01 DAISY VISIBILITY INDEX

Holiday Inn Resort Bali Canggu

daisy.club

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

34 /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 Resort Bali Canggu holds 0.5% blended non-branded search visibility, ranking #75; the current leader Blossom Eco Luxe Villas By Ekosistem holds 4.6%.
- Branded Search Visibility is 40%, while Brand Control is 43.8%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 88%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.5%
Ranks #75 blended and #32 broad across selected non-branded keyword runs.

BRANDED SEARCH
40%
16/40 branded-search posts mention the selected brand.

BRAND CONTROL
44%
7/16 qualifying branded-search posts are brand-owned from Holiday Inn Resort Bali Canggu.

SENTIMENT
88% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.1%
Blossom Eco Luxe Villas By Ekosistem leads at 4.6%, ahead by 4.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Holiday Inn Resort Bali Canggu records 0.5% blended SOV, ranking #75, while Blossom Eco Luxe Villas By Ekosistem leads with 4.6%. The category remains fragmented, with "Other" brands accounting for 77.8% of visibility.

Search terms: Broad Search: ô˜Ïä Narrow Search: ô˜› ²j„R—

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Blossom Eco Luxe Villas.	4.6%
2	Regent Bali Canggu	3.1%
3	COMO Shambhala Estate	2.1%
4	Munno Villa Canggu	2.1%
5	Retreat	2.1%
6	Vivara	2.1%
7	AYANA Resort Bali	1.5%
8	Four Seasons Resort Bal.	1.5%
9	Four Seasons Resort Bal.	1.5%
10	Hotel Indigo Bali Semin.	1.5%
	Other	77.8%
75	Holiday Inn Resort Bali.	0.5%

Brand SOV 0.5% Brand Rank #75 Total Brands 133 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Regent Bali Canggu	4.2%
2	AYANA Resort Bali	2.5%
3	Blossom Eco Luxe Villas.	2.5%
4	Four Seasons Resort Bal.	2.5%
5	Four Seasons Resort Bal.	2.5%
6	Hotel Indigo Bali Semin.	2.5%
7	The St. Regis Bali Reso.	2.5%
8	Alila Villas Uluwatu	1.7%
9	Blue Point Resort And S.	1.7%
10	Bvlgari Resort Bali	1.7%
	Other	75.6%

Brand SOV 0% Brand Rank - Total Brands 92 Avg. SOV 1.1%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Blossom Eco Luxe Villas.	8%
2	Larose Villas And Suite.	4%
3	Munno Villa Canggu	4%
4	Sana Vie Villa Seminyak.	4%
5	Suara Alam Ubud Villa B.	4%
6	COMO Shambhala Estate	2.7%
7	Further Hotel	2.7%
8	Komaneka At Bisma	2.7%
9	Premadhan Cottage Canggu	2.7%
10	Retreat	2.7%
	Other	62.7%
32	Holiday Inn Resort Bali.	1.3%

Brand SOV 1.3% Brand Rank #32 Total Brands 54 Avg. SOV 1.9%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

40%

Holiday Inn Resort Bali Canggu appears in 16/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

44%

7/16 branded-search posts that mention the selected brand are from Holiday Inn Resort Bali Canggu (44%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	13%	88%

WHAT PEOPLE ARE SAYING

Positive: The hotel is highly regarded for its outstanding service, delicious and varied breakfast, and a stunning rooftop infinity pool with panoramic ocean views, all within walking distance of the beach and popular cafes.

Neutral: Rooms are compact at 32 square meters and lack bathtubs, and while the resort offers basic amenities like a kids' club and spa, some guests find the on-site dining unremarkable.

Negative: The standard rooms are notably small, which may feel cramped for some travelers.

5 OPPORTUNITIES

1 Capture broad discovery demand
Holiday Inn Resort Bali Canggu ranks #32 in broad search with 1.3% SOV, while Blossom Eco Luxe Villas By Ekosistem leads at 8%. 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 Resort Bali Canggu appears in 16/40 branded-search posts (40%). 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 Turn positive sentiment into proof
Users already respond positively to: The hotel is highly regarded for its outstanding service, delicious and varied breakfast, and a stunning rooftop infinity pool with panoramic ocean views, all within walking distance of the beach and popular cafes. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 34 / 100 to 46-56 / 100 through keyword-led content, KOC proof, and stronger brand association.