

ANJALI By Syphon

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

6 /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

- ANJALI By Syphon holds 0% blended non-branded search visibility, ranking -; the current leader Eightfold Urban Resort holds 10.3%.
- Branded search visibility is 10%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 50%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

**SHARE OF VOICE**
0%
Ranks - blended and - broad across selected non-branded key-words runs.

**BRANDED SEARCH**
10%
4/40 branded-search posts mention the selected brand.

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

**SENTIMENT**
50% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
10.3%
Eightfold Urban Resort leads at 10.3%, ahead by 10.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

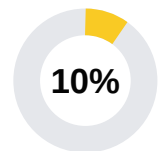
ANJALI By Syphon records 0% blended SOV, ranking -, while Eightfold Urban Resort leads with 10.3%. The category remains fragmented, with “Other” brands accounting for 37% of visibility. Search terms: Broad Search: Siem Reap hotel recommendations • Narrow Search: Siem Reap hotels near Angkor Wat

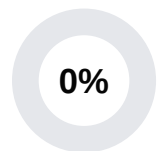
BLENDED SEARCH		
Rank	Brand	Share of Voice
1	Eightfold Urban Resort	10.3%
2	Park Hyatt Siem Reap	9.8%
3	Hotel Vellita Siem Reap	9.2%
4	Jaya House River Park	7.1%
5	Shinta Mani Angkor	6%
6	Raffles Grand Hotel d'A.	5.4%
7	Viroth's Villa	5.4%
8	FCC Angkor By Avani	3.8%
9	Templation Angkor Resort	3.3%
10	Rambutan Hotel & Resort.	2.7%
	Other	37%
Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%		

NARROW SEARCH		
Rank	Brand	Share of Voice
1	Eightfold Urban Resort	13.7%
2	Hotel Vellita Siem Reap	8.2%
3	Jaya House River Park	8.2%
4	Park Hyatt Siem Reap	8.2%
5	Viroth's Villa	8.2%
6	Shinta Mani Angkor	5.5%
7	Raffles Grand Hotel d'A.	4.1%
8	Rambutan Hotel & Resort.	4.1%
9	Templation Angkor Resort	4.1%
10	FCC Angkor By Avani	2.7%
	Other	32.9%
Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%		

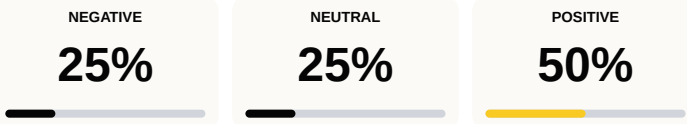
BROAD SEARCH		
Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	10.8%
2	Hotel Vellita Siem Reap	9.9%
3	Eightfold Urban Resort	8.1%
4	Jaya House River Park	6.3%
5	Raffles Grand Hotel d'A.	6.3%
6	Shinta Mani Angkor	6.3%
7	FCC Angkor By Avani	4.5%
8	Lub D Siem Reap	3.6%
9	Viroth's Villa	3.6%
10	Zannier Phum Baitang	3.6%
	Other	36.9%
Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%		

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH
**10%**
ANJALI By Syphon appears in 4/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

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

4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- **Positive:** Guests consistently praise the hotel's lush, forest-like atmosphere, beautiful pool, attentive service, and high value for money, with several noting it as a top recommendation.
- **Neutral:** The hotel is located a bit far from Pub Street and the old market, requiring a 15-minute tuk-tuk ride, and the breakfast selection is described as limited.
- **Negative:** No theme available.

5 OPPORTUNITIES

- 1 Capture broad discovery demand**
ANJALI By Syphon ranks - in broad search with 0% SOV, while Park Hyatt Siem Reap leads at 10.8%. Build broad discovery content that connects the property to category-level searches before users search by name.
- 2 Make branded search more consistent**
ANJALI By Syphon appears in 4/40 branded-search posts (10%). 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 Address negative sentiment themes**
Negative sentiment is 25%. Review the underlying posts, identify the repeated complaint pattern, and publish corrective content that answers it directly.

Near-term goal: move from 6 / 100 to 18-28 / 100 through keyword-led content, KOC proof, and stronger brand association.