daisy.club

Noku Kyoto

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

19 /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

- Noku Kyoto holds 0.5% blended non-branded search visibility, ranking #71; the current leader Park Hyatt Kyoto holds 5.3%.
- Branded search visibility is 18%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.5%
Ranks #71 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
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.8%
Park Hyatt Kyoto leads at 5.3%, ahead by 4.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Noku Kyoto records 0.5% blended SOV, ranking #71, while Park Hyatt Kyoto leads with 5.3%. The category remains fragmented, with "Other" brands accounting for 68.9% of visibility.

Search terms: Broad Search: Kyoto hotel guide • Narrow Search: hotels near Kyoto Imperial Palace

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kyoto	5.3%
2	Six Senses Kyoto	4.4%
3	The Ritz-Carlton, Kyoto	3.4%
4	The Westin Miyako Kyoto	3.4%
5	Agora Kyoto Karasuma	2.9%
6	Dusit Thani Kyoto	2.4%
7	Hotel Forza Kyoto Shijo.	2.4%
8	Roku Kyoto	2.4%
9	The Thousand Kyoto	2.4%
10	Aman Kyoto	1.9%
	Other	68.9%
71	Noku Kyoto	0.5%

Brand SOV 0.5% Brand Rank #71 Total Brands 106 Avg. SOV 0.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Kyoto	5.6%
2	Kyoto State Guest House	4.4%
3	The Ritz-Carlton, Kyoto	4.4%
4	The Westin Miyako Kyoto	4.4%
5	Agora Kyoto Karasuma	3.3%
6	Hyatt Place Kyoto	3.3%
7	Roku Kyoto	3.3%
8	Hotel Granvia Kyoto	2.2%
9	Kyoto Hachijo Miyako Ho.	2.2%
10	Six Senses Kyoto	2.2%
	Other	64.4%
42	Noku Kyoto	1.1%

Brand SOV 1.1% Brand Rank #42 Total Brands 67 Avg. SOV 1.5%

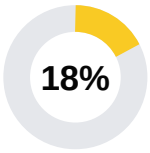
BROAD SEARCH

Rank	Brand	Share of Voice
1	Six Senses Kyoto	6%
2	Park Hyatt Kyoto	5.2%
3	Aman Kyoto	3.4%
4	Capella Kyoto	3.4%
5	Dusit Thani Kyoto	3.4%
6	Hotel Forza Kyoto Shijo.	3.4%
7	Roku Kyoto, LXR Hotels .	3.4%
8	Agora Kyoto Karasuma	2.6%
9	Banyan Tree Kyoto Higas.	2.6%
10	Hotel Celestine Kyoto G.	2.6%
	Other	63.8%

Brand SOV 0% Brand Rank - Total Brands 61 Avg. SOV 1.6%

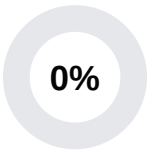
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Noku Kyoto 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
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's excellent location near the subway and Kyoto Imperial Palace, spacious and beautifully designed Japanese-style rooms, attentive service (including help booking restaurants), and high-value breakfast options.

Neutral: The hotel is not in the main tourist area but is right next to a subway station and a convenience store, making it easy to reach other sights.

Negative: Check-in is only available from 3 PM, which can be inconvenient for guests arriving earlier in the day.

5 OPPORTUNITIES

1 Capture broad discovery demand
Noku Kyoto ranks - in broad search with 0% SOV, while Six Senses Kyoto leads at 6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Noku Kyoto 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: Guests consistently praise the hotel's excellent location near the subway and Kyoto Imperial Palace, spacious and beautifully designed Japanese-style rooms, attentive service (including help booking restaurants), and high-value breakfast options. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 19 / 100 to 31-41 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 172 post(s) • Date range: August 2026