

The Millen Penang, Autograph Collection



daisy.club

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

65 /100

GROWING AUTHORITY

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

EXECUTIVE READOUT

- The Millen Penang, Autograph Collection holds **7.9%** blended non-branded search visibility, ranking **#3**; the current leader Eastern & Oriental Hotel holds **11.9%**.
- Branded Search Visibility is **100%**, while Brand Control is **5%**, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is **90%**; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS



SHARE OF VOICE
7.9%

Ranks #3 blended and #4 broad across selected non-branded keyword runs.



BRANDED SEARCH
100%

40/40 branded-search posts mention the selected brand.



BRAND CONTROL
5%

2/40 qualifying branded-search posts are brand-owned from The Millen Penang, Autograph Collection.



SENTIMENT
90% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
4%

Eastern & Oriental Hotel leads at 11.9%, ahead by 4%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Millen Penang, Autograph Collection records 7.9% blended SOV, ranking #3, while Eastern & Oriental Hotel leads with 11.9%. The category remains fragmented, with “Other” brands accounting for 42.1% of visibility.

Search terms: Broad Search: Penang design hotel • Narrow Search: Penang infinity pool hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Eastern & Oriental Hotel	11.9%
2	Shangri-La Rasa Sayang .	8.7%
3	The Millen Penang, Auto.	7.9%
4	Hotel Mokozyo	5.6%
5	Capri By Fraser, Penang	4.8%
6	PARKROYAL Penang Resort	4.8%
7	Ascott Gurney Penang	4%
8	OZO George Town Penang	4%
9	JEN Penang Georgetown B.	3.2%
10	M Social Resort Penang	3.2%
	Other	42.1%

Brand SOV 7.9% Brand Rank #3 Total Brands 45 Avg. SOV 2.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Eastern & Oriental Hotel	10.9%
2	Ascott Gurney Penang	7.3%
3	OZO George Town Penang	7.3%
4	PARKROYAL Penang Resort	7.3%
5	Shangri-La Rasa Sayang .	7.3%
6	The Millen Penang, Auto.	7.3%
7	JEN Penang Georgetown B.	5.5%
8	Break & Stay Suites	3.6%
9	M Social Resort Penang	3.6%
10	Noordin Mews	3.6%
	Other	36.4%

Brand SOV 7.3% Brand Rank #6 Total Brands 28 Avg. SOV 3.6%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Eastern & Oriental Hotel	12.7%
2	Hotel Mokozyo	9.9%
3	Shangri-La Rasa Sayang .	9.9%
4	The Millen Penang, Auto.	8.5%
5	Capri By Fraser, Penang	7%
6	Areca Hotel Penang	2.8%
7	Cheong Fatt Tze - The B.	2.8%
8	Citadines Connect Berta.	2.8%
9	Fifth Avenue Hotel	2.8%
10	M Social Resort Penang	2.8%
	Other	38%

Brand SOV 8.5% Brand Rank #4 Total Brands 35 Avg. SOV 2.9%

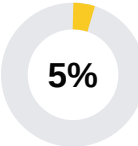
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Millen Penang, Autograph Collection appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/40 branded-search posts that mention the selected brand are from The Millen Penang, Autograph Collection (5%).

4 SENTIMENT ANALYSIS

NEGATIVE

10%

NEUTRAL

0%

POSITIVE

90%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praised the stunning sea views from rooms and the bathtub, the stylish and clean design, the excellent service from staff, and the enjoyable breakfast options, making it a highly recommended stay in Penang.



Neutral: The hotel is newly opened with modern facilities, but some guests noted that certain room rates are on the higher side and the swimming pool is relatively small.



Negative: Some guests reported slow service response times, unresponsive light and curtain switches, and a location that is not directly on the seafront, with limited walkable attractions nearby.

5 OPPORTUNITIES

1 Increase brand-owned control

Only 5% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

2 Turn positive sentiment into proof

Users already respond positively to: Guests consistently praised the stunning sea views from rooms and the bathtub, the stylish and clean design, the excellent service from staff, and the enjoyable breakfast options, making it a highly recommended stay in Penang. 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 (10%) but specific: Some guests reported slow service response times, unresponsive light and curtain switches, and a location that is not directly on the seafront, with limited walkable attractions nearby. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 65 / 100 to 77-87 / 100 through keyword-led content, KOC proof, and stronger brand association.