daisy.club

Raffles Doha

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

66 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Raffles Doha holds 7.3% blended non-branded search visibility, ranking #3; the current leader Mandarin Oriental, Doha holds 10%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 82%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
7.3%
Ranks #3 blended and #3 broad across selected non-branded keyword runs.

BRANDED SEARCH
98%
39/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
2.7%
Mandarin Oriental, Doha leads at 10%, ahead by 2.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Raffles Doha records 7.3% blended SOV, ranking #3, while Mandarin Oriental, Doha leads with 10%. The category remains fragmented, with "Other" brands accounting for 43.3% of visibility.

Search terms: Broad Search: Doha luxury hotels • Narrow Search: Lusail hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Mandarin Oriental, Doha	10%
2	Park Hyatt Doha	9.3%
3	Raffles Doha	7.3%
4	Rosewood Doha	7.3%
5	Waldorf Astoria Doha We.	5.3%
6	The Ritz-Carlton, Doha	4.7%
7	Fairmont Doha	3.3%
8	Four Seasons Hotel Doha	3.3%
9	Waldorf Astoria Doha Lu.	3.3%
10	Sharq Village & Spa, A .	2.7%
	Other	43.3%

Brand SOV 7.3% Brand Rank #3 Total Brands 54 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Raffles Doha	10%
2	Rosewood Doha	10%
3	Fairmont Doha	6.7%
4	Four Seasons Hotel Doha	6.7%
5	Mandarin Oriental, Doha	6.7%
6	Waldorf Astoria Doha Lu.	6.7%
7	Waldorf Astoria Doha We.	6.7%
8	Bürgenstock Resort	3.3%
9	Park Hyatt Doha	3.3%
10	The Chedi Katara Hotel .	3.3%
	Other	36.7%

Brand SOV 10% Brand Rank #1 Total Brands 30 Avg. SOV 3.3%

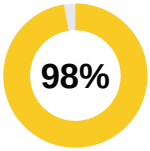
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Doha	13.3%
2	Mandarin Oriental, Doha	12.2%
3	Raffles Doha	5.6%
4	Rosewood Doha	5.6%
5	The Ritz-Carlton, Doha	5.6%
6	Waldorf Astoria Doha We.	4.4%
7	JW Marriott Marquis Cit.	3.3%
8	Sharq Village & Spa, A .	3.3%
9	Banyan Tree Doha	2.2%
10	Central Inn Souq Waqif	2.2%
	Other	42.2%

Brand SOV 5.6% Brand Rank #3 Total Brands 40 Avg. SOV 2.5%

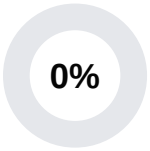
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Raffles Doha appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
10%	8%	82%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's stunning architecture and design, spacious all-suite rooms with sea views, high-tech amenities, and attentive butler service, often calling it one of the best luxury hotels they've experienced.

Neutral: The hotel is located about 30 minutes from central Doha and the airport, and it lacks an indoor pool, with guests directed to the adjacent Fairmont for indoor swimming.

Negative: Some guests feel the service and dining options do not fully justify the high price, citing an inexperienced front office manager and limited restaurant menus, while others noted that during certain periods (e.g., Ramadan or regional conflicts) breakfast service was relocated and subpar.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the hotel's stunning architecture and design, spacious all-suite rooms with sea views, high-tech amenities, and attentive butler service, often calling it one of the best luxury hotels they've experienced. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns
Negative feedback is lower-volume (10%) but specific: Some guests feel the service and dining options do not fully justify the high price, citing an inexperienced front office manager and limited restaurant menus, while others noted that during certain periods (e.g., Ramadan or regional conflicts) breakfast service was relocated and subpar. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 66 / 100 to 78-88 / 100 through keyword-led content, KOC proof, and stronger brand association.