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Amari Kuala Lumpur

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

31 /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

- Amari Kuala Lumpur holds 1.1% blended non-branded search visibility, ranking #26; the current leader Traders Hotel Kuala Lumpur holds 4.9%.
- Branded Search Visibility is 35%, while Brand Control is 7.1%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1.1%
Ranks #26 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
35%
14/40 branded-search posts mention the selected brand.

BRAND CONTROL
7%
1/14 qualifying branded-search posts are brand-owned from amarikualalumpur.

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3.8%
Traders Hotel Kuala Lumpur leads at 4.9%, ahead by 3.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Amari Kuala Lumpur records 1.1% blended SOV, ranking #26, while Traders Hotel Kuala Lumpur leads with 4.9%. The category remains fragmented, with "Other" brands accounting for 67.2% of visibility.

Search terms: Broad Search: Kuala Lumpur hotel recommendations • Narrow Search: Kuala Lumpur hotels near Mid Valley

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Traders Hotel Kuala Lum.	4.9%
2	Armani Residence Kuala .	3.8%
3	Kimpton Naluria Kuala L.	3.3%
4	The Gardens Hotel - St..	3.3%
5	The Lyne Hotel	3.3%
6	W Kuala Lumpur	3.3%
7	Element Kuala Lumpur	2.7%
8	Komune Living Bangsar S.	2.7%
9	Park Hyatt Kuala Lumpur	2.7%
10	Sleeping Lion Suites	2.7%
	Other	67.2%
26	Amari Kuala Lumpur	1.1%

Brand SOV 1.1% Brand Rank #26 Total Brands 75 Avg. SOV 1.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Komune Living Bangsar S.	4.9%
2	The Gardens Hotel - St..	4.9%
3	AC Hotel By Marriott Ku.	3.7%
4	citizenM Kuala Lumpur B.	3.7%
5	St Giles Boulevard Hotel	3.7%
6	Amari Kuala Lumpur	2.5%
7	Hotel Royal Signature	2.5%
8	Hyatt Centric Kuala Lum.	2.5%
9	JW Marriott Hotel Kuala.	2.5%
10	Kimpton Naluria Kuala L.	2.5%
	Other	66.7%

Brand SOV 2.5% Brand Rank #6 Total Brands 59 Avg. SOV 1.7%

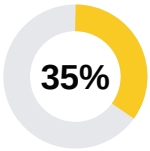
BROAD SEARCH

Rank	Brand	Share of Voice
1	Traders Hotel Kuala Lum.	6.9%
2	Armani Residence Kuala .	5.9%
3	The Lyne Hotel	4.9%
4	Element Kuala Lumpur	3.9%
5	Kimpton Naluria Kuala L.	3.9%
6	Park Hyatt Kuala Lumpur	3.9%
7	Sleeping Lion Suites	3.9%
8	The RuMa Hotel And Resi.	3.9%
9	W Kuala Lumpur	3.9%
10	Grand Hyatt Kuala Lumpur	2.9%
	Other	55.9%

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

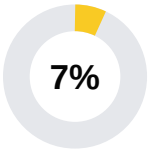
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Amari Kuala Lumpur appears in 14/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



1/14 branded-search posts that mention the selected brand are from amarikualalumpur (7%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently highlight the hotel's convenient location next to Mid Valley Megamall and The Gardens Mall via covered walkways, near the Abdullan Hukum LRT station, with comfortable rooms, good value, and a well-regarded breakfast spread.

Neutral: Breakfast receives mixed opinions on flavor—some find it excellent and varied, while others describe it as average, though the selection and daily changes are generally appreciated.

Negative: A few guests reported the air conditioning in rooms occasionally fluctuated between too cold and too warm.

5 OPPORTUNITIES

1 Capture broad discovery demand
Amari Kuala Lumpur ranks - in broad search with 0% SOV, while Traders Hotel Kuala Lumpur leads at 6.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Amari Kuala Lumpur appears in 14/40 branded-search posts (35%). 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 Increase brand-owned control
Only 7.1% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

4 Turn positive sentiment into proof
Users already respond positively to: Guests consistently highlight the hotel's convenient location next to Mid Valley Megamall and The Gardens Mall via covered walkways, near the Abdullan Hukum LRT station, with comfortable rooms, good value, and a well-regarded breakfast spread. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 31 / 100 to 43-53 / 100 through keyword-led content, KOC proof, and stronger brand association.