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The Motuga Hostel Bangkok

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

10 /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 Motuga Hostel Bangkok holds 0.8% blended non-branded search visibility, ranking #23; the current leader Tamni holds 13.1%.
- Branded search visibility is 20%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 38%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.8%
Ranks #23 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
20%
8/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
38% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
12.3%
Tamni leads at 13.1%, ahead by 12.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Motuga Hostel Bangkok records 0.8% blended SOV, ranking #23, while Tamni leads with 13.1%. The category remains fragmented, with "Other" brands accounting for 60.7% of visibility.

Search terms: Broad Search: Bangkok youth hostel recommendations • Narrow Search: Bangkok Chinatown youth hostel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Tamni	13.1%
2	C'HOUSE Bangkok	4.1%
3	Line Bangkok Hostel	4.1%
4	The Cube Hostel Silom	4.1%
5	Noir Cafe And Hostel	3.3%
6	Happy Station Bangkok	2.5%
7	Lesbase Women Hostel	2.5%
8	The Yard Hostel	2.5%
9	APT476	1.6%
10	Bangkok City Rama 9 Hot.	1.6%
	Other	60.7%
23	The Motuga Hostel Bangk.	0.8%

Brand SOV 0.8% Brand Rank #23 Total Brands 72 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Tamni	18%
2	C'HOUSE Bangkok	8.2%
3	Noir Cafe And Hostel	6.6%
4	Happy Station Bangkok	4.9%
5	APT476	3.3%
6	BTS Bang Chak All Day H.	3.3%
7	Designer Escape	3.3%
8	Kiwi Capsule Hotel	3.3%
9	Marni BKK Hostel	3.3%
10	Stash Hostel	3.3%
	Other	42.6%
13	The Motuga Hostel Bangk.	1.6%

Brand SOV 1.6% Brand Rank #13 Total Brands 34 Avg. SOV 2.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Line Bangkok Hostel	8.2%
2	Tamni	8.2%
3	Lesbase Women Hostel	4.9%
4	The Cube Hostel Silom	4.9%
5	Here Hostel	3.3%
6	ISSARA By D Hostel	3.3%
7	Kloem Hostel	3.3%
8	Once Again Hostel	3.3%
9	RALPH Bangkok	3.3%
10	The Yard Hostel	3.3%
	Other	54.1%

Brand SOV 0% Brand Rank - Total Brands 43 Avg. SOV 2.3%

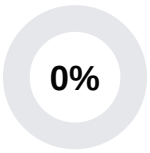
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Motuga Hostel Bangkok appears in 8/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
25%	38%	38%

WHAT PEOPLE ARE SAYING

Positive: Guests praise the hostel as good value with new, clean facilities, friendly staff, and useful shared spaces like a kitchen and lounge; it is also conveniently close to Chinatown and Hua Lamphong station.

Neutral: It is seen as a serviceable budget option: one traveler said it was okay but average, and another rated it three stars, noting the hair dryer and common area but no standout features.

Negative: The main negative is the location, described as the obvious drawback by a reviewer who said the hostel was good but they would not return; soundproofing is also weak, though typical for hostels.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Motuga Hostel Bangkok ranks - in broad search with 0% SOV, while Line Bangkok Hostel leads at 8.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Motuga Hostel Bangkok appears in 8/40 branded-search posts (20%). 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 Address recurring trust concerns
Negative feedback is lower-volume (25%) but specific: The main negative is the location, described as the obvious drawback by a reviewer who said the hostel was good but they would not return; soundproofing is also weak, though typical for hostels. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 10 / 100 to 22-32 / 100 through keyword-led content, KOC proof, and stronger brand association.