daisy.club

# Sheraton Phu Quoc Long Beach Resort

## Rednote Search Visibility Audit

Audit period: October 2026

### DAISY VISIBILITY INDEX

**48 /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

- Sheraton Phu Quoc Long Beach Resort holds 2.8% blended non-branded search visibility, ranking #9; the current leader Regent Phu Quoc holds 8%.
- Branded search visibility is 90%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 80%; the clearest next lever is capture broad discovery demand.

## 1 SCORE DRIVERS

**SHARE OF VOICE**
**2.8%**
Ranks #9 blended and #26 broad across selected non-branded keyword runs.

**BRANDED SEARCH**
**90%**
36/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
**0%**
No detected Rednote account

**SENTIMENT**
**80%** Positive
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
**5.2%**
Regent Phu Quoc leads at 8%, ahead by 5.2%.

## 2 SHARE OF VOICE Non-Branded Search Visibility

**Sheraton Phu Quoc Long Beach Resort records 2.8% blended SOV, ranking #9, while Regent Phu Quoc leads with 8%. The category remains fragmented, with "Other" brands accounting for 47.7% of visibility.**

**Search terms: Broad Search: Phu Quoc hotel recommendations • Narrow Search: Phu Quoc family hotels**

### BLENDED SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Regent Phu Quoc | 8% |
| 2 | Ocean Bay Resort & Spa . | 7.4% |
| 3 | JW Marriott Phu Quoc Em. | 6.8% |
| 4 | Grand Resort Ocean Bay . | 6.3% |
| 5 | Sailing Club Signature . | 5.1% |
| 6 | New World Phu Quoc Reso. | 4.5% |
| 7 | Seashells Phu Quoc Hote. | 4.5% |
| 8 | InterContinental Phu Qu. | 4% |
| 9 | Sheraton Phu Quoc Long . | 2.8% |
| 10 | Famiana Resort & Spa Ph. | 2.8% |
| | Other | 47.7% |

**Brand SOV 2.8% Brand Rank #9 Total Brands 53 Avg. SOV 1.9%**

### NARROW SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Grand Resort Ocean Bay . | 9% |
| 2 | Sailing Club Signature . | 9% |
| 3 | Ocean Bay Resort & Spa . | 7.5% |
| 4 | Regent Phu Quoc | 7.5% |
| 5 | Sheraton Phu Quoc Long . | 6% |
| 6 | Crowne Plaza Phu Quoc S. | 4.5% |
| 7 | Famiana Resort & Spa Ph. | 4.5% |
| 8 | JW Marriott Phu Quoc Em. | 4.5% |
| 9 | New World Phu Quoc Reso. | 4.5% |
| 10 | Seashells Phu Quoc Hote. | 4.5% |
| | Other | 38.8% |

**Brand SOV 6% Brand Rank #5 Total Brands 31 Avg. SOV 3.2%**

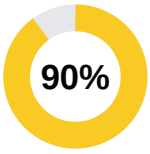
### BROAD SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | JW Marriott Phu Quoc Em. | 8.3% |
| 2 | Regent Phu Quoc | 8.3% |
| 3 | Ocean Bay Resort & Spa . | 7.3% |
| 4 | Grand Resort Ocean Bay . | 4.6% |
| 5 | InterContinental Phu Qu. | 4.6% |
| 6 | New World Phu Quoc Reso. | 4.6% |
| 7 | Seashells Phu Quoc Hote. | 4.6% |
| 8 | Salinda Resort Phu Quoc. | 3.7% |
| 9 | Aqua Sun Hotel Phu Quoc | 2.8% |
| 10 | Chen Sea Resort & Spa P. | 2.8% |
| | Other | 48.6% |
| 26 | Sheraton Phu Quoc Long . | 0.9% |

**Brand SOV 0.9% Brand Rank #26 Total Brands 43 Avg. SOV 2.3%**

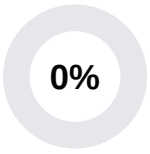
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




Sheraton Phu Quoc Long Beach Resort appears in 36/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

### BRAND CONTROL




No detected Rednote account

## 4 SENTIMENT ANALYSIS

| NEGATIVE | NEUTRAL | POSITIVE |
|---|---|---|
| 6% | 14% | 80% |

### WHAT PEOPLE ARE SAYING

**Positive:** Guests consistently praised the strong value-for-money, exceptional breakfast variety with Vietnamese pho, family-friendly facilities including kids' clubs and pool areas, and stunning sea views and sunsets, often highlighting generous upgrades for Marriott members.

**Neutral:** The resort is located in northern Phu Quoc with dated but well-maintained rooms, offers free shuttle services to nearby attractions, and has a spacious layout with pools and beach access.

**Negative:** Some guests noted service inconsistencies, such as misdelivered welcome amenities, rigid checkout policies, and an outdated feel in room corridors, while a few found the breakfast mediocre and the beach sand less fine.

## 5 OPPORTUNITIES

**1 Capture broad discovery demand**
Sheraton Phu Quoc Long Beach Resort ranks #26 in broad search with 0.9% SOV, while JW Marriott Phu Quoc Emerald Bay Resort & Spa leads at 8.3%. 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 strong value-for-money, exceptional breakfast variety with Vietnamese pho, family-friendly facilities including kids' clubs and pool areas, and stunning sea views and sunsets, often highlighting generous upgrades for Marriott members. 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 (6%) but specific: Some guests noted service inconsistencies, such as misdelivered welcome amenities, rigid checkout policies, and an outdated feel in room corridors, while a few found the breakfast mediocre and the beach sand less fine. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

**Near-term goal: move from 48 / 100 to 60-70 / 100 through keyword-led content, KOC proof, and stronger brand association.**