

Soneva Jani Maldives

Rednote Search Visibility Audit

Audit period: June 2026



DAISY VISIBILITY INDEX

63 /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

- Soneva Jani Maldives holds 3.7% blended non-branded search visibility, ranking #7; the current leader Sun Siyam World Maldives holds 5%.
- Branded search visibility is 83%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 88%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
3.7%
Ranks #7 blended and #5 broad across selected non-branded keyword runs.

BRANDED SEARCH
83%
33/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
88% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
1.3%
Sun Siyam World Maldives leads at 5%, ahead by 1.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Soneva Jani Maldives records 3.7% blended SOV, ranking #7, while Sun Siyam World Maldives leads with 5%. The category remains fragmented, with “Other” brands accounting for 62.1% of visibility.

Search terms: Broad Search: Maldives seven-star hotel review • Narrow Search: Maldives secluded luxury hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Sun Siyam World Maldives	5%
2	Cheval Blanc Randheli	4.3%
3	Ozen Reserve Bolifushi	4.3%
4	Rah Gili Island Resort	4.3%
5	The Ritz-Carlton Maldiv.	4.3%
6	Waldorf Astoria Maldiv.	4.3%
7	Soneva Jani Maldives	3.7%
8	Lily Beach Resort & Spa	2.5%
9	Rigili Maldives	2.5%
10	Soneva Fushi	2.5%
	Other	62.1%

Brand SOV 3.7% Brand Rank #7 Total Brands 73 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Rah Gili Island Resort	7.9%
2	Ozen Reserve Bolifushi	6.6%
3	Sun Siyam World Maldives	6.6%
4	Waldorf Astoria Maldiv.	5.3%
5	Soneva Fushi	3.9%
6	Soneva Jani Maldives	3.9%
7	Sun Island Resort & Spa	3.9%
8	Bandos Maldives	2.6%
9	Centara Grand Island Re.	2.6%
10	Cheval Blanc Randheli	2.6%
	Other	53.9%

Brand SOV 3.9% Brand Rank #6 Total Brands 42 Avg. SOV 2.4%

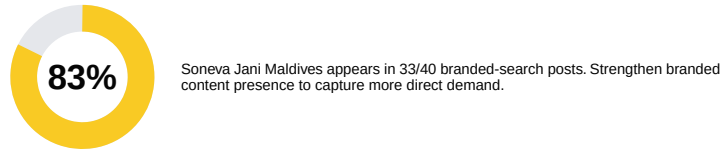
BROAD SEARCH

Rank	Brand	Share of Voice
1	Cheval Blanc Randheli	5.9%
2	The Ritz-Carlton Maldiv.	5.9%
3	Rigili Maldives	4.7%
4	Joali Maldives	3.5%
5	Soneva Jani Maldives	3.5%
6	Sun Siyam World Maldives	3.5%
7	Waldorf Astoria Maldiv.	3.5%
8	Conrad Maldives Rangali.	2.4%
9	Hai Xi Private Island	2.4%
10	InterContinental Maldiv.	2.4%
	Other	62.4%

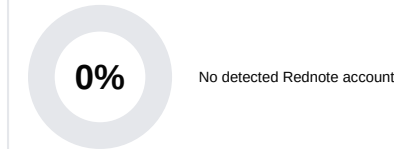
Brand SOV 3.5% Brand Rank #5 Total Brands 54 Avg. SOV 1.9%

3 BRANDED SEARCH & BRAND CONTROL

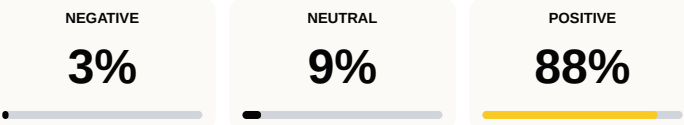
BRANDED SEARCH



BRAND CONTROL



4 SENTIMENT ANALYSIS



WHAT PEOPLE ARE SAYING

- Positive:** The resort is celebrated for its iconic overwater slide villas, retractable roofs for stargazing, and extensive family-friendly amenities, delivering a unique barefoot luxury experience.
- Neutral:** Some posts are straightforward room tours or question whether the steep price is justified, without expressing strong sentiment.
- Negative:** A fire broke out in the North area Phase 1 water villas, raising concerns about safety.

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 resort is celebrated for its iconic overwater slide villas, retractable roofs for stargazing, and extensive family-friendly amenities, delivering a unique barefoot 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 (3%) but specific: A fire broke out in the North area Phase 1 water villas, raising concerns about safety. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 63 / 100 to 75-85 / 100 through keyword-led content, KOC proof, and stronger brand association.