

Maldives Sirru Fen Fushi

Rednote Search Visibility Audit

Audit period: June 2026



DAISY VISIBILITY INDEX

26 /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

- Maldives Sirru Fen Fushi holds 0.7% blended non-branded search visibility, ranking #39; the current leader The Ritz-Carlton Maldives, Fari Islands holds 3.7%.
- Branded Search Visibility is 33%, while Brand Control is 7.7%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 75%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.7%
Ranks #39 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
33%
13/40 branded-search posts mention the selected brand.

BRAND CONTROL
8%
1/13 qualifying branded-search posts are brand-owned from Maldives Sirru Fen Fushi.

SENTIMENT
75% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3%
The Ritz-Carlton Maldives, Fari Islands leads at 3.7%, ahead by 3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Maldives Sirru Fen Fushi records 0.7% blended SOV, ranking #39, while The Ritz-Carlton Maldives, Fari Islands leads with 3.7%. The category remains fragmented, with “Other” brands accounting for 81.5% of visibility.

Search terms: Broad Search: recommended Maldives overwater villa hotels • Narrow Search: best Maldives hotels for snorkeling

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	3.7%
2	Alla Kothaifaru Maldiv.	2.2%
3	Underwater Restaurant	2.2%
4	Ayada Maldives	1.5%
5	Barcelo Whale Shark Isl.	1.5%
6	COMO Shambhala Kitchen .	1.5%
7	Hard Rock Hotel Maldives	1.5%
8	Hilton Maldives Amingir.	1.5%
9	Hurawalhi Island Resort	1.5%
10	JOALI Maldives	1.5%
	Other	81.5%
39	Maldives Sirru Fen Fushi	0.7%

Brand SOV 0.7% Brand Rank #39 Total Brands 112 Avg. SOV 0.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	4.1%
2	Alla Kothaifaru Maldiv.	3.1%
3	Hard Rock Hotel Maldives	2%
4	Sun Island Resort, Mald.	2%
5	Together Bar	2%
6	Ampers&nd	1%
7	Anantara Dhigu Maldives.	1%
8	Andalucia	1%
9	Arigato	1%
10	Atoll Market	1%
	Other	81.6%
25	Maldives Sirru Fen Fushi	1%

Brand SOV 1% Brand Rank #25 Total Brands 90 Avg. SOV 1.1%

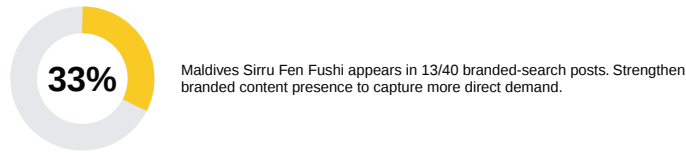
BROAD SEARCH

Rank	Brand	Share of Voice
1	Meyyafushi	5.4%
2	Safari Island	5.4%
3	Sea Salt Restaurant	5.4%
4	Soneva Jani	5.4%
5	Underwater Restaurant	5.4%
6	Alaika Maafushi	2.7%
7	Ananea Madivaru	2.7%
8	Ayada Maldives	2.7%
9	Barcelo Whale Shark Isl.	2.7%
10	Bellinis	2.7%
	Other	59.5%

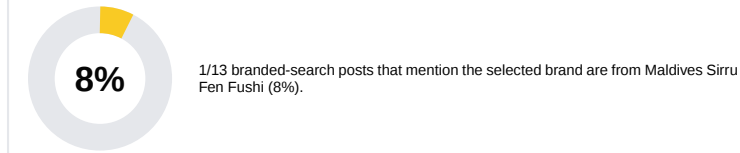
Brand SOV 0% Brand Rank - Total Brands 32 Avg. SOV 3.1%

3 BRANDED SEARCH & BRAND CONTROL

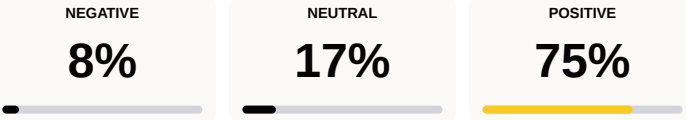
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** The island impresses with its stunning natural beauty, chic bohemian design, and attentive service, including Chinese-speaking staff, making it a photogenic and family-friendly retreat with generous all-inclusive packages.
- Neutral:** The resort has distinct strengths and weaknesses; while the sunset side offers beautiful views, the sunrise side sea vistas often disappoint, and the lagoon's clarity can be inconsistent.
- Negative:** Snorkeling is underwhelming with limited marine life, the seaplane transfer is long and uncomfortable, and noise from late-night events can severely disrupt guests' sleep.

5 OPPORTUNITIES

- 1 Capture broad discovery demand**
Maldives Sirru Fen Fushi ranks - in broad search with 0% SOV, while Meyyafushi 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**
Maldives Sirru Fen Fushi appears in 13/40 branded-search posts (33%). 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 Increase brand-owned control**
Only 7.7% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.
- 4 Turn positive sentiment into proof**
Users already respond positively to: The island impresses with its stunning natural beauty, chic bohemian design, and attentive service, including Chinese-speaking staff, making it a photogenic and family-friendly retreat with generous all-inclusive packages. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.
- 5 Address recurring trust concerns**
Negative feedback is lower-volume (8%) but specific: Snorkeling is underwhelming with limited marine life, the seaplane transfer is long and uncomfortable, and noise from late-night events can severely disrupt guests' sleep. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 26 / 100 to 38-48 / 100 through keyword-led content, KOC proof, and stronger brand association.