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Umana Bali, LXR Hotels & Resorts

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

38 /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

- Umana Bali, LXR Hotels & Resorts holds 0.8% blended non-branded search visibility, ranking #53; the current leader AYANA Resort Bali holds 16.5%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.8%
Ranks #53 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 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)
15.7%
AYANA Resort Bali leads at 16.5%, ahead by 15.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Umana Bali, LXR Hotels & Resorts records 0.8% blended SOV, ranking #53, while AYANA Resort Bali leads with 16.5%. The category remains fragmented, with "Other" brands accounting for 47.1% of visibility.

Search terms: Broad Search: Bali luxury hotel recommendations • Narrow Search: Bali private couple resort

BLENDED SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort Bali	16.5%
2	The Apurva Kempinski Ba.	8.3%
3	Alila Villas Uluwatu	6.6%
4	The Edge Bali	4.1%
5	Bulgari Resort Bali	3.3%
6	Hilton Bali Resort	3.3%
7	Potato Head Suites & St.	3.3%
8	AYANA Villas Bali	2.5%
9	Jumeirah Bali	2.5%
10	Mandapa, A Ritz-Carlton.	2.5%
	Other	47.1%
53	Umana Bali, LXR Hotels .	0.8%

Brand SOV 0.8% Brand Rank #53 Total Brands 57 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Alila Villas Uluwatu	12.5%
2	AYANA Resort Bali	10.7%
3	Bulgari Resort Bali	5.4%
4	The Ungasan Clifftop Re.	5.4%
5	Impiana Private Villas .	3.6%
6	Jumeirah Bali	3.6%
7	Sanna Ubud	3.6%
8	The Edge Bali	3.6%
9	Vivara Bali Private Poo.	3.6%
10	Umana Bali, LXR Hotels .	1.8%
	Other	46.4%

Brand SOV 1.8% Brand Rank #10 Total Brands 36 Avg. SOV 2.8%

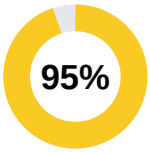
BROAD SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort Bali	21.5%
2	The Apurva Kempinski Ba.	15.4%
3	Hilton Bali Resort	6.2%
4	AYANA Villas Bali	4.6%
5	Potato Head Suites & St.	4.6%
6	The Edge Bali	4.6%
7	Alaya Resort Ubud	3.1%
8	Mandapa, A Ritz-Carlton.	3.1%
9	Maya Ubud Resort & Spa	3.1%
10	RIMBA Jimbaran Bali By .	3.1%
	Other	30.8%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

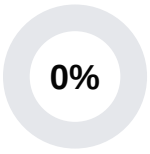
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Umana Bali, LXR Hotels & Resorts appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
8%	8%	83%

WHAT PEOPLE ARE SAYING

Positive: The resort features spacious private villas with infinity pools, stunning cliff-top ocean views, and highly praised breakfast, making it a popular choice for families and couples seeking a luxurious, secluded retreat.

Neutral: The remote cliff-top location offers tranquility but can feel isolated, with limited on-site activities for longer stays.

Negative: Service can be inconsistent, with reports of slow check-in, intrusive staff, and occasional cleanliness issues like odors and pests.

5 OPPORTUNITIES

1 Capture broad discovery demand
Umana Bali, LXR Hotels & Resorts ranks - in broad search with 0% SOV, while AYANA Resort Bali leads at 21.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

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: The resort features spacious private villas with infinity pools, stunning cliff-top ocean views, and highly praised breakfast, making it a popular choice for families and couples seeking a luxurious, secluded retreat. 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: Service can be inconsistent, with reports of slow check-in, intrusive staff, and occasional cleanliness issues like odors and pests. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 38 / 100 to 50-60 / 100 through keyword-led content, KOC proof, and stronger brand association.