daisy.club

Sunshine Hip Hotel

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

22 /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

- Sunshine Hip Hotel holds 0% blended non-branded search visibility, ranking -; the current leader Pattaya Garden Seaview Hotel holds 11.1%.
- Branded search visibility is 53%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 74%; 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
53%
21/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
74% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
11.1%
Pattaya Garden Seaview Hotel leads at 11.1%, ahead by 11.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sunshine Hip Hotel records 0% blended SOV, ranking -, while Pattaya Garden Seaview Hotel leads with 11.1%. The category remains fragmented, with "Other" brands accounting for 47.6% of visibility.

Search terms: Broad Search: Pattaya hotel recommendations • Narrow Search: hotels near Pattaya Beach

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Pattaya Garden Seaview .	11.1%
2	Cape Dara Resort Pattaya	6.3%
3	Health Land Resort & Spa	6.3%
4	Centara Grand Mirage Be.	4.8%
5	Hilton Pattaya	4.8%
6	Pattaya Marriott Resort.	4.8%
7	The Edge Central Pattaya	4.8%
8	Andaz Pattaya Jomtien B.	3.2%
9	Mason Hotel Pattaya	3.2%
10	OZO Pattaya	3.2%
	Other	47.6%

Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Cape Dara Resort Pattaya	10.5%
2	Pattaya Garden Seaview .	10.5%
3	Centara Grand Mirage Be.	7.9%
4	Hilton Pattaya	7.9%
5	Andaz Pattaya Jomtien B.	5.3%
6	The Edge Central Pattaya	5.3%
7	Akara Hotel Pattaya	2.6%
8	Ana Anan Resort & Villa.	2.6%
9	Bayshore Residence Patt.	2.6%
10	Dusit Thani Pattaya	2.6%
	Other	42.1%

Brand SOV 0% Brand Rank - Total Brands 26 Avg. SOV 3.8%

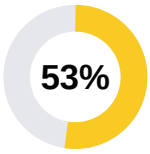
BROAD SEARCH

Rank	Brand	Share of Voice
1	Health Land Resort & Spa	12%
2	Pattaya Garden Seaview .	12%
3	Pattaya Marriott Resort.	8%
4	Best Western Premier Ne.	4%
5	COSI Pattaya Wong Amat .	4%
6	Dragonfly Hotel	4%
7	Garden Cliff Resort & S.	4%
8	Heritage Pattaya Hotel	4%
9	Ibis Pattaya	4%
10	LK Hotel	4%
	Other	40%

Brand SOV 0% Brand Rank - Total Brands 20 Avg. SOV 5%

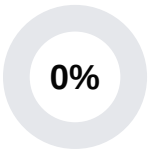
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sunshine Hip Hotel appears in 21/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
11%	16%	74%

WHAT PEOPLE ARE SAYING

Positive: The hotel offers excellent value with its prime location near Terminal 21 and the beach, clean and comfortable rooms, and friendly staff who speak some Chinese.

Neutral: Amenities are basic; guests need to bring their own slippers and toiletries, and some rooms appear dimly lit, while water temperature can be inconsistent.

Negative: Soundproofing is inadequate, with hallway noise and door slamming frequently disturbing guests, and the shower water is often too hot and difficult to regulate.

5 OPPORTUNITIES

1 Capture broad discovery demand
Sunshine Hip Hotel ranks - in broad search with 0% SOV, while Health Land Resort & Spa leads at 12%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Sunshine Hip Hotel appears in 21/40 branded-search posts (53%). 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 offers excellent value with its prime location near Terminal 21 and the beach, clean and comfortable rooms, and friendly staff who speak some Chinese. 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 (11%) but specific: Soundproofing is inadequate, with hallway noise and door slamming frequently disturbing guests, and the shower water is often too hot and difficult to regulate. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 22 / 100 to 34-44 / 100 through keyword-led content, KOC proof, and stronger brand association.