daisy.club

Tampah Hills

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

26 /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

- Tampah Hills holds 0% blended non-branded search visibility, ranking -; the current leader Holiday Resort Lombok holds 10.7%.
- Branded search visibility is 55%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 95%; 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
55%
22/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
95% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10.7%
Holiday Resort Lombok leads at 10.7%, ahead by 10.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Tampah Hills records 0% blended SOV, ranking -, while Holiday Resort Lombok leads with 10.7%. The category remains fragmented, with "Other" brands accounting for 37.9% of visibility.

Search terms: Broad Search: Lombok villa recommendations • Narrow Search: Lombok private pool villas

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Holiday Resort Lombok	10.7%
2	Qunci Villas Resort	8.7%
3	The Sira, A Luxury Coll.	8.7%
4	Rascals Hotel	5.8%
5	The One Cliff & Beach R.	5.8%
6	Villa Elior Selong Bela.	5.8%
7	Kalandara Resort Lombok	4.9%
8	Katamaran Hotel & Resor.	4.9%
9	Tunak Resort Lombok	3.9%
10	Innit Lombok	2.9%
	Other	37.9%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The One Cliff & Beach R.	10.2%
2	Holiday Resort Lombok	8.2%
3	Kalandara Resort Lombok	8.2%
4	Qunci Villas Resort	8.2%
5	The Sira, A Luxury Coll.	6.1%
6	Villa Elior Selong Bela.	6.1%
7	Innit Lombok	4.1%
8	Rascals Hotel	4.1%
9	Selong Selo Resort & Vi.	4.1%
10	Tunak Resort Lombok	4.1%
	Other	36.7%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

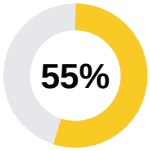
BROAD SEARCH

Rank	Brand	Share of Voice
1	Holiday Resort Lombok	13%
2	The Sira, A Luxury Coll.	11.1%
3	Qunci Villas Resort	9.3%
4	Katamaran Hotel & Resor.	7.4%
5	Rascals Hotel	7.4%
6	Villa Elior Selong Bela.	5.6%
7	Puri Mas Resort	3.7%
8	Sudamala Resort, Senggi.	3.7%
9	Tunak Resort Lombok	3.7%
10	Batatu Villas	1.9%
	Other	33.3%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

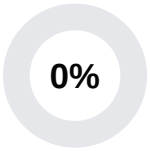
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Tampah Hills appears in 22/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE
0%

NEUTRAL
5%

POSITIVE
95%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the resort's stunning minimalist design, private infinity pools with ocean views, and serene hilltop location, often describing it as a top-tier, exclusive escape perfect for groups and couples seeking relaxation.

Neutral: The property is noted as an all-villa resort with prices ranging from roughly 1,000 to 2,000 RMB per person or 6,000–10,000 RMB per villa per night, and it is located on a hill near Kuta, Lombok, about a 30–45 minute flight from Bali.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Tampah Hills ranks - in broad search with 0% SOV, while Holiday Resort Lombok leads at 13%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Tampah Hills appears in 22/40 branded-search posts (55%). 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 resort's stunning minimalist design, private infinity pools with ocean views, and serene hilltop location, often describing it as a top-tier, exclusive escape perfect for groups and couples seeking relaxation. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 26 / 100 to 38-48 / 100 through keyword-led content, KOC proof, and stronger brand association.