daisy.club

# Song Saa Private Island

## Rednote Search Visibility Audit

Audit period: October 2026

### DAISY VISIBILITY INDEX

**37 /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

- Song Saa Private Island holds 3.4% blended non-branded search visibility, ranking #7; the current leader Six Senses Krabey Island holds 11%.
- Branded search visibility is 58%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 87%; the clearest next lever is capture broad discovery demand.

## 1 SCORE DRIVERS

**SHARE OF VOICE**
**3.4%**
Ranks #7 blended and #16 broad across selected non-branded keyword runs.

**BRANDED SEARCH**
**58%**
23/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
**0%**
No detected Rednote account

**SENTIMENT**
**87% Positive**
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
**7.6%**
Six Senses Krabey Island leads at 11%, ahead by 7.6%.

## 2 SHARE OF VOICE Non-Branded Search Visibility

**Song Saa Private Island records 3.4% blended SOV, ranking #7, while Six Senses Krabey Island leads with 11%. The category remains fragmented, with "Other" brands accounting for 55.5% of visibility.**

**Search terms: Broad Search: Cambodia island hotel recommendations • Narrow Search: Cambodia private island resort**

### BLENDED SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Six Senses Krabey Island | 11% |
| 2 | Eightfold Urban Resort | 4.8% |
| 3 | Park Hyatt Siem Reap | 4.8% |
| 4 | You&Me Resort Koh Rong | 4.8% |
| 5 | JATI Koh Russey | 4.1% |
| 6 | The Royal Sands Koh Rong | 4.1% |
| 7 | Song Saa Private Island | 3.4% |
| 8 | Jaya House River Park | 2.7% |
| 9 | Shinta Mani Wild | 2.7% |
| 10 | Amber Kampot | 2.1% |
| | Other | 55.5% |

**Brand SOV 3.4% Brand Rank #7 Total Brands 71 Avg. SOV 1.4%**

### NARROW SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Six Senses Krabey Island | 12.7% |
| 2 | Park Hyatt Siem Reap | 8.5% |
| 3 | Song Saa Private Island | 5.6% |
| 4 | JATI Koh Russey | 5.6% |
| 5 | Jaya House River Park | 5.6% |
| 6 | Eightfold Urban Resort | 4.2% |
| 7 | Shinta Mani Wild | 4.2% |
| 8 | Angkor Village Hotel | 2.8% |
| 9 | Makuta Villa | 2.8% |
| 10 | Rambutan Resort | 2.8% |
| | Other | 45.1% |

**Brand SOV 5.6% Brand Rank #3 Total Brands 42 Avg. SOV 2.4%**

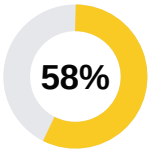
### BROAD SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Six Senses Krabey Island | 9.3% |
| 2 | The Royal Sands Koh Rong | 8% |
| 3 | You&Me Resort Koh Rong | 8% |
| 4 | Eightfold Urban Resort | 5.3% |
| 5 | Golden Beach Resort | 4% |
| 6 | Amber Kampot | 2.7% |
| 7 | Bali Resort & Apartment | 2.7% |
| 8 | Beachwalk Koh Rong | 2.7% |
| 9 | Island Center Point Res. | 2.7% |
| 10 | JATI Koh Russey | 2.7% |
| | Other | 52% |
| 16 | Song Saa Private Island | 1.3% |

**Brand SOV 1.3% Brand Rank #16 Total Brands 44 Avg. SOV 2.3%**

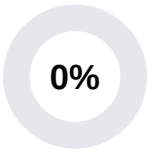
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




Song Saa Private Island appears in 23/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

### BRAND CONTROL




No detected Rednote account

## 4 SENTIMENT ANALYSIS

| NEGATIVE | NEUTRAL | POSITIVE |
|---|---|---|
| 9% | 4% | 87% |

### WHAT PEOPLE ARE SAYING

**Positive:** Guests consistently praise the resort's exceptional privacy, romantic dual-island setting, strong eco conservation efforts, and the convenience of all inclusive packages that cover meals, non motorized water sports, and transfers.

**Neutral:** The resort is reachable by a 30–50 minute speedboat from Sihanoukville, with rates typically ranging from $1,300 to $3,800 per night, and dining options are primarily Western-style.

**Negative:** Some guests find the island too rustic and lacking a long sandy beach for strolling or sunbathing, and the Western-focused dining may not suit Asian palates over multiple days; certain excursions booked through the resort are also considered overpriced.

## 5 OPPORTUNITIES

**1 Capture broad discovery demand**
Song Saa Private Island ranks #16 in broad search with 1.3% SOV, while Six Senses Krabey Island leads at 9.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

**2 Make branded search more consistent**
Song Saa Private Island appears in 23/40 branded-search posts (58%). 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 consistently praise the resort's exceptional privacy, romantic dual-island setting, strong eco conservation efforts, and the convenience of all inclusive packages that cover meals, non - motorized water sports, and transfers. 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 (9%) but specific: Some guests find the island too rustic and lacking a long sandy beach for strolling or sunbathing, and the Western-focused dining may not suit Asian palates over multiple days; certain excursions booked through the resort are also considered overpriced. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

**Near-term goal: move from 37 / 100 to 49-59 / 100 through keyword-led content, KOC proof, and stronger brand association.**