daisy.club

The Bell Pool Villa Resort

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

14 /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 Bell Pool Villa Resort holds 0% blended non-branded search visibility, ranking -; the current leader Paradox Resort Phuket holds 9.4%.
- Branded search visibility is 18%, showing how consistently the brand appears in its own search demand.
- 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
18%
7/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

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

COMPETITIVE GAP (BLENDED SEARCH)
9.4%
Paradox Resort Phuket leads at 9.4%, ahead by 9.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Bell Pool Villa Resort records 0% blended SOV, ranking -, while Paradox Resort Phuket leads with 9.4%. The category remains fragmented, with "Other" brands accounting for 56.4% of visibility.

Search terms: Broad Search: Phuket resort hotel guide • Narrow Search: Phuket couple pool villa

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Paradox Resort Phuket	9.4%
2	The Shore At Katathani	8.5%
3	Malisa Villa Suites	6.8%
4	Pamookkoo Resort	3.4%
5	Anantara Layan Phuket R.	2.6%
6	Eden Resort & Villas Ph.	2.6%
7	Kata Thani Beach Resort	2.6%
8	Pullman Phuket Arcadia .	2.6%
9	Renaissance Phuket Reso.	2.6%
10	Sala Phuket Mai Khao Be.	2.6%
	Other	56.4%

Brand SOV 0% Brand Rank - Total Brands 63 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Shore At Katathani	10.3%
2	Malisa Villa Suites	5.2%
3	InterContinental Phuket.	3.4%
4	Le Méridien Phuket Beac.	3.4%
5	Namaka Resort Kamala	3.4%
6	Radisson Resort & Suite.	3.4%
7	Sri Panwa Phuket	3.4%
8	The Exclusive Sky	3.4%
9	Wyndham Garden Phuket K.	3.4%
10	Acara Hotel	1.7%
	Other	58.6%

Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%

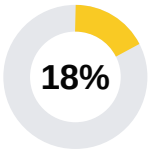
BROAD SEARCH

Rank	Brand	Share of Voice
1	Paradox Resort Phuket	18.6%
2	Malisa Villa Suites	8.5%
3	The Shore At Katathani	6.8%
4	Kata Thani Beach Resort	5.1%
5	Pamookkoo Resort	5.1%
6	Pullman Phuket Arcadia .	5.1%
7	Renaissance Phuket Reso.	5.1%
8	Anantara Layan Phuket R.	3.4%
9	Eden Resort & Villas Ph.	3.4%
10	Katathani Phuket Beach .	3.4%
	Other	35.6%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

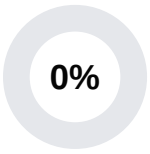
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Bell Pool Villa Resort appears in 7/40 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%	14%	86%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the private pool villas, the complimentary breakfast delivered to the room, and the attentive butler-style service, making it a strong choice for families and couples seeking a clean, quiet beach area with easy access to Patong.

Neutral: The resort is located in Kamala Beach, about 500-700 meters from the shore, and while it offers free shuttle service to Patong every two hours, the surrounding area lacks large shopping malls, though a new Tops supermarket has recently opened nearby.

Negative: Some posts note that the resort's booking ratings are not particularly high, and the location is somewhat removed from major commercial areas, which may require renting a scooter for convenient travel.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
The Bell Pool Villa Resort ranks - in broad search with 0% SOV, while Paradox Resort Phuket leads at 18.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
The Bell Pool Villa Resort appears in 7/40 branded-search posts (18%). 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 private pool villas, the complimentary breakfast delivered to the room, and the attentive butler-style service, making it a strong choice for families and couples seeking a clean, quiet beach area with easy access to Patong. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 14 / 100 to 26-36 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: August 2026