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Le Siam Hotel Silom Bangkok By PCL

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

5 /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

- Le Siam Hotel Silom Bangkok By PCL holds 0.7% blended non-branded search visibility, ranking #24; the current leader Dusit Thani Bangkok holds 5.2%.
- Branded search visibility is 0%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.7%
Ranks #24 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
0%
0/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.5%
Dusit Thani Bangkok leads at 5.2%, ahead by 4.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Le Siam Hotel Silom Bangkok By PCL records 0.7% blended SOV, ranking #24, while Dusit Thani Bangkok leads with 5.2%. The category remains fragmented, with "Other" brands accounting for 71.6% of visibility.

Search terms: Broad Search: Bangkok hotel recommendations • Narrow Search: Bangkok Silom hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	5.2%
2	Bangkok Marriott Hotel .	3.7%
3	Bangkok Marriott Marqui.	3%
4	Kimpton Maa-Lai Bangkok	3%
5	Eastin Grand Hotel Phay.	2.2%
6	Four Points By Sheraton.	2.2%
7	InterContinental Bangko.	2.2%
8	Nishitetsu Hotel Croom .	2.2%
9	Park Hyatt Bangkok	2.2%
10	Staybridge Suites Bangk.	2.2%
	Other	71.6%
24	Le Siam Hotel Silom Ban.	0.7%

Brand SOV 0.7% Brand Rank #24 Total Brands 89 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Dusit Thani Bangkok	8.9%
2	Bangkok Marriott Hotel .	6.7%
3	Nishitetsu Hotel Croom .	6.7%
4	The Cotton Sala Daeng H.	6.7%
5	Le Méridien Bangkok	4.4%
6	Sindhorn Kempinski Hote.	4.4%
7	Le Siam Hotel Silom Ban.	2.2%
8	Aiden Surawong Bangkok	2.2%
9	Ascott Sathorn Bangkok	2.2%
10	At 21 Saladaeng	2.2%
	Other	53.3%

Brand SOV 2.2% Brand Rank #7 Total Brands 34 Avg. SOV 2.9%

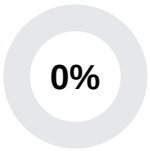
BROAD SEARCH

Rank	Brand	Share of Voice
1	Bangkok Marriott Marqui.	4.5%
2	Kimpton Maa-Lai Bangkok	4.5%
3	Dusit Thani Bangkok	3.4%
4	Eastin Grand Hotel Phay.	3.4%
5	Four Points By Sheraton.	3.4%
6	Park Hyatt Bangkok	3.4%
7	Staybridge Suites Bangk.	3.4%
8	The Quarter Ratchayothi.	3.4%
9	The Standard, Bangkok M.	3.4%
10	Ad Lib Bangkok	2.2%
	Other	65.2%

Brand SOV 0% Brand Rank - Total Brands 60 Avg. SOV 1.7%

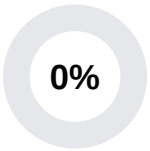
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Le Siam Hotel Silom Bangkok By PCL appears in 0/40 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%	0%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Le Siam Hotel Silom Bangkok By PCL ranks - in broad search with 0% SOV, while Bangkok Marriott Marquis Queen's Park leads at 4.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Le Siam Hotel Silom Bangkok By PCL appears in 0/40 branded-search posts (0%). 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.

Near-term goal: move from 5 / 100 to 17-27 / 100 through keyword-led content, KOC proof, and stronger brand association.