daisy.club

YKExplore

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

0 /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

- YKExplore holds 0% blended non-branded search visibility, ranking -; the current leader CocoRun holds 8.6%.
- Branded search visibility is 0%, 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 keyword runs.

BRANDED SEARCH
0%
0/40 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)
8.6%
CocoRun leads at 8.6%, ahead by 8.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

YKExplore records 0% blended SOV, ranking -, while CocoRun leads with 8.6%. The category remains fragmented, with "Other" brands accounting for 48.6% of visibility.

Search terms: Broad Search: Indonesia local tour recommendations • Narrow Search: Yogyakarta Chinese-speaking guide recommendations

BLENDED SEARCH

Rank	Brand	Share of Voice
1	CocoRun	8.6%
2	Slow Travel	8.6%
3	Andry (A-Ping) - Yogyak.	5.7%
4	First Travel	5.7%
5	YAJA	5.7%
6	Yifan - Yogyakarta Chin.	5.7%
7	Ammy - Yogyakarta Chine.	2.9%
8	Amy - Yogyakarta Chines.	2.9%
9	Cedil	2.9%
10	Chaolv Travel	2.9%
	Other	48.6%

Brand SOV 0% Brand Rank - Total Brands 27 Avg. SOV 3.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	CocoRun	17.6%
2	Andry (A-Ping) - Yogyak.	11.8%
3	Yifan - Yogyakarta Chin.	11.8%
4	Ammy - Yogyakarta Chine.	5.9%
5	Amy - Yogyakarta Chines.	5.9%
6	Cedil	5.9%
7	Fahmi Bromo	5.9%
8	Gede Togog Team	5.9%
9	Huang Agency Travel	5.9%
10	ILHAM	5.9%
	Other	17.6%

Brand SOV 0% Brand Rank - Total Brands 13 Avg. SOV 7.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	First Travel	11.1%
2	Slow Travel	11.1%
3	YAJA	11.1%
4	Chaolv Travel	5.6%
5	Gravity Island	5.6%
6	Gua Pindul Jogja	5.6%
7	Jampe ATV	5.6%
8	Kuber ATV	5.6%
9	MADOR Malang Dorm Hostel	5.6%
10	Nixiang Tour	5.6%
	Other	27.8%

Brand SOV 0% Brand Rank - Total Brands 15 Avg. SOV 6.7%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

YKExplore appears in 0/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
YKExplore ranks - in broad search with 0% SOV, while First Travel leads at 11.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
YKExplore appears in 0/40 branded-search posts (0%). 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 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160