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Riva Boutique Resort Koh Chang

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

11 /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

- Riva Boutique Resort Koh Chang holds 0% blended non-branded search visibility, ranking -; the current leader Dinso Resort & Villas Ko Chang, Vignette Collection holds 23.4%.
- Branded search visibility is 3%, 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
3%
1/40 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)
23.4%
Dinso Resort & Villas Ko Chang, Vignette Collection leads at 23.4%, ahead by 23.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Riva Boutique Resort Koh Chang records 0% blended SOV, ranking -, while Dinso Resort & Villas Ko Chang, Vignette Collection leads with 23.4%. The category remains fragmented, with "Other" brands accounting for 18.4% of visibility.

Search terms: Broad Search: Koh Chang hotel recommendations • Narrow Search: hotels near Klong Prao Beach, Koh Chang

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Dinso Resort & Villas K.	23.4%
2	SYLVAN Koh Chang	11.4%
3	KC Grande Resort & Spa .	10.8%
4	The Dewa Koh Chang	8.2%
5	Aiyapura Resort & Spa K.	7%
6	AWA Resort Koh Chang	5.1%
7	Centara Koh Chang Tropi.	4.4%
8	Kacha Resort & Spa Koh .	3.8%
9	Kai Bae Beach Grand View	3.8%
10	Sol Beach Koh Chang	3.8%
	Other	18.4%

Brand SOV 0% Brand Rank - Total Brands 23 Avg. SOV 4.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Dinso Resort & Villas K.	20.8%
2	The Dewa Koh Chang	11.7%
3	Aiyapura Resort & Spa K.	10.4%
4	KC Grande Resort & Spa .	10.4%
5	Sol Beach Koh Chang	7.8%
6	SYLVAN Koh Chang	7.8%
7	The Splash Koh Chang	5.2%
8	Centara Koh Chang Tropi.	3.9%
9	Kacha Resort & Spa Koh .	3.9%
10	Kai Bae Beach Grand View	3.9%
	Other	14.3%

Brand SOV 0% Brand Rank - Total Brands 20 Avg. SOV 5%

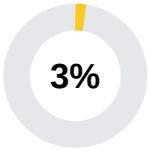
BROAD SEARCH

Rank	Brand	Share of Voice
1	Dinso Resort & Villas K.	25.9%
2	SYLVAN Koh Chang	14.8%
3	KC Grande Resort & Spa .	11.1%
4	AWA Resort Koh Chang	7.4%
5	Centara Koh Chang Tropi.	4.9%
6	The Dewa Koh Chang	4.9%
7	Aiyapura Resort & Spa K.	3.7%
8	Kacha Resort & Spa Koh .	3.7%
9	Kai Bae Beach Grand View	3.7%
10	Mercure Koh Chang Hidea.	3.7%
	Other	16%

Brand SOV 0% Brand Rank - Total Brands 16 Avg. SOV 6.3%

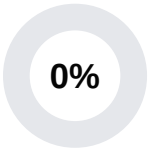
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Riva Boutique Resort Koh Chang appears in 1/40 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: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Riva Boutique Resort Koh Chang ranks - in broad search with 0% SOV, while Dinso Resort & Villas Ko Chang, Vignette Collection leads at 25.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Riva Boutique Resort Koh Chang appears in 1/40 branded-search posts (3%). 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**
Positive sentiment is 100%. Turn the strongest guest praise into KOC briefs, pinned UGC, and official posts so search results carry more conversion proof.

Near-term goal: move from 11 / 100 to 23-33 / 100 through keyword-led content, KOC proof, and stronger brand association.