

Sherwood Suites Saigon

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

18 /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

Sherwood Suites Saigon holds **0.8%** blended non-branded search visibility, ranking **#56**; the current leader President Maison Signature By M Village holds **9.9%**.

Branded search visibility is **28%**, showing how consistently the brand appears in its own search demand.

Positive sentiment is **82%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

0.8%

Ranks #56 blended and #39 broad across selected non-branded keyword runs.

BRANDED SEARCH

28%

11/40 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)

9.1%

President Maison Signature By M Village leads at 9.9%, ahead by 9.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sherwood Suites Saigon records 0.8% blended SOV, ranking #56, while President Maison Signature By M Village leads with 9.9%. The category remains fragmented, with “Other” brands accounting for 57.9% of visibility.

Search terms: Broad Search: Ho Chi Minh City hotel recommendations • Narrow Search: Ho Chi Minh City downtown hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	President Maison Signat.	9.9%
2	La Vela Saigon Hotel	5%
3	Park Hyatt Saigon	5%
4	Hilton Saigon	4.1%
5	Mai House Saigon Hotel	4.1%
6	Fusion Suites Saigon	3.3%
7	The Reverie Saigon	3.3%
8	CityHouse VIBE City Oas.	2.5%
9	Hotel Des Arts Saigon -.	2.5%
10	Silverland Ben Thanh Ho.	2.5%
	Other	57.9%
56	Sherwood Suites Saigon	0.8%

Brand SOV 0.8% Brand Rank #56 Total Brands 62 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	President Maison Signat.	13.3%
2	Park Hyatt Saigon	8.3%
3	Mai House Saigon Hotel	6.7%
4	La Vela Saigon Hotel	5%
5	Silverland Hotel	5%
6	Hilton Saigon	3.3%
7	Holiday Inn Resort Ho T.	3.3%
8	Hôtel Des Arts Saigon -.	3.3%
9	KiN Hotel Thi Sach Edit.	3.3%
10	The Reverie Saigon	3.3%
	Other	45%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

BROAD SEARCH

Rank	Brand	Share of Voice
1	President Maison Signat.	6.6%
2	Fusion Suites Saigon	4.9%
3	Hilton Saigon	4.9%
4	La Vela Saigon Hotel	4.9%
5	ANIMA - Vietnamese Cont.	3.3%
6	CityHouse VIBE City Oas.	3.3%
7	Dai Nam Boutique Hotel	3.3%
8	Hotel Des Arts Saigon -.	3.3%
9	M Village Hotel Nguyen .	3.3%
10	Marina Bay Sands	3.3%
	Other	59%
39	Sherwood Suites Saigon	1.6%

Brand SOV 1.6% Brand Rank #39 Total Brands 41 Avg. SOV 2.4%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

28%

Sherwood Suites Saigon appears in 11/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

18%

NEUTRAL

0%

POSITIVE

82%

WHAT PEOPLE ARE SAYING

Positive: Most guests praised the spacious and bright rooms, well-equipped facilities (including washing machines, dryers, and kitchens), and attentive services such as birthday cakes and butler service. The location is convenient and quiet, ideal for family trips or outings with friends.

Neutral: The hotel is located near the embassy area of District 3, within walking distance of District 1, offering apartment-style accommodation suitable for families or groups. Some guests mentioned the price is around 1000 RMB per night.

Negative: Some guests reported issues such as unauthorized additional charges, indifferent front desk service, and noise from nighttime renovations that affected rest.

5 OPPORTUNITIES

1

Capture broad discovery demand

Sherwood Suites Saigon ranks #39 in broad search with 1.6% SOV, while President Maison Signature By M Village leads at 6.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Make branded search more consistent

Sherwood Suites Saigon appears in 11/40 branded-search posts (28%). 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: Most guests praised the spacious and bright rooms, well-equipped facilities (including washing machines, dryers, and kitchens), and attentive services such as birthday cakes and butler service. The location is convenient and quiet, ideal for family trips or outings with friends. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5

Address recurring trust concerns

Negative feedback is lower-volume (18%) but specific: Some guests reported issues such as unauthorized additional charges, indifferent front desk service, and noise from nighttime renovations that affected rest. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 18 / 100 to 30-40 / 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 • Collection coverage: complete • posts 160/160 • details 160/160

Daisy Visibility Index™