

Troll Expeditions

Rednote Search Visibility Audit

Audit period: July 2026



daisy.club

DAISY VISIBILITY INDEX

73 /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

- Troll Expeditions holds 24.6% blended non-branded search visibility, ranking #1; the current leader Troll Expeditions holds 24.6%.
- Branded search visibility is 88%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 71%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS



SHARE OF VOICE
24.6%

Ranks #1 blended and #2 broad across selected non-branded keyword runs.



BRANDED SEARCH
88%

35/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
71% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0%

Troll Expeditions leads at 24.6%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Troll Expeditions records 24.6% blended SOV, ranking #1, while Troll Expeditions leads with 24.6%. The category remains fragmented, with "Other" brands accounting for 14.9% of visibility.

Search terms: Broad Search: Iceland small group tours • Narrow Search: best Iceland South Coast day tour

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Troll Expeditions	24.6%
2	BusTravel Iceland	23.7%
3	Arctic Adventures	14%
4	Nice Travel	8.8%
5	Magic Iceland Travel	5.3%
6	Special Tours	2.6%
7	Blue Iceland	1.8%
8	—	1.8%
9	>>	1.8%
10	AA Travel Agency	0.9%
	Other	14.9%

Brand SOV 24.6% Brand Rank #1 Total Brands 27 Avg. SOV 3.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Troll Expeditions	31.6%
2	BusTravel Iceland	26.3%
3	Arctic Adventures	14%
4	Nice Travel	8.8%
5	Magic Iceland Travel	5.3%
6	AA Travel Agency	1.8%
7	Blue Iceland	1.8%
8	Ctrip	1.8%
9	Glacier Adventure	1.8%
10	HO	1.8%
	Other	5.3%

Brand SOV 31.6% Brand Rank #1 Total Brands 13 Avg. SOV 7.7%

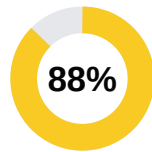
BROAD SEARCH

Rank	Brand	Share of Voice
1	BusTravel Iceland	21.1%
2	Troll Expeditions	17.5%
3	Arctic Adventures	14%
4	Nice Travel	8.8%
5	Magic Iceland Travel	5.3%
6	Special Tours	5.3%
7	—	3.5%
8	>>	3.5%
9	Blue Iceland	1.8%
10	Elfhús	1.8%
	Other	17.5%

Brand SOV 17.5% Brand Rank #2 Total Brands 20 Avg. SOV 5%

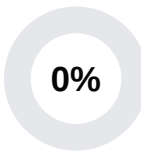
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Troll Expeditions appears in 35/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

6%

NEUTRAL

24%

POSITIVE

71%

WHAT PEOPLE ARE SAYING



Positive: Troll Expeditions is widely praised for offering professional, fun, and caring guides who enhance the experience with expert knowledge, hidden stops, and genuine hospitality, making their small-group adventure tours a highly recommended way to see Iceland's highlights.



Neutral: Tour quality can vary significantly depending on the assigned guide, with some being fun and knowledgeable while others provide minimal commentary; certain tours like the Golden Circle and ice cave visits are highly weather-dependent and may feel underwhelming.



Negative: Several travelers reported issues with customer service and tour shortcomings, including a highly publicized incident involving a guide accused of racist remarks and dismissive behavior, along with complaints about unpleasant equipment odors, missed key sites due to bad weather, and uncomfortable, cramped minibus seating.

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: Troll Expeditions is widely praised for offering professional, fun, and caring guides who enhance the experience with expert knowledge, hidden stops, and genuine hospitality, making their small-group adventure tours a highly recommended way to see Iceland's highlights. 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 (6%) but specific: Several travelers reported issues with customer service and tour shortcomings, including a highly publicized incident involving a guide accused of racist remarks and dismissive behavior, along with complaints about unpleasant equipment odors, missed key sites due to bad weather, and uncomfortable, cramped minibus seating. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 73 / 100 to 85-95 / 100 through keyword-led content, KOC proof, and stronger brand association.