daisy.club

Citadines Prai Penang

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

13 /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

- Citadines Prai Penang holds 0% blended non-branded search visibility, ranking -; the current leader M Social Resort Penang holds 4.2%.
- Branded search visibility is 10%, 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%
Ranks - blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
10%
4/40 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)
4.2%
M Social Resort Penang leads at 4.2%, ahead by 4.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Citadines Prai Penang records 0% blended SOV, ranking -, while M Social Resort Penang leads with 4.2%. The category remains fragmented, with "Other" brands accounting for 70% of visibility.

Search terms: Broad Search: Penang hotel recommendations • Narrow Search: Hotels near Bukit Mertajam

BLENDED SEARCH

Rank	Brand	Share of Voice
1	M Social Resort Penang	4.2%
2	Marriott Executive Apar.	4.2%
3	Ascott Gurney Penang	3.3%
4	Citadines Tanjung Tokon.	3.3%
5	By The Hill	2.5%
6	City Of Dreams	2.5%
7	Eastern & Oriental Hotel	2.5%
8	Iconic Hotel Penang	2.5%
9	Mercure ICON Singapore .	2.5%
10	Shangri-La Rasa Sayang,.	2.5%
	Other	70%

Brand SOV 0% Brand Rank - Total Brands 72 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	By The Hill	4.9%
2	Iconic Hotel Penang	4.9%
3	Mercure ICON Singapore .	4.9%
4	Wesley Hotel	4.9%
5	City Of Dreams	3.3%
6	Courtyard By Marriott P.	3.3%
7	Holiday Inn Penang	3.3%
8	Marriott	3.3%
9	Marriott Executive Apar.	3.3%
10	Vangohh Eminent	3.3%
	Other	60.7%

Brand SOV 0% Brand Rank - Total Brands 46 Avg. SOV 2.2%

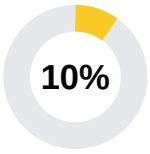
BROAD SEARCH

Rank	Brand	Share of Voice
1	M Social Resort Penang	8.5%
2	Ascott Gurney Penang	6.8%
3	Citadines Tanjung Tokon.	5.1%
4	Eastern & Oriental Hotel	5.1%
5	Marriott Executive Apar.	5.1%
6	Shangri-La Rasa Sayang,.	5.1%
7	Angsana Teluk Bahang, P.	3.4%
8	Break & Stay Suites	3.4%
9	DoubleTree Resort By Hi.	3.4%
10	Gurney Bay Hotel	3.4%
	Other	50.8%

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

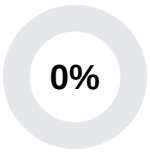
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Citadines Prai Penang appears in 4/40 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 strategic location near Juru Sentral and Icon City, its modern business-friendly amenities, and its family appeal, including an infinity pool.

Neutral: The property is a 4-star serviced apartment in Bukit Mertajam offering 168 units in studio and two-bedroom configurations.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Citadines Prai Penang ranks - in broad search with 0% SOV, while M Social Resort Penang leads at 8.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Citadines Prai Penang appears in 4/40 branded-search posts (10%). 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 strategic location near Juru Sentral and Icon City, its modern business-friendly amenities, and its family appeal, including an infinity pool. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 13 / 100 to 25-35 / 100 through keyword-led content, KOC proof, and stronger brand association.