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# 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 keyword 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 | iHotel | 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%

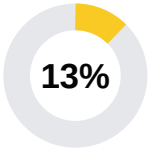
### BROAD SEARCH

| 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%

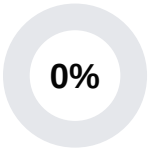
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




AVA SEA Resort Krabi appears in 5/40 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% | 40% | 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