daisy.club

# 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 | Alila Kothaifaru Maldiv. | 2.2% |
| 3 | Underwater Restaurant | 2.2% |
| 4 | Ayada Maldives | 1.5% |
| 5 | Barceló 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 | Alila Kothaifaru Maldiv. | 3.1% |
| 3 | Hard Rock Hotel Maldives | 2% |
| 4 | Sun Island Resort, Mald. | 2% |
| 5 | Together Bar | 2% |
| 6 | Maldives Sirru Fen Fushi | 1% |
| 7 | Ampers&nd | 1% |
| 8 | Anantara Dhigu Maldives. | 1% |
| 9 | Andalucía | 1% |
| 10 | Arigato | 1% |
| | Other | 81.6% |

**Brand SOV 1% Brand Rank #6 Total Brands 90 Avg. SOV 1.1%**

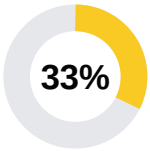
### BROAD SEARCH

| 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 | Barceló Whale Shark Isl. | 2.7% |
| 10 | Bellinis | 2.7% |
| | Other | 59.5% |

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

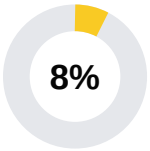
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




Maldives Sirru Fen Fushi appears in 13/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

### BRAND CONTROL




1/13 branded-search posts that mention the selected brand are from Maldives Sirru Fen Fushi (8%).

## 4 SENTIMENT ANALYSIS

| NEGATIVE | NEUTRAL | POSITIVE |
|---|---|---|
| 8% | 17% | 75% |

### 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.**