

Kudat Golf & Marina Resort

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

60 /100

EMERGING PRESENCE

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

EXECUTIVE READOUT

- Kudat Golf & Marina Resort holds **25.8%** blended non-branded search visibility, ranking **#1**; the current leader Kudat Golf & Marina Resort holds **25.8%**.
- Branded search visibility is **40%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **83%**; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS



SHARE OF VOICE

25.8%

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



BRANDED SEARCH

40%

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



BRAND CONTROL

0%

No detected Rednote account



SENTIMENT

83% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)

0%

Kudat Golf & Marina Resort leads at 25.8%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Kudat Golf & Marina Resort records 25.8% blended SOV, ranking #1, while Kudat Golf & Marina Resort leads with 25.8%. The category remains fragmented, with “Other” brands accounting for 35% of visibility.

Search terms: Broad Search: Sabah Niche Resort • Narrow Search: Hotels near Kudat Marina

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Kudat Golf & Marina Res.	25.8%
2	Tommy's Place @ Tip Of .	7.5%
3	9 Huts On A Hill	5%
4	Kudat Riviera Exclusive.	5%
5	Dreamtel Kota Kinabalu	4.2%
6	Kudat Starhouse Resort	4.2%
7	Nexus Resort & Spa Kara.	3.3%
8	Shangri-La Tanjung Aru.,	3.3%
9	Sky Hotel Kota Kinabalu	3.3%
10	The Magellan Sutura Res.	3.3%
	Other	35%

Brand SOV 25.8% Brand Rank #1 Total Brands 47 Avg. SOV 2.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Kudat Golf & Marina Res.	36.5%
2	9 Huts On A Hill	6.3%
3	Kudat Riviera Exclusive.	6.3%
4	Tommy's Place @ Tip Of .	6.3%
5	Sky Hotel Kota Kinabalu	4.8%
6	Dreamtel Kota Kinabalu	3.2%
7	Gaya Centre Hotel	3.2%
8	Kudat Starhouse Resort	3.2%
9	Abell Hotel	1.6%
10	ALVILLA Kampung Cina	1.6%
	Other	27%

Brand SOV 36.5% Brand Rank #1 Total Brands 27 Avg. SOV 3.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Kudat Golf & Marina Res.	14%
2	Tommy's Place @ Tip Of .	8.8%
3	Nexus Resort & Spa Kara.	7%
4	Dreamtel Kota Kinabalu	5.3%
5	Kudat Starhouse Resort	5.3%
6	Shangri-La Tanjung Aru.,	5.3%
7	The Magellan Sutura Res.	5.3%
8	9 Huts On A Hill	3.5%
9	Kudat Riviera Exclusive.	3.5%
10	Secret Place Beach Cafe.	3.5%
	Other	38.6%

Brand SOV 14% Brand Rank #1 Total Brands 31 Avg. SOV 3.2%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

40%

Kudat Golf & Marina Resort appears in 16/40 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

8%

POSITIVE

83%

WHAT PEOPLE ARE SAYING



Positive: Guests praised the resort's beautiful environment, clean swimming pool, scenic sea views, and helpful staff, noting it offers good value for the price and is considered one of the best options in Kudat.



Neutral: The hotel is located a couple of kilometers from the town center with limited nearby amenities, and while the rooms are decent, the facilities show signs of age and ongoing construction.



Negative: Some guests found the bathroom cleanliness unacceptable, with stained shower heads and floors, and the hotel is still under renovation, which may affect the experience.

5 OPPORTUNITIES

1 Make branded search more consistent

Kudat Golf & Marina Resort 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.

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 Turn positive sentiment into proof

Users already respond positively to: Guests praised the resort's beautiful environment, clean swimming pool, scenic sea views, and helpful staff, noting it offers good value for the price and is considered one of the best options in Kudat. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns

Negative feedback is lower-volume (8%) but specific: Some guests found the bathroom cleanliness unacceptable, with stained shower heads and floors, and the hotel is still under renovation, which may affect the experience. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.