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The Kee Resort & Spa

Rednote Search Visibility Audit

Audit period: August 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

- The Kee Resort & Spa holds 0% blended non-branded search visibility, ranking -; the current leader Katathani Phuket Beach Resort holds 6%.
- Branded Search Visibility is 60%, while Brand Control is 54.2%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 86%; 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
60%
24/40 branded-search posts mention the selected brand.

BRAND CONTROL
54%
13/24 qualifying branded-search posts are brand-owned from The Kee Resort & Spa.

SENTIMENT
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6%
Katathani Phuket Beach Resort leads at 6%, ahead by 6%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Kee Resort & Spa records 0% blended SOV, ranking -, while Katathani Phuket Beach Resort leads with 6%. The category remains fragmented, with "Other" brands accounting for 63% of visibility.

Search terms: Broad Search: Phuket hotel recommendations • Narrow Search: Phuket couples resort hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	6%
2	Courtyard By Marriott P.	5%
3	The Shore At Katathani	5%
4	Andaman Embrace Patong	4%
5	Eden Resort & Villas Ph.	3%
6	M Social Hotel Phuket	3%
7	Malisa Villa Suites	3%
8	Sala Phuket Mai Khao Be.	3%
9	The Racha	3%
10	Ayara Kamala Resort & S.	2%
	Other	63%

Brand SOV 0% Brand Rank - Total Brands 69 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Eden Resort & Villas Ph.	10%
2	M Social Hotel Phuket	10%
3	Andaman Embrace Patong	6.7%
4	Courtyard By Marriott P.	6.7%
5	La Flora Resort Patong	6.7%
6	The Shore At Katathani	6.7%
7	Ayara Kamala Resort & S.	3.3%
8	Graceland Resort & Spa	3.3%
9	Holiday Inn Phuket Pato.	3.3%
10	Kata Miti Concept Hotel	3.3%
	Other	40%

Brand SOV 0% Brand Rank - Total Brands 22 Avg. SOV 4.5%

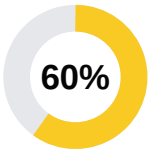
BROAD SEARCH

Rank	Brand	Share of Voice
1	Katathani Phuket Beach .	7.1%
2	Courtyard By Marriott P.	4.3%
3	The Racha	4.3%
4	The Shore At Katathani	4.3%
5	Andaman Embrace Patong	2.9%
6	Malisa Villa Suites	2.9%
7	Rayaburi Resort	2.9%
8	Sala Phuket Mai Khao Be.	2.9%
9	The Paradox Resort Phuk.	2.9%
10	Anantara Layan Phuket R.	1.4%
	Other	64.3%

Brand SOV 0% Brand Rank - Total Brands 55 Avg. SOV 1.8%

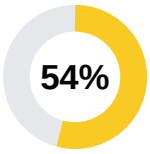
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Kee Resort & Spa appears in 24/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



13/24 branded-search posts that mention the selected brand are from The Kee Resort & Spa (54%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	14%	86%

WHAT PEOPLE ARE SAYING

Positive: The hotel is praised for its prime location in the heart of Patong Beach, close to shopping, dining, and nightlife, with easy access to the beach. Guests highlight the rooftop bar's stunning sea views and sunsets, the fun pool parties, and the overall good value for money, especially when booked early.

Neutral: The hotel offers a variety of room types, including pool-access and jacuzzi rooms, and features multiple dining and bar venues such as the Kee Kitchen, Sky Lounge, and Pool Bar. Promotional packages and wedding services are also mentioned, catering to different traveler needs.

Negative: Some guests note that the hotel can be noisy at night due to its central location near Bangla Road, and rooms may feel slightly damp, with no dedicated clothes-drying area, which is common for beachfront properties.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Kee Resort & Spa ranks - in broad search with 0% SOV, while Katathani Phuket Beach Resort leads at 7.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Kee Resort & Spa appears in 24/40 branded-search posts (60%). 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 Turn positive sentiment into proof
Users already respond positively to: The hotel is praised for its prime location in the heart of Patong Beach, close to shopping, dining, and nightlife, with easy access to the beach. Guests highlight the rooftop bar's stunning sea views and sunsets, the fun pool parties, and the overall good value for money, especially when booked early. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

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