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Memoire Siem Reap Hotel

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

12 /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

- Memoire Siem Reap Hotel holds 0% blended non-branded search visibility, ranking -; the current leader Eightfold Urban Resort holds 11.5%.
- Branded search visibility is 5%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; 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
5%
2/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
11.5%
Eightfold Urban Resort leads at 11.5%, ahead by 11.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Memoire Siem Reap Hotel records 0% blended SOV, ranking -, while Eightfold Urban Resort leads with 11.5%. The category remains fragmented, with "Other" brands accounting for 41% of visibility.

Search terms: Broad Search: Siem Reap hotel guide • Narrow Search: Siem Reap city center hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Eightfold Urban Resort	11.5%
2	Park Hyatt Siem Reap	10.9%
3	Hotel Vellita Siem Reap	10.4%
4	Viroth's Villa	6%
5	Raffles Grand Hotel d'A.	4.4%
6	Green Morodoc Garden Ho.	3.3%
7	Jaya House River Park	3.3%
8	Khmer Mansion Residence	3.3%
9	Peak Elite Boutique Hot.	3.3%
10	Lub D Siem Reap	2.7%
	Other	41%

Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	15.2%
2	Eightfold Urban Resort	12.7%
3	Hotel Vellita Siem Reap	6.3%
4	Sala Siem Reap Resort &.	5.1%
5	Viroth's Villa	5.1%
6	Green Morodoc Garden Ho.	3.8%
7	Home Indochine D'Angkor	3.8%
8	Khmer Mansion Residence	3.8%
9	Peak Elite Boutique Hot.	3.8%
10	Angkor Breeze Hotel & S.	2.5%
	Other	38%

Brand SOV 0% Brand Rank - Total Brands 33 Avg. SOV 3%

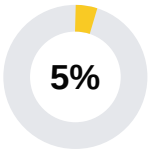
BROAD SEARCH

Rank	Brand	Share of Voice
1	Hotel Vellita Siem Reap	13.5%
2	Eightfold Urban Resort	10.6%
3	Park Hyatt Siem Reap	7.7%
4	Viroth's Villa	6.7%
5	Raffles Grand Hotel d'A.	5.8%
6	Jaya House River Park	3.8%
7	Lub D Siem Reap	3.8%
8	Angkor Village Hotel	2.9%
9	Green Morodoc Garden Ho.	2.9%
10	Khmer Mansion Residence	2.9%
	Other	39.4%

Brand SOV 0% Brand Rank - Total Brands 36 Avg. SOV 2.8%

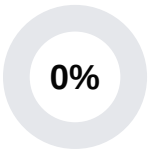
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Memoire Siem Reap Hotel appears in 2/40 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%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests praised the hotel's good service and reasonable pricing.

Neutral: The hotel is located close to the drop-off point, allowing guests to walk there easily.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Memoire Siem Reap Hotel ranks - in broad search with 0% SOV, while Hotel Vellita Siem Reap leads at 13.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Memoire Siem Reap Hotel appears in 2/40 branded-search posts (5%). 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.

4 Turn positive sentiment into proof
Users already respond positively to: Guests praised the hotel's good service and reasonable pricing. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 12 / 100 to 24-34 / 100 through keyword-led content, KOC proof, and stronger brand association.