daisy.club

Sofitel Kuala Lumpur Damansara

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

42 /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

- Sofitel Kuala Lumpur Damansara holds 2.7% blended non-branded search visibility, ranking #2; the current leader W Kuala Lumpur holds 6.2%.
- Branded Search Visibility is 50%, while Brand Control is 10%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 84%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.7%
Ranks #2 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
50%
20/40 branded-search posts mention the selected brand.

BRAND CONTROL
10%
2/20 qualifying branded-search posts are brand-owned from Sofitel Kuala Lumpur Damansara.

SENTIMENT
84% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3.5%
W Kuala Lumpur leads at 6.2%, ahead by 3.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sofitel Kuala Lumpur Damansara records 2.7% blended SOV, ranking #2, while W Kuala Lumpur leads with 6.2%. The category remains fragmented, with "Other" brands accounting for 69.9% of visibility.

Search terms: Broad Search: Kuala Lumpur staycation hotels • Narrow Search: hotels near Damansara

BLENDED SEARCH

Rank	Brand	Share of Voice
1	W Kuala Lumpur	6.2%
2	Sofitel Kuala Lumpur Da.	2.7%
3	AC Hotel Kuala Lumpur	2.7%
4	EQ Kuala Lumpur	2.7%
5	Four Points By Sheraton.	2.7%
6	Hotel Indigo Kuala Lump.	2.7%
7	Mandarin Oriental, Kual.	2.7%
8	Park Hyatt Kuala Lumpur	2.7%
9	The RuMa Hotel And Resi.	2.7%
10	Traders Hotel Kuala Lum.	2.7%
	Other	69.9%

Brand SOV 2.7% Brand Rank #2 Total Brands 77 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sofitel Kuala Lumpur Da.	4.3%
2	AC Hotel Kuala Lumpur	2.9%
3	EQ Kuala Lumpur	2.9%
4	Four Seasons Hotel Kual.	2.9%
5	Hotel Indigo Kuala Lump.	2.9%
6	Hyatt	2.9%
7	Magellan	2.9%
8	Mandarin Oriental Kuala.	2.9%
9	Shangri-La	2.9%
10	The Cara Hotel	2.9%
	Other	69.6%

Brand SOV 4.3% Brand Rank #1 Total Brands 56 Avg. SOV 1.8%

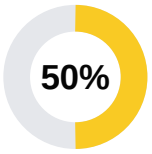
BROAD SEARCH

Rank	Brand	Share of Voice
1	W Kuala Lumpur	11.4%
2	The RuMa Hotel And Resi.	6.8%
3	Four Points By Sheraton.	4.5%
4	Park Hyatt Kuala Lumpur	4.5%
5	The Chow Kit	4.5%
6	Traders Hotel Kuala Lum.	4.5%
7	[illegible]Hotel	4.5%
8	AC Hotel Kuala Lumpur	2.3%
9	Anggun Boutique Hotel	2.3%
10	Banyan Tree Kuala Lumpur	2.3%
	Other	52.3%

Brand SOV 0% Brand Rank - Total Brands 33 Avg. SOV 3%

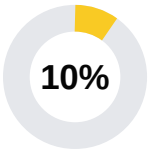
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sofitel Kuala Lumpur Damansara appears in 20/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/20 branded-search posts that mention the selected brand are from Sofitel Kuala Lumpur Damansara (10%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
11%	5%	84%

WHAT PEOPLE ARE SAYING

Positive: The hotel is praised for its elegant French-inspired design, spacious and comfortable rooms, and attentive service, especially in the club lounge and dining venues.

Neutral: No theme available.

Negative: Guests frequently criticize the hotel's remote location far from tourist attractions, inconsistent maintenance and cleanliness, and subpar breakfast offerings.

5 OPPORTUNITIES

1 Capture broad discovery demand
Sofitel Kuala Lumpur Damansara ranks - in broad search with 0% SOV, while W Kuala Lumpur leads at 11.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Sofitel Kuala Lumpur Damansara appears in 20/40 branded-search posts (50%). 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 10% 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 hotel is praised for its elegant French-inspired design, spacious and comfortable rooms, and attentive service, especially in the club lounge and dining venues. 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 (11%) but specific: Guests frequently criticize the hotel's remote location far from tourist attractions, inconsistent maintenance and cleanliness, and subpar breakfast offerings. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 42 / 100 to 54-64 / 100 through keyword-led content, KOC proof, and stronger brand association.