daisy.club

Koh Russey Resort

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

33 /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

- Koh Russey Resort holds 4.6% blended non-branded search visibility, ranking #5; the current leader Six Senses Krabey Island holds 15.4%.
- Branded search visibility is 40%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 94%; the clearest next lever is make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
4.6%
Ranks #5 blended and #5 broad across selected non-branded keyword runs.

BRANDED SEARCH
40%
16/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
94% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
10.8%
Six Senses Krabey Island leads at 15.4%, ahead by 10.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Koh Russey Resort records 4.6% blended SOV, ranking #5, while Six Senses Krabey Island leads with 15.4%. The category remains fragmented, with "Other" brands accounting for 33.8% of visibility.

Search terms: Broad Search: Cambodia boutique island hotels off the beaten path • Narrow Search: Cambodia honeymoon island hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Six Senses Krabey Island	15.4%
2	Song Saa Private Island	12.3%
3	Novotel Sihanoukville H.	8.5%
4	The Royal Sands Koh Rong	6.2%
5	Koh Russey Resort	4.6%
6	JATI Koh Russey	4.6%
7	Beachwalk Koh Rong	3.8%
8	Independence Hotel	3.8%
9	Long Beach Resort Koh R.	3.8%
10	You&Me Resort	3.1%
	Other	33.8%

Brand SOV 4.6% Brand Rank #5 Total Brands 42 Avg. SOV 2.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Six Senses Krabey Island	21.3%
2	Song Saa Private Island	14.8%
3	JATI Koh Russey	6.6%
4	Novotel Sihanoukville H.	6.6%
5	Beachwalk Koh Rong	4.9%
6	Independence Hotel	4.9%
7	The Royal Sands Koh Rong	4.9%
8	Koh Russey Resort	3.3%
9	Long Beach Resort Koh R.	3.3%
10	The Peninsula Hotel	3.3%
	Other	26.2%

Brand SOV 3.3% Brand Rank #8 Total Brands 26 Avg. SOV 3.8%

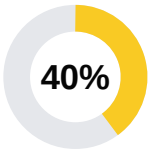
BROAD SEARCH

Rank	Brand	Share of Voice
1	Novotel Sihanoukville H.	10.1%
2	Six Senses Krabey Island	10.1%
3	Song Saa Private Island	10.1%
4	The Royal Sands Koh Rong	7.2%
5	Koh Russey Resort	5.8%
6	Eden Beach Resort	4.3%
7	Long Beach Resort Koh R.	4.3%
8	You&Me Resort	4.3%
9	Beachwalk Koh Rong	2.9%
10	Independence Hotel	2.9%
	Other	37.7%

Brand SOV 5.8% Brand Rank #5 Total Brands 30 Avg. SOV 3.3%

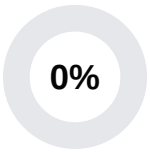
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Koh Russey Resort appears in 16/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	6%	94%

WHAT PEOPLE ARE SAYING

Positive: The resort is praised for its beautiful natural island setting with tropical greenery, beaches, and clear water, offering a relaxing escape for couples and travelers who enjoy slow-paced holidays; service is attentive, food is varied and consistently good, and amenities like private pools, kayaking, snorkeling, and floating breakfasts add to a memorable stay.

Neutral: The resort is on Koh Russey island, about a 15-minute speedboat ride from Ream, with a 35-minute drive from Sihanoukville International Airport; guests should confirm shuttle schedules and arrival logistics in advance, and the property occasionally runs promotions such as pay-for-two-nights-stay-three in beach villas.

Negative: Facilities are not fully open, with no SPA, no bar, and no late-night dining, leaving limited evening activities; transfer boats run only twice daily, and missing them incurs a $145 fee, while airport-to-resort connections require careful written confirmation and may be tight.

5 OPPORTUNITIES

1 Make branded search more consistent
Koh Russey Resort appears in 16/40 branded-search posts (40%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to: The resort is praised for its beautiful natural island setting with tropical greenery, beaches, and clear water, offering a relaxing escape for couples and travelers who enjoy slow-paced holidays; service is attentive, food is varied and consistently good, and amenities like private pools, kayaking, snorkeling, and floating breakfasts add to a memorable stay. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 33 / 100 to 45-55 / 100 through keyword-led content, KOC proof, and stronger brand association.

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