daisy.club

Four Seasons Hotel Madrid

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

61 /100

EMERGING PRESENCE

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

EXECUTIVE READOUT

- Four Seasons Hotel Madrid holds 4.6% blended non-branded search visibility, ranking #4; the current leader The Madrid EDITION holds 6.1%.
- Branded search visibility is 85%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 67%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
4.6%
Ranks #4 blended and #4 broad across selected non-branded keyword runs.

BRANDED SEARCH
85%
34/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
67% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
1.5%
The Madrid EDITION leads at 6.1%, ahead by 1.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Four Seasons Hotel Madrid records 4.6% blended SOV, ranking #4, while The Madrid EDITION leads with 6.1%. The category remains fragmented, with "Other" brands accounting for 57.3% of visibility.

Search terms: Broad Search: Madrid hotel recommendations • Narrow Search: Madrid city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Madrid EDITION	6.1%
2	Hotel Giralda Center	5.3%
3	The Palace, A Luxury Co.	5.3%
4	Four Seasons Hotel Madr.	4.6%
5	Madrid Marriott Hotel P.	4.6%
6	Hotel Riu Plaza España	3.8%
7	Santo Mauro, A Luxury C.	3.8%
8	Mandarin Oriental Ritz,.	3.1%
9	NH Madrid Atocha	3.1%
10	Occidental Diagonal 414	3.1%
	Other	57.3%

Brand SOV 4.6% Brand Rank #4 Total Brands 60 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Santo Mauro, A Luxury C.	10.2%
2	The Palace, A Luxury Co.	8.2%
3	Hotel Riu Plaza España	6.1%
4	RIU	6.1%
5	Four Seasons Hotel Madr.	4.1%
6	Crowne Plaza Madrid - C.	4.1%
7	Dear Hotel Madrid	4.1%
8	Palacio Tirso De Molina.	4.1%
9	Alhambra Palace Hotel	2%
10	Aloft Madrid Gran Via	2%
	Other	49%

Brand SOV 4.1% Brand Rank #5 Total Brands 34 Avg. SOV 2.9%

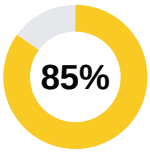
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Madrid EDITION	8.5%
2	Hotel Giralda Center	7.3%
3	Madrid Marriott Hotel P.	6.1%
4	Four Seasons Hotel Madr.	4.9%
5	Mandarin Oriental Ritz,.	4.9%
6	Catalonia Granada	3.7%
7	NH Madrid Atocha	3.7%
8	Occidental Diagonal 414	3.7%
9	The Palace, A Luxury Co.	3.7%
10	Aparthotel Atenea Calab.	2.4%
	Other	51.2%

Brand SOV 4.9% Brand Rank #4 Total Brands 46 Avg. SOV 2.2%

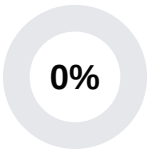
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Four Seasons Hotel Madrid appears in 34/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
9%	24%	67%

WHAT PEOPLE ARE SAYING

Positive: The hotel is praised for its prime central location near major landmarks, its stunning transformation of historic buildings, and its high-end amenities including a rooftop restaurant and spa, which together create a memorable luxury experience.

Neutral: The hotel is positioned as a top-tier luxury property with premium pricing, and its Royal Suite is noted to start at around 20,000 RMB per night.

Negative: Some guests reported operational issues such as a midnight water outage and pressure to upgrade or add a bed, which detracted from the stay despite decent after-sales service.

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: The hotel is praised for its prime central location near major landmarks, its stunning transformation of historic buildings, and its high-end amenities including a rooftop restaurant and spa, which together create a memorable luxury experience. 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 (9%) but specific: Some guests reported operational issues such as a midnight water outage and pressure to upgrade or add a bed, which detracted from the stay despite decent after-sales service. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 61 / 100 to 73-83 / 100 through keyword-led content, KOC proof, and stronger brand association.