



The Alchemist Coffee

Rednote Search Visibility Audit

Audit period: October 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

- The Alchemist Coffee holds 0% blended non-branded search visibility, ranking -; the current leader BROWN Coffee holds 9%.
- 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 key-word 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)
9%

BROWN Coffee leads at 9%, ahead by 9%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Alchemist Coffee records 0% blended SOV, ranking -, while BROWN Coffee leads with 9%. The category remains fragmented, with “Other” brands accounting for 54.9% of visibility.

Search terms: Broad Search: Phnom Penh coffee guide • Narrow Search: Phnom Penh riverside coffee shops

BLENDED SEARCH

Rank	Brand	Share of Voice
1	BROWN Coffee	9%
2	La Chronique	5.3%
3	Kinin Cafe	4.5%
4	Prey Fern Coffee	4.5%
5	Temple Coffee St51	4.5%
6	Backyard Cafe	3.8%
7	Fola Coffee & Bakehouse	3.8%
8	TUBE COFFEE Riverside	3.8%
9	Ambera Cafe	3%
10	BOBO Coffee	3%
	Other	54.9%

Brand SOV 0% Brand Rank - Total Brands 53 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	BROWN Coffee	9.2%
2	La Chronique	6.2%
3	Backyard Cafe	4.6%
4	Kinin Cafe	4.6%
5	BROWN Roastery Sothea.	3.1%
6	Fola Coffee & Bakehouse	3.1%
7	Gather Grounds Coffee A.	3.1%
8	Haru Cafe	3.1%
9	Prey Fern Coffee	3.1%
10	Temple Coffee St51	3.1%
	Other	56.9%

Brand SOV 0% Brand Rank - Total Brands 47 Avg. SOV 2.1%

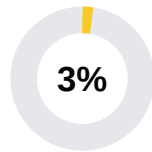
BROAD SEARCH

Rank	Brand	Share of Voice
1	BROWN Coffee	8.8%
2	Prey Fern Coffee	5.9%
3	Temple Coffee St51	5.9%
4	TUBE COFFEE Riverside	5.9%
5	Ambera Cafe	4.4%
6	BOBO Coffee	4.4%
7	Fola Coffee & Bakehouse	4.4%
8	Kinin Cafe	4.4%
9	La Chronique	4.4%
10	SOUL Coffee Koh Norea	4.4%
	Other	47.1%

Brand SOV 0% Brand Rank - Total Brands 29 Avg. SOV 3.4%

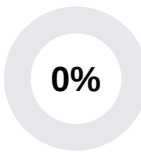
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Alchemist Coffee 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

0%

NEUTRAL

0%

POSITIVE

0%

WHAT PEOPLE ARE SAYING



Positive: No theme available.



Neutral: No theme available.



Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand

The Alchemist Coffee ranks - in broad search with 0% SOV, while BROWN Coffee leads at 8.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

The Alchemist Coffee 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.