

AVA SEA Resort Krabi

Rednote Search Visibility Audit

Audit period: July 2026



DAISY VISIBILITY INDEX

10 /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

- AVA SEA Resort Krabi holds 0% blended non-branded search visibility, ranking -; the current leader Banyan Tree Krabi holds 5.3%.
- Branded search visibility is 13%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 60%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

0%

Ranks - blended and - broad across selected non-branded key-word runs.

BRANDED SEARCH

13%

5/40 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

60% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

5.3%

Banyan Tree Krabi leads at 5.3%, ahead by 5.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

AVA SEA Resort Krabi records 0% blended SOV, ranking -, while Banyan Tree Krabi leads with 5.3%. The category remains fragmented, with “Other” brands accounting for 70.2% of visibility. Search terms: Broad Search: how to choose a Krabi resort hotel • Narrow Search: Krabi family hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Banyan Tree Krabi	5.3%
2	Pimalai Resort & Spa	5.3%
3	Aonang Dugong Hotel	3.2%
4	Phulay Bay, A Ritz-Carl.	3.2%
5	Avani Ao Nang Cliff Kra.	2.1%
6	Banyan Tree	2.1%
7	Dusit Thani Krabi Beach.	2.1%
8	Heaven View Krabi	2.1%
9	Holiday Inn Resort Krab.	2.1%
10	Kokotel Krabi Ao Nang	2.1%
	Other	70.2%

Brand SOV 0% Brand Rank - Total Brands 69 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Banyan Tree Krabi	7%
2	Holiday Inn Resort Krab.	4.7%
3	Phulay Bay, A Ritz-Carl.	4.7%
4	Hotel	4.7%
5	Adam Hotel Krabi	2.3%
6	Ananta Burin Resort	2.3%
7	Aonang Dugong Hotel	2.3%
8	Baan Sanai Resort	2.3%
9	Bluesotel Krabi	2.3%
10	Centara Ao Nang Beach R.	2.3%
	Other	65.1%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Pimalai Resort & Spa	7.8%
2	Aonang Dugong Hotel	3.9%
3	Avani Ao Nang Cliff Kra.	3.9%
4	Banyan Tree	3.9%
5	Banyan Tree Krabi	3.9%
6	Dusit Thani Krabi Beach.	3.9%
7	Heaven View Krabi	3.9%
8	Rayavadee Krabi	3.9%
9	Ritz-Carlton	3.9%
10	Sunda Resort	3.9%
	Other	56.9%

Brand SOV 0% Brand Rank - Total Brands 39 Avg. SOV 2.6%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

13%

AVA SEA Resort Krabi appears in 5/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

40%

POSITIVE

60%

WHAT PEOPLE ARE SAYING

Positive:

The hotel enjoys a convenient location near Ao Nang Beach and main street, with easy access to dining, 7-Eleven, and scooter rental services.

Neutral:

The swimming pool and sea-view balcony are available, but the cleanliness is mixed—some find it acceptable while others note that the pool is not pristine.

Negative:

Many guests report outdated rooms with poor cleanliness, dirty furniture, frequent key card failures, and a lack of attentive or friendly staff.

5 OPPORTUNITIES

1

Capture broad discovery demand

AVA SEA Resort Krabi ranks - in broad search with 0% SOV, while Pimalai Resort & Spa leads at 7.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Make branded search more consistent

AVA SEA Resort Krabi appears in 5/40 branded-search posts (13%). 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: The hotel enjoys a convenient location near Ao Nang Beach and main street, with easy access to dining, 7-Eleven, and scooter rental services. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 10 / 100 to 22-32 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: July 2026

Daisy Visibility Index™