daisy.club

Fort Bazaar

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

18 /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

- Fort Bazaar holds 3.6% blended non-branded search visibility, ranking #5; the current leader Amangalla holds 18.7%.
- Branded search visibility is 15%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 80%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
3.6%
Ranks #5 blended and #6 broad across selected non-branded keyword runs.

BRANDED SEARCH
15%
6/40 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)
15.1%
Amangalla leads at 18.7%, ahead by 15.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Fort Bazaar records 3.6% blended SOV, ranking #5, while Amangalla leads with 18.7%. The category remains fragmented, with "Other" brands accounting for 39.2% of visibility.

Search terms: Broad Search: Galle accommodation guide • Narrow Search: Galle Fort hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Amangalla	18.7%
2	Galle Fort Hotel	11.4%
3	Jetwing Lighthouse	7.2%
4	Le Grand Galle	4.2%
5	Fort Bazaar	3.6%
6	Amanwella	3.6%
7	Ceylon Story Galle	3.6%
8	Heritance Kandalama	3%
9	Radisson Collection Res.	3%
10	Hotel Prince Of Galle	2.4%
	Other	39.2%

Brand SOV 3.6% Brand Rank #5 Total Brands 60 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Amangalla	23.9%
2	Galle Fort Hotel	13%
3	Jetwing Lighthouse	7.6%
4	Heritance Kandalama	5.4%
5	Amanwella	4.3%
6	Le Grand Galle	4.3%
7	Fort Bazaar	3.3%
8	Cinnamon Life Colombo	2.2%
9	Hotel Prince Of Galle	2.2%
10	Queen's Hotel Kandy	2.2%
	Other	31.5%

Brand SOV 3.3% Brand Rank #7 Total Brands 38 Avg. SOV 2.6%

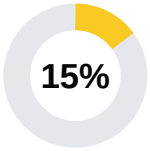
BROAD SEARCH

Rank	Brand	Share of Voice
1	Amangalla	12.2%
2	Galle Fort Hotel	9.5%
3	Ceylon Story Galle	6.8%
4	Jetwing Lighthouse	6.8%
5	Radisson Collection Res.	5.4%
6	Fort Bazaar	4.1%
7	Le Grand Galle	4.1%
8	Amanwella	2.7%
9	Granbell Hotel Colombo	2.7%
10	Hotel Prince Of Galle	2.7%
	Other	43.2%

Brand SOV 4.1% Brand Rank #6 Total Brands 40 Avg. SOV 2.5%

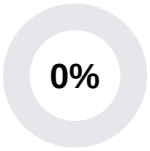
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Fort Bazaar appears in 6/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
20%	0%	80%

WHAT PEOPLE ARE SAYING

Positive: Fort Bazaar offers a unique stay in a beautifully restored 17th-century merchant house with a serene courtyard, colonial charm, and a prime central location within Galle Fort.

Neutral: The hotel and its restaurant are considered expensive relative to local standards.

Negative: Some guests found the food at the on-site restaurant to be unacceptable in taste despite the pleasant setting.

5 OPPORTUNITIES

1 Make branded search more consistent
Fort Bazaar appears in 6/40 branded-search posts (15%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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: Fort Bazaar offers a unique stay in a beautifully restored 17th-century merchant house with a serene courtyard, colonial charm, and a prime central location within Galle Fort. 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 (20%) but specific: Some guests found the food at the on-site restaurant to be unacceptable in taste despite the pleasant setting. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 18 / 100 to 30-40 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: July 2026