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Ibis Budget Phnom Penh Riverside

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

15 /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

- Ibis Budget Phnom Penh Riverside holds 0.8% blended non-branded search visibility, ranking #35; the current leader Rosewood Phnom Penh holds 10%.
- Branded search visibility is 5%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.8%
Ranks #35 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
5%
2/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.2%
Rosewood Phnom Penh leads at 10%, ahead by 9.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Ibis Budget Phnom Penh Riverside records 0.8% blended SOV, ranking #35, while Rosewood Phnom Penh leads with 10%. The category remains fragmented, with "Other" brands accounting for 47.7% of visibility.

Search terms: Broad Search: Phnom Penh value hotels • Narrow Search: Hotels near Phnom Penh Royal Palace

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	10%
2	Courtyard By Marriott P.	6.9%
3	Palace Gate Hotel & Res.	6.9%
4	Plantation Urban Resort.	6.2%
5	The Peninsula Phnom Penh	5.4%
6	SOMA Hotel Riverside	3.8%
7	Steigenberger Hotel Phn.	3.8%
8	Aquarius Hotel & Urban .	3.1%
9	Courtyard By Marriott B.	3.1%
10	Courtyard By Marriott S.	3.1%
	Other	47.7%
35	Ibis Budget Phnom Penh .	0.8%

Brand SOV 0.8% Brand Rank #35 Total Brands 48 Avg. SOV 2.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Palace Gate Hotel & Res.	10.2%
2	Courtyard By Marriott P.	6.8%
3	Rosewood Phnom Penh	6.8%
4	Plantation Urban Resort.	5.1%
5	Steigenberger Hotel Phn.	5.1%
6	The Peninsula Phnom Penh	5.1%
7	Aquarius Hotel & Urban .	3.4%
8	Fairfield By Marriott P.	3.4%
9	JI Hotel Phnom Penh Dow.	3.4%
10	Le Botum Hotel	3.4%
	Other	47.5%
23	Ibis Budget Phnom Penh .	1.7%

Brand SOV 1.7% Brand Rank #23 Total Brands 35 Avg. SOV 2.9%

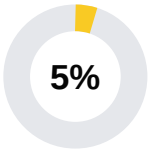
BROAD SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	12.7%
2	Courtyard By Marriott P.	7%
3	Plantation Urban Resort.	7%
4	The Peninsula Phnom Penh	5.6%
5	Courtyard By Marriott B.	4.2%
6	Courtyard By Marriott S.	4.2%
7	Courtyard By Marriott T.	4.2%
8	Palace Gate Hotel & Res.	4.2%
9	SOMA Hotel Riverside	4.2%
10	Aquarius Hotel & Urban .	2.8%
	Other	43.7%

Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%

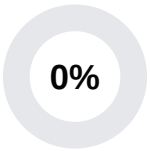
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Ibis Budget Phnom Penh Riverside appears in 2/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests highlight the hotel's excellent value for money, comfortable rooms with good views, effective air conditioning, and a complimentary breakfast, plus the bonus of a bathtub and smart toilet.

Neutral: The hotel is located near a Chinatown area where Chinese is spoken without barriers, and it was formerly a Toyoko Inn, which explains its Japanese-style bathroom fixtures.

Negative: As a budget property, it provides only a 3-in-1 body wash and no toothbrushes, coffee/tea bags, or even bottled water, so guests should bring their own amenities.

5 OPPORTUNITIES

1 Capture broad discovery demand
Ibis Budget Phnom Penh Riverside ranks - in broad search with 0% SOV, while Rosewood Phnom Penh leads at 12.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Ibis Budget Phnom Penh Riverside appears in 2/40 branded-search posts (5%). 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 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.

4 Turn positive sentiment into proof
Users already respond positively to: Guests highlight the hotel's excellent value for money, comfortable rooms with good views, effective air conditioning, and a complimentary breakfast, plus the bonus of a bathtub and smart toilet. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 15 / 100 to 27-37 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: September 2026