



Hotel Majapahit Surabaya - MGallery Collection

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

79 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Hotel Majapahit Surabaya - MGallery Collection holds 28.9% blended non-branded search visibility, ranking #1; the current leader Hotel Majapahit Surabaya - MGallery Collection holds 28.9%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 93%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE

28.9%

Ranks #1 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH

100%

40/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

93% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

0%

Hotel Majapahit Surabaya - MGallery Collection leads at 28.9%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hotel Majapahit Surabaya - MGallery Collection records 28.9% blended SOV, ranking #1, while Hotel Majapahit Surabaya - MGallery Collection leads with 28.9%. The category remains fragmented, with "Other" brands accounting for 40.6% of visibility.

Search terms: Broad Search: Surabaya hotel recommendations • Narrow Search: Surabaya city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Hotel Majapahit Surabaya.	28.9%
2	Platinum Hotel Tunjunga.	5.1%
3	JW Marriott Hotel Surab.	4.1%
4	Aloft Surabaya Pakuwon .	3.6%
5	DoubleTree By Hilton Su.	3.6%
6	Four Points By Sheraton.	3.6%
7	Artha Cottages	3%
8	Ascott Waterplace Surab.	2.5%
9	Grand Whiz Hotel Praxis.	2.5%
10	Plataran Bromo Resort & Other	2.5%

Brand SOV 28.9% Brand Rank #1 Total Brands 61 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hotel Majapahit Surabaya.	43.6%
2	DoubleTree By Hilton Su.	6.4%
3	Four Points By Sheraton.	6.4%
4	Platinum Hotel Tunjunga.	6.4%
5	Aloft Surabaya Pakuwon .	3.8%
6	JW Marriott Hotel Surab.	3.8%
7	Ascott Waterplace Surab.	2.6%
8	Grand Whiz Hotel Praxis.	2.6%
9	Raffles Singapore	2.6%
10	Sheraton Surabaya Hotel. Other	19.2%

Brand SOV 43.6% Brand Rank #1 Total Brands 24 Avg. SOV 4.2%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Hotel Majapahit Surabaya.	19.3%
2	Artha Cottages	5%
3	JW Marriott Hotel Surab.	4.2%
4	Plataran Bromo Resort &.	4.2%
5	Platinum Hotel Tunjunga.	4.2%
6	Aloft Surabaya Pakuwon .	3.4%
7	Baobab Safari Resort	3.4%
8	Ascott Waterplace Surab.	2.5%
9	Cemara Indah Hotel Bromo	2.5%
10	Daluman Villas Other	2.5%

Brand SOV 19.3% Brand Rank #1 Total Brands 51 Avg. SOV 2%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

100%

Hotel Majapahit Surabaya - MGallery Collection appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

0%

POSITIVE

93%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praise the hotel's historic colonial architecture and gardens, calling it a beautiful and atmospheric property that offers excellent value for money given its central location near shopping and dining.

Neutral:

The hotel's rooms and facilities are noticeably dated, with some guests noting the aging furniture and equipment, yet many still find the vintage character charming and worth the trade-off.

Negative:

Several guests report issues with damp bedding and musty odors, and one detailed a poor spa experience with unhygienic linens and unresponsive follow-up from staff, suggesting inconsistent service and maintenance standards.

5 OPPORTUNITIES

1

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.

2

Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the hotel's historic colonial architecture and gardens, calling it a beautiful and atmospheric property that offers excellent value for money given its central location near shopping and dining. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3

Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: Several guests report issues with damp bedding and musty odors, and one detailed a poor spa experience with unhygienic linens and unresponsive follow-up from staff, suggesting inconsistent service and maintenance standards. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.