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Onyx Park Resort Ubud

Rednote Search Visibility Audit

Audit period: November 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

- Onyx Park Resort Ubud holds 0% blended non-branded search visibility, ranking -; the current leader Pramana Giri Kusuma holds 12.6%.
- Branded search visibility is 18%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 71%; 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
18%
7/40 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)
12.6%
Pramana Giri Kusuma leads at 12.6%, ahead by 12.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Onyx Park Resort Ubud records 0% blended SOV, ranking -, while Pramana Giri Kusuma leads with 12.6%. The category remains fragmented, with "Other" brands accounting for 50.5% of visibility.

Search terms: Broad Search: Ubud resort recommendations • Narrow Search: Ubud jungle resort

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Pramana Giri Kusuma	12.6%
2	Bambu Indah	6.3%
3	Sanna Ubud	5.4%
4	Buahan, A Banyan Tree E.	4.5%
5	Maya Ubud Resort & Spa	4.5%
6	AYANA Resort Bali	3.6%
7	Mandapa, A Ritz-Carlton.	3.6%
8	Nandini Jungle Resort B.	3.6%
9	Alaya Resort Ubud	2.7%
10	Bulgari Resort Bali	2.7%
	Other	50.5%

Brand SOV 0% Brand Rank - Total Brands 49 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Pramana Giri Kusuma	13%
2	Buahan, A Banyan Tree E.	7.4%
3	Nandini Jungle Resort B.	7.4%
4	Sanna Ubud	7.4%
5	Alaya Resort Ubud	3.7%
6	AYANA Resort Bali	3.7%
7	Bambu Indah	3.7%
8	Bulgari Resort Bali	3.7%
9	Hanging Gardens Of Bali	3.7%
10	Komaneka At Bisma Ubud	3.7%
	Other	42.6%

Brand SOV 0% Brand Rank - Total Brands 31 Avg. SOV 3.2%

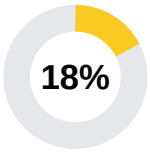
BROAD SEARCH

Rank	Brand	Share of Voice
1	Pramana Giri Kusuma	12.3%
2	Bambu Indah	8.8%
3	Mandapa, A Ritz-Carlton.	5.3%
4	Maya Ubud Resort & Spa	5.3%
5	Amandari	3.5%
6	AYANA Resort Bali	3.5%
7	Bali Bohemia Huts	3.5%
8	Bambootel Sawah View	3.5%
9	Hideaway Villas Bali	3.5%
10	Sanna Ubud	3.5%
	Other	47.4%

Brand SOV 0% Brand Rank - Total Brands 37 Avg. SOV 2.7%

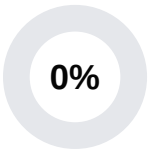
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Onyx Park Resort Ubud appears in 7/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
29%	0%	71%

WHAT PEOPLE ARE SAYING

Positive: The resort is praised for its lush natural setting, multiple pools, and spacious rooms, with guests enjoying the immersive jungle atmosphere and the convenience of diverse on-site dining options.

Neutral: Room amenities are described as basic, and the nightly rate is around 900 RMB; the resort also features multiple restaurants with prices noted as higher than outside options.

Negative: Guests report practical issues such as hairdryers being shared and unavailable late at night, poor soundproofing and light-blocking curtains, and occasional wildlife noises within the walls that can be unsettling.

5 OPPORTUNITIES

1 Capture broad discovery demand
Onyx Park Resort Ubud ranks - in broad search with 0% SOV, while Pramana Giri Kusuma leads at 12.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Onyx Park Resort Ubud appears in 7/40 branded-search posts (18%). 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 resort is praised for its lush natural setting, multiple pools, and spacious rooms, with guests enjoying the immersive jungle atmosphere and the convenience of diverse on-site dining options. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5 Address recurring trust concerns
Negative feedback is lower-volume (29%) but specific: Guests report practical issues such as hairdryers being shared and unavailable late at night, poor soundproofing and light-blocking curtains, and occasional wildlife noises within the walls that can be unsettling. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

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