daisy.club

W1 Bangkoknoi Hotel And Wellness

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

0 /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

- W1 Bangkoknoi Hotel And Wellness holds 0% blended non-branded search visibility, ranking -; the current leader Four Seasons Hotel Bangkok At Chao Phraya River holds 3.8%.
- 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%
Ranks - 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)
3.8%
Four Seasons Hotel Bangkok At Chao Phraya River leads at 3.8%, ahead by 3.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

W1 Bangkoknoi Hotel And Wellness records 0% blended SOV, ranking -, while Four Seasons Hotel Bangkok At Chao Phraya River leads with 3.8%. The category remains fragmented, with "Other" brands accounting for 68.9% of visibility.

Search terms: Broad Search: Bangkok resort hotel recommendations • Narrow Search: Bangkok riverside hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Four Seasons Hotel Bang.	3.8%
2	Park Hyatt Bangkok	3.8%
3	The Quarter Ratchayothi.	3.8%
4	Dusit Thani Bangkok	3%
5	Grande Centre Point Lum.	3%
6	Sindhorn Kempinski Hote.	3%
7	The Peninsula Bangkok	3%
8	The Sukhothai Bangkok	3%
9	Conrad Bangkok	2.3%
10	Kimpton Maa-Lai Bangkok	2.3%
	Other	68.9%

Brand SOV 0% Brand Rank - Total Brands 83 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Four Seasons Hotel Bang.	5.2%
2	Royal Orchid Sheraton H.	5.2%
3	The Peninsula Bangkok	5.2%
4	Aman Nai Lert Bangkok	3.4%
5	Aman New York	3.4%
6	Anantara Riverside Bang.	3.4%
7	Dusit Thani Bangkok	3.4%
8	Mandarin Oriental, Bang.	3.4%
9	Park Hyatt Bangkok	3.4%
10	The Quarter Ratchayothi.	3.4%
	Other	60.3%

Brand SOV 0% Brand Rank - Total Brands 43 Avg. SOV 2.3%

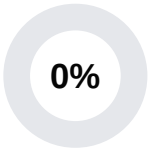
BROAD SEARCH

Rank	Brand	Share of Voice
1	Sindhorn Kempinski Hote.	5.4%
2	Grande Centre Point Lum.	4.1%
3	Kimpton Maa-Lai Bangkok	4.1%
4	Park Hyatt Bangkok	4.1%
5	The Quarter Ratchayothi.	4.1%
6	Bangkok Marriott Marqui.	2.7%
7	Conrad Bangkok	2.7%
8	Dusit Thani Bangkok	2.7%
9	Four Seasons Hotel Bang.	2.7%
10	Kromo Bangkok, Curio Co.	2.7%
	Other	64.9%

Brand SOV 0% Brand Rank - Total Brands 53 Avg. SOV 1.9%

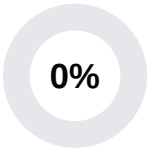
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



W1 Bangkoknoi Hotel And Wellness 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**
   W1 Bangkoknoi Hotel And Wellness ranks - in broad search with 0% SOV, while Sindhorn Kempinski Hotel Bangkok leads at 5.4%. Build broad discovery content that connects the property to category-level searches before users search by name.
2. **Make branded search more consistent**
   W1 Bangkoknoi Hotel And Wellness 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 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160