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Arinara Beach Resort Phuket

Rednote Search Visibility Audit

Audit period: July 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

- Arinara Beach Resort Phuket holds 0% blended non-branded search visibility, ranking -; the current leader Katathani Phuket Beach Resort holds 6.9%.
- Branded search visibility is 33%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 77%; 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
33%
13/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
77% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.9%
Katathani Phuket Beach Resort leads at 6.9%, ahead by 6.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Arinara Beach Resort Phuket records 0% blended SOV, ranking -, while Katathani Phuket Beach Resort leads with 6.9%. The category remains fragmented, with "Other" brands accounting for 65.4% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Phuket beach family hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	6.9%
2	Phuket Marriott Resort .	5.1%
3	Le Méridien Phuket Beac.	3.7%
4	Pamookkoo Resort	3.2%
5	Banyan Tree Phuket	2.8%
6	JW Marriott Phuket Reso.	2.8%
7	Sunwing Bangtao Beach R.	2.8%
8	Thavorn Palm Beach Reso.	2.8%
9	Phuket Emerald Beach Re.	2.3%
10	Phuket Orchid Resort & .	2.3%
	Other	65.4%

Brand SOV 0% Brand Rank - Total Brands 89 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	6%
2	Banyan Tree Phuket	4.5%
3	Le Méridien Phuket Beac.	4.5%
4	Phuket Marriott Resort .	4.5%
5	Sunwing Bangtao Beach R.	4.5%
6	JW Marriott Phuket Reso.	3.7%
7	Amora Beach Resort Phuk.	3%
8	InterContinental Phuket.	3%
9	Pamookkoo Resort	3%
10	Phuket Emerald Beach Re.	3%
	Other	60.4%

Brand SOV 0% Brand Rank - Total Brands 64 Avg. SOV 1.6%

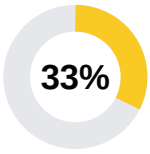
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	8.4%
2	Phuket Marriott Resort .	6%
3	Pamookkoo Resort	3.6%
4	Paradox Resort Phuket	3.6%
5	Thavorn Palm Beach Reso.	3.6%
6	Anantara Mai Khao Phuket	2.4%
7	Ban Raya Resort & Spa	2.4%
8	Centara Grand Beach Res.	2.4%
9	Centara Karon Resort Ph.	2.4%
10	Courtyard By Marriott P.	2.4%
	Other	62.7%

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

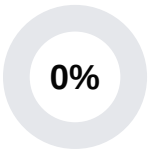
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Arinara Beach Resort Phuket appears in 13/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
15%	8%	77%

WHAT PEOPLE ARE SAYING

Positive: The resort is praised for its direct beachfront location on the quiet Bang Tao Beach, comfortable beds, large pool, and good value for money, making it a relaxing retreat for families and couples.

Neutral: The property shows some signs of age and the immediate area is quiet with limited dining and nightlife options, though the setting remains convenient and relaxing.

Negative: Guests often report very weak water pressure in bathrooms, understaffed service, and inconsistent breakfast quality, along with occasional maintenance issues like pool cleanliness and construction noise.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Arinara Beach Resort Phuket ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 8.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Arinara Beach Resort Phuket appears in 13/40 branded-search posts (33%). 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 is praised for its direct beachfront location on the quiet Bang Tao Beach, comfortable beds, large pool, and good value for money, making it a relaxing retreat for families and couples. 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 (15%) but specific: Guests often report very weak water pressure in bathrooms, understaffed service, and inconsistent breakfast quality, along with occasional maintenance issues like pool cleanliness and construction noise. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 16 / 100 to 28-38 / 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