sañña Ubud, A Pramana Experience leads with 5.4%. The category remains fragmented, with "Other" brands accounting for 71.8% of visibility.

Search terms: Broad Search: Canggu hotel recommendations • Narrow Search: Canggu beachfront hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sañña Ubud, A Pramana E.	5.4%
2	AYANA Resort Bali	3.4%
3	Bulgari Resort Bali	3.4%
4	Blossom Eco Luxe Villas.	2.7%
5	Further Hotel	2.7%
6	La Santa Rosa	2.7%
7	Conrad Bali	2%
8	Desa Potato Head	2%
9	Regent Bali Canggu	2%
10	Secana Beachtown Resort.	2%
	Other	71.8%
14	COMO Uma Canggu	1.3%

Brand SOV 1.3% Brand Rank #14 Total Brands 98 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort Bali	4.3%
2	La Santa Rosa	4.3%
3	Regent Bali Canggu	4.3%
4	Blossom Eco Luxe Villas.	2.9%
5	Conrad Bali	2.9%
6	Further Hotel	2.9%
7	Sañña Ubud, A Pramana E.	2.9%
8	Secana Beachtown Resort.	2.9%
9	The Laguna, A Luxury Co.	2.9%
10	Vivara Private Pool Vil.	2.9%
	Other	67.1%
20	COMO Uma Canggu	1.4%

Brand SOV 1.4% Brand Rank #20 Total Brands 57 Avg. SOV 1.8%

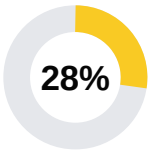
BROAD SEARCH

Rank	Brand	Share of Voice
1	Sañña Ubud, A Pramana E.	7.6%
2	Bulgari Resort Bali	5.1%
3	AYANA Resort Bali	2.5%
4	Bambu Indah, A Hardy Ar.	2.5%
5	Blossom Eco Luxe Villas.	2.5%
6	Desa Potato Head	2.5%
7	Domisili Villas Canggu .	2.5%
8	Further Hotel	2.5%
9	The Retreat At Kharista.	2.5%
10	COMO Uma Canggu	1.3%
	Other	68.4%

Brand SOV 1.3% Brand Rank #10 Total Brands 64 Avg. SOV 1.6%

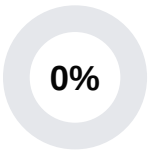
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



COMO Uma Canggu appears in 11/40 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%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's exceptional service, stunning rooftop and beachfront pools, and prime location near Echo Beach for surfing and sunset views, with many noting the design and family-friendly amenities as standout highlights.

Neutral: The hotel offers a range of facilities including multiple pools, a gym with heavy dumbbells, and a beach club, with breakfast served as a mix of buffet and à la carte options; some guests note the breakfast price is relatively high and the buffet selection limited.

Negative: A few guests mention minor imperfections in villa details and that the breakfast buffet lacks Western meats like smoked salmon or Spanish ham, with the overall breakfast cost considered steep for the variety offered.

5 OPPORTUNITIES

1 Capture broad discovery demand
COMO Uma Canggu ranks #26 in broad search with 1.3% SOV, while Sañña Ubud, A Pramana Experience leads at 7.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
COMO Uma Canggu appears in 11/40 branded-search posts (28%). 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 consistently praise the hotel's exceptional service, stunning rooftop and beachfront pools, and prime location near Echo Beach for surfing and sunset views, with many noting the design and family-friendly amenities as standout highlights. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 28 / 100 to 40-50 / 100 through keyword-led content, KOC proof, and stronger brand association.