daisy.club

The Ritz-Carlton, Doha

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

27 /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 Ritz-Carlton, Doha holds 2.6% blended non-branded search visibility, ranking #9; the current leader Park Hyatt Doha holds 11.9%.
- Branded search visibility is 45%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 56%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
2.6%
Ranks #9 blended and #8 broad across selected non-branded keyword runs.

BRANDED SEARCH
45%
18/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
56% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.3%
Park Hyatt Doha leads at 11.9%, ahead by 9.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Ritz-Carlton, Doha records 2.6% blended SOV, ranking #9, while Park Hyatt Doha leads with 11.9%. The category remains fragmented, with "Other" brands accounting for 44.4% of visibility.

Search terms: Broad Search: Doha hotel recommendations • Narrow Search: Doha sea view hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Doha	11.9%
2	Raffles Doha	10.6%
3	Mandarin Oriental, Doha	6.6%
4	Fairmont Doha	5.3%
5	The Chedi Katara Hotel .	5.3%
6	Rosewood Doha	4%
7	Sharq Village & Spa, A .	3.3%
8	Waldorf Astoria Doha We.	3.3%
9	The Ritz-Carlton, Doha	2.6%
10	Marriott Marquis City C.	2.6%
	Other	44.4%

Brand SOV 2.6% Brand Rank #9 Total Brands 55 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Doha	9.2%
2	The Chedi Katara Hotel .	7.9%
3	Raffles Doha	5.3%
4	Sharq Village & Spa, A .	5.3%
5	InterContinental Doha B.	3.9%
6	JW Marriott Marquis Cit.	3.9%
7	The St. Regis Doha	3.9%
8	The Ritz-Carlton, Doha	2.6%
9	Crowne Plaza Sanya	2.6%
10	Fairmont Doha	2.6%
	Other	52.6%

Brand SOV 2.6% Brand Rank #8 Total Brands 44 Avg. SOV 2.3%

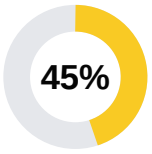
BROAD SEARCH

Rank	Brand	Share of Voice
1	Raffles Doha	16%
2	Park Hyatt Doha	14.7%
3	Mandarin Oriental, Doha	10.7%
4	Fairmont Doha	8%
5	Rosewood Doha	6.7%
6	Marriott Marquis City C.	4%
7	Waldorf Astoria Doha We.	4%
8	The Ritz-Carlton, Doha	2.7%
9	The Chedi Katara Hotel .	2.7%
10	The Ned Doha	2.7%
	Other	28%

Brand SOV 2.7% Brand Rank #8 Total Brands 30 Avg. SOV 3.3%

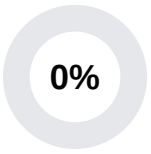
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Ritz-Carlton, Doha appears in 18/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
6%	39%	56%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's attentive service and generous elite-member perks, including guaranteed breakfast and room upgrades, while the beautiful public areas and sea views make it a strong choice for a relaxing stay.

Neutral: The property is older but generally well-maintained, with mixed opinions on dining quality and some facilities like the outdoor pool closing early.

Negative: Breakfast quality is frequently criticized, and some guests note inconsistencies in room design, such as the bathroom and bedroom feeling mismatched.

5 OPPORTUNITIES

1 Make branded search more consistent
The Ritz-Carlton, Doha appears in 18/40 branded-search posts (45%). 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 Address recurring trust concerns
Negative feedback is lower-volume (6%) but specific: Breakfast quality is frequently criticized, and some guests note inconsistencies in room design, such as the bathroom and bedroom feeling mismatched. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 27 / 100 to 39-49 / 100 through keyword-led content, KOC proof, and stronger brand association.