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Holiday Inn Kuala Lumpur Bangsar

Rednote Search Visibility Audit

Audit period: May 2026

DAISY VISIBILITY INDEX

12 /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

- Holiday Inn Kuala Lumpur Bangsar holds 0% blended non-branded search visibility, ranking -; the current leader Sleeping Lion Suites Kuala Lumpur holds 4.7%.
- Branded search visibility is 23%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 63%; 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
23%
9/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
63% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.7%
Sleeping Lion Suites Kuala Lumpur leads at 4.7%, ahead by 4.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Holiday Inn Kuala Lumpur Bangsar records 0% blended SOV, ranking -, while Sleeping Lion Suites Kuala Lumpur leads with 4.7%. The category remains fragmented, with "Other" brands accounting for 65.9% of visibility.

Search terms: Broad Search: Kuala Lumpur hotel guide • Narrow Search: convenient places to stay in Kuala Lumpur

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sleeping Lion Suites Ku.	4.7%
2	Four Seasons Hotel Kual.	3.9%
3	Grand Hyatt Kuala Lumpur	3.9%
4	JW Marriott Hotel Kuala.	3.9%
5	Mandarin Oriental, Kual.	3.9%
6	Park Hyatt Kuala Lumpur	3.1%
7	The St. Regis Kuala Lum.	3.1%
8	W Kuala Lumpur	3.1%
9	Banyan Tree Kuala Lumpur	2.3%
10	CitizenM Kuala Lumpur B.	2.3%
	Other	65.9%

Brand SOV 0% Brand Rank - Total Brands 79 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	JW Marriott Hotel Kuala.	3.5%
2	Mandarin Oriental, Kual.	3.5%
3	Sleeping Lion Suites Ku.	3.5%
4	W Kuala Lumpur	3.5%
5	AC Hotel Kuala Lumpur	2.4%
6	Banyan Tree Kuala Lumpur	2.4%
7	CitizenM Kuala Lumpur B.	2.4%
8	EQ Kuala Lumpur	2.4%
9	Four Seasons Hotel Kual.	2.4%
10	Hilton Garden Inn Kuala.	2.4%
	Other	71.8%

Brand SOV 0% Brand Rank - Total Brands 65 Avg. SOV 1.5%

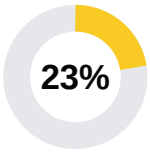
BROAD SEARCH

Rank	Brand	Share of Voice
1	Grand Hyatt Kuala Lumpur	9.1%
2	Four Seasons Hotel Kual.	6.8%
3	Sleeping Lion Suites Ku.	6.8%
4	Element Kuala Lumpur	4.5%
5	JW Marriott Hotel Kuala.	4.5%
6	Mandarin Oriental, Kual.	4.5%
7	Park Hyatt Kuala Lumpur	4.5%
8	The Ritz-Carlton, Kuala.	4.5%
9	The St. Regis Kuala Lum.	4.5%
10	Agoda	2.3%
	Other	47.7%

Brand SOV 0% Brand Rank - Total Brands 31 Avg. SOV 3.2%

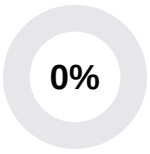
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Holiday Inn Kuala Lumpur Bangsar appears in 9/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
13%	25%	63%

WHAT PEOPLE ARE SAYING

Positive: The hotel offers excellent value with modern, clean rooms, friendly service, and a well-regarded breakfast, enhanced by thoughtful touches like handwritten welcome notes.

Neutral: The hotel is situated outside the city center, requiring a short drive to major attractions, but offers easy access to public transport and a quiet neighborhood.

Negative: The fitness center has limited equipment, the pool is small, and housekeeping can be inconsistent, while the location is a 20-minute drive from central landmarks.

5 OPPORTUNITIES

1 Capture broad discovery demand
Holiday Inn Kuala Lumpur Bangsar ranks - in broad search with 0% SOV, while Grand Hyatt Kuala Lumpur leads at 9.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Holiday Inn Kuala Lumpur Bangsar appears in 9/40 branded-search posts (23%). 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 offers excellent value with modern, clean rooms, friendly service, and a well-regarded breakfast, enhanced by thoughtful touches like handwritten welcome notes. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns
Negative feedback is lower-volume (13%) but specific: The fitness center has limited equipment, the pool is small, and housekeeping can be inconsistent, while the location is a 20-minute drive from central landmarks. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 12 / 100 to 24-34 / 100 through keyword-led content, KOC proof, and stronger brand association.