daisy.club

NOOE Maldives Kunaavashi

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

16 /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

- NOOE Maldives Kunaavashi holds 0% blended non-branded search visibility, ranking -; the current leader The Ritz-Carlton Maldives, Fari Islands holds 4.1%.
- Branded search visibility is 28%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 78%; 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
28%
11/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
78% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.1%
The Ritz-Carlton Maldives, Fari Islands leads at 4.1%, ahead by 4.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

NOOE Maldives Kunaavashi records 0% blended SOV, ranking -, while The Ritz-Carlton Maldives, Fari Islands leads with 4.1%. The category remains fragmented, with "Other" brands accounting for 72.4% of visibility.

Search terms: Broad Search: Maldives niche design hotels • Narrow Search: Maldives hotels with excellent service

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	4.1%
2	InterContinental Maldiv.	3.5%
3	Joali Maldives	3.5%
4	Raaya By Atmosphere	2.9%
5	Alila Kothaifaru Maldiv.	2.4%
6	Ayada Maldives	2.4%
7	Ozen Reserve Bolifushi	2.4%
8	Soneva Jani	2.4%
9	Waldorf Astoria Maldive.	2.4%
10	Anantara Veli Maldives .	1.8%
	Other	72.4%

Brand SOV 0% Brand Rank - Total Brands 101 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	InterContinental Maldiv.	5.8%
2	Joali Maldives	5.8%
3	JW Marriott Maldives Ka.	4.3%
4	RAAYA By Atmosphere	4.3%
5	Anantara Veli Maldives .	2.9%
6	Hurawalhi Island Resort	2.9%
7	Kudadoo Private Island	2.9%
8	Nala Island	2.9%
9	Ritz-Carlton Maldives	2.9%
10	Siyam World Maldives	2.9%
	Other	62.3%

Brand SOV 0% Brand Rank - Total Brands 51 Avg. SOV 2%

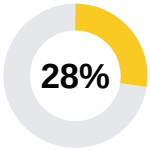
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	5%
2	Soneva Jani	4%
3	Alila Kothaifaru Maldiv.	3%
4	Ayada Maldives	3%
5	Baglioni Resort Maldives	3%
6	Ozen Reserve Bolifushi	3%
7	The St. Regis Maldives .	3%
8	Waldorf Astoria Maldive.	3%
9	Emerald Faarufushi Reso.	2%
10	Fairmont Maldives Sirru.	2%
	Other	69.3%

Brand SOV 0% Brand Rank - Total Brands 70 Avg. SOV 1.4%

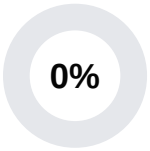
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



NOOE Maldives Kunaavashi 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%	22%	78%

WHAT PEOPLE ARE SAYING

Positive: The resort offers excellent value with beautiful lagoon and sea trench snorkeling, thoughtful Chinese-speaking service, and well-designed villas.

Neutral: No theme available.

Negative: The dinner at the Italian restaurant was reported as extremely unpalatable, and housekeeping may enter rooms if the do not disturb sign is not displayed.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
NOOE Maldives Kunaavashi ranks - in broad search with 0% SOV, while The Ritz-Carlton Maldives, Fari Islands leads at 5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
NOOE Maldives Kunaavashi 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: The resort offers excellent value with beautiful lagoon and sea trench snorkeling, thoughtful Chinese-speaking service, and well-designed villas. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 16 / 100 to 28-38 / 100 through keyword-led content, KOC proof, and stronger brand association.