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Dusit Princess Hotel Residences Nairobi

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

- Dusit Princess Hotel Residences Nairobi holds 0% blended non-branded search visibility, ranking -; the current leader Arcadia Hotel holds 9.8%.
- 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)
9.8%
Arcadia Hotel leads at 9.8%, ahead by 9.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Dusit Princess Hotel Residences Nairobi records 0% blended SOV, ranking -, while Arcadia Hotel leads with 9.8%. The category remains fragmented, with "Other" brands accounting for 46.9% of visibility.

Search terms: Broad Search: Nairobi hotel guide • Narrow Search: Nairobi Westlands hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Arcadia Hotel	9.8%
2	Fairmont The Norfolk	7%
3	Fairview Hotel Nairobi,.	6.3%
4	Yeza Hotel	5.6%
5	Hyatt Place Nairobi Wes.	4.9%
6	Pan Pacific Serviced Su.	4.9%
7	Purple Sun Hotel & Serv.	4.9%
8	JW Marriott Hotel Nairo.	4.2%
9	Emara Ole-Sereni	2.8%
10	Sincerely Yours Suites .	2.8%
	Other	46.9%

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Arcadia Hotel	9.5%
2	Pan Pacific Serviced Su.	5.4%
3	Fairmont The Norfolk	4.1%
4	Fairview Hotel Nairobi,.	4.1%
5	Hyatt Place Nairobi Wes.	4.1%
6	JW Marriott Hotel Nairo.	4.1%
7	Purple Sun Hotel & Serv.	4.1%
8	Tribe Hotel	4.1%
9	Emara Ole-Sereni	2.7%
10	Hyatt House Nairobi Wes.	2.7%
	Other	55.4%

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

BROAD SEARCH

Rank	Brand	Share of Voice
1	Arcadia Hotel	10.1%
2	Fairmont The Norfolk	10.1%
3	Fairview Hotel Nairobi,.	8.7%
4	Yeza Hotel	8.7%
5	Hyatt Place Nairobi Wes.	5.8%
6	Purple Sun Hotel & Serv.	5.8%
7	JW Marriott Hotel Nairo.	4.3%
8	Pan Pacific Serviced Su.	4.3%
9	Sincerely Yours Suites .	4.3%
10	Yeza Garden Hotel	4.3%
	Other	33.3%

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

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Dusit Princess Hotel Residences Nairobi 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
Dusit Princess Hotel Residences Nairobi ranks - in broad search with 0% SOV, while Arcadia Hotel leads at 10.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Dusit Princess Hotel Residences Nairobi 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.