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Helen Fin Inn And Apartment

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

1 /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

- Helen Fin Inn And Apartment holds 0% blended non-branded search visibility, ranking -; the current leader Soladia Hotel & Residences By One Park holds 10%.
- Branded search visibility is 3%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; 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
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10%
Soladia Hotel & Residences By One Park leads at 10%, ahead by 10%.

2 SHARE OF VOICE Non-Branded Search Visibility

Helen Fin Inn And Apartment records 0% blended SOV, ranking -, while Soladia Hotel & Residences By One Park leads with 10%. The category remains fragmented, with "Other" brands accounting for 47.5% of visibility.

Search terms: Broad Search: Phnom Penh value for money hotel • Narrow Search: Phnom Penh apartment hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Soladia Hotel & Residen.	10%
2	Rosewood Phnom Penh	9.2%
3	Courtyard By Marriott P.	6.7%
4	Plantation Urban Resort.	5.8%
5	The Peninsula Phnom Penh	4.2%
6	Courtyard By Marriott S.	3.3%
7	Courtyard By Marriott T.	3.3%
8	Palace Gate Hotel & Res.	3.3%
9	SOMA Hotel Riverside	3.3%
10	Steigenberger Hotel Phn.	3.3%
	Other	47.5%

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

NARROW SEARCH

Rank	Brand	Share of Voice
1	Courtyard By Marriott P.	6.5%
2	Soladia Hotel & Residen.	6.5%
3	Baitong Hotel & Resort .	4.8%
4	Plantation Urban Resort.	4.8%
5	Aquarius Hotel & Urban .	3.2%
6	Capri By Fraser, Phnom .	3.2%
7	Citadines Flatiron Phno.	3.2%
8	Courtyard By Marriott S.	3.2%
9	Courtyard By Marriott T.	3.2%
10	Floatation - Floating B.	3.2%
	Other	58.1%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

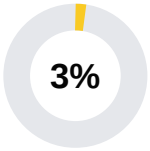
BROAD SEARCH

Rank	Brand	Share of Voice
1	Rosewood Phnom Penh	15.5%
2	Soladia Hotel & Residen.	13.8%
3	Courtyard By Marriott P.	6.9%
4	Plantation Urban Resort.	6.9%
5	The Peninsula Phnom Penh	6.9%
6	Hyatt Regency Phnom Penh	5.2%
7	Courtyard By Marriott B.	3.4%
8	Courtyard By Marriott S.	3.4%
9	Courtyard By Marriott T.	3.4%
10	Fairfield By Marriott P.	3.4%
	Other	31%

Brand SOV 0% Brand Rank - Total Brands 25 Avg. SOV 4%

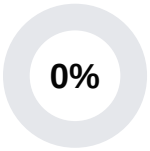
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Helen Fin Inn And Apartment 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%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: The brand is mentioned in a post tagged with Phnom Penh, but no specific details are provided.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Helen Fin Inn And Apartment ranks - in broad search with 0% SOV, while Rosewood Phnom Penh leads at 15.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Helen Fin Inn And Apartment 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.

Near-term goal: move from 1 / 100 to 13-23 / 100 through keyword-led content, KOC proof, and stronger brand association.

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