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The Kuta Beach Heritage Hotel Bali - Managed By Accor

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

17 /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

- The Kuta Beach Heritage Hotel Bali - Managed By Accor holds 0% blended non-branded search visibility, ranking -; the current leader Aloft Bali Kuta Beachwalk holds 7.6%.
- Branded search visibility is 38%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 60%; 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
38%
15/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
60% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7.6%
Aloft Bali Kuta Beachwalk leads at 7.6%, ahead by 7.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Kuta Beach Heritage Hotel Bali - Managed By Accor records 0% blended SOV, ranking -, while Aloft Bali Kuta Beachwalk leads with 7.6%. The category remains fragmented, with "Other" brands accounting for 71% of visibility.

Search terms: Broad Search: design hotels Bali recommendation • Narrow Search: hotels near Beachwalk Shopping Center Bali

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Aloft Bali Kuta Beachwa.	7.6%
2	Suka Beach Inn	4.6%
3	AYANA Resort Bali	3.1%
4	Balquisse Heritage Hotel	3.1%
5	Bambu Indah	2.3%
6	Tribe Bali Kuta Beach	2.3%
7	Abian Klumpu Villa & Sp.	1.5%
8	Alaya Resort Ubud	1.5%
9	Bali Ubud Valley Villa	1.5%
10	Grand Hyatt Bali	1.5%
	Other	71%

Brand SOV 0% Brand Rank - Total Brands 90 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Aloft Bali Kuta Beachwa.	12.1%
2	Balquisse Heritage Hotel	6.1%
3	Suka Beach Inn	4.5%
4	Tribe Bali Kuta Beach	4.5%
5	AYANA Resort Bali	3%
6	Grand Hyatt Bali	3%
7	Hard Rock Hotel Bali	3%
8	Abian Klumpu Villa & Sp.	1.5%
9	AYANA Segara Bali	1.5%
10	Ayodya Resort Bali	1.5%
	Other	59.1%

Brand SOV 0% Brand Rank - Total Brands 49 Avg. SOV 2%

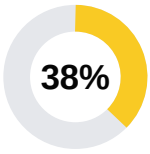
BROAD SEARCH

Rank	Brand	Share of Voice
1	Suka Beach Inn	4.6%
2	Alaya Resort Ubud	3.1%
3	Aloft Bali Kuta Beachwa.	3.1%
4	AYANA Resort Bali	3.1%
5	Bali Ubud Valley Villa	3.1%
6	Bambu Indah	3.1%
7	Lost Lindenberg	3.1%
8	Munno Villa Canggu	3.1%
9	Pramana Giri Kusuma	3.1%
10	Sana Vie Villa Seminyak	3.1%
	Other	67.7%

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

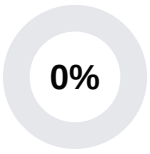
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Kuta Beach Heritage Hotel Bali - Managed By Accor appears in 15/40 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%	40%	60%

WHAT PEOPLE ARE SAYING

Positive: The hotel boasts an unbeatable location directly across from Kuta Beach, with guests consistently praising its proximity to the surf, sunset views from the rooftop pool, and easy walking access to Beachwalk Mall and local dining.

Neutral: The hotel features a classic Balinese heritage design that some find charming while others consider dated, and it provides a standard Indonesian breakfast with mixed opinions on variety and taste.

Negative: The main drawbacks are high humidity due to its beachfront position, noise from live music that can disturb those needing quiet, and occasional maintenance issues such as minor odors in the bathrooms.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Kuta Beach Heritage Hotel Bali - Managed By Accor ranks - in broad search with 0% SOV, while Suka Beach Inn leads at 4.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Kuta Beach Heritage Hotel Bali - Managed By Accor appears in 15/40 branded-search posts (38%). 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 hotel boasts an unbeatable location directly across from Kuta Beach, with guests consistently praising its proximity to the surf, sunset views from the rooftop pool, and easy walking access to Beachwalk Mall and local dining. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 17 / 100 to 29-39 / 100 through keyword-led content, KOC proof, and stronger brand association.

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