daisy.club

Paradisus By Meliá Bali

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

34 /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

- Paradisus By Meliá Bali holds 1% blended non-branded search visibility, ranking #25; the current leader AYANA Bali holds 5.7%.
- Branded search visibility is 60%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 92%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1%
Ranks #25 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
60%
24/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
92% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.7%
AYANA Bali leads at 5.7%, ahead by 4.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Paradisus By Meliá Bali records 1% blended SOV, ranking #25, while AYANA Bali leads with 5.7%. The category remains fragmented, with "Other" brands accounting for 69.4% of visibility.

Search terms: Broad Search: Bali hotel recommendations • Narrow Search: Nusa Dua beach hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	AYANA Bali	5.7%
2	The Westin Resort Nusa .	4.3%
3	Bvlgari Resort Bali	2.9%
4	Conrad Bali	2.9%
5	The Laguna, A Luxury Co.	2.9%
6	AYANA Villas Bali	2.4%
7	Grand Mirage Resort & T.	2.4%
8	RIMBA By AYANA Bali	2.4%
9	Sofitel Bali Nusa Dua B.	2.4%
10	The Ritz-Carlton, Bali	2.4%
	Other	69.4%
25	Paradisus By Meliá Bali	1%

Brand SOV 1% Brand Rank #25 Total Brands 93 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Westin Resort Nusa .	8.5%
2	The Laguna, A Luxury Co.	7.3%
3	Grand Mirage Resort & T.	6.1%
4	Sofitel Bali Nusa Dua B.	6.1%
5	AYANA Bali	4.9%
6	Grand Hyatt Bali	3.7%
7	Hyatt Regency Bali	3.7%
8	Merusaka Nusa Dua	3.7%
9	Samabe Bali Suites & Vi.	3.7%
10	Paradisus By Meliá Bali	2.4%
	Other	50%

Brand SOV 2.4% Brand Rank #10 Total Brands 45 Avg. SOV 2.2%

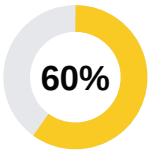
BROAD SEARCH

Rank	Brand	Share of Voice
1	AYANA Bali	6.3%
2	Bvlgari Resort Bali	3.9%
3	AYANA Segara Bali	3.1%
4	AYANA Villas Bali	3.1%
5	Conrad Bali	3.1%
6	RIMBA By AYANA Bali	3.1%
7	Umana Bali, LXR Hotels .	3.1%
8	AYANA Komodo Waecicu Be.	2.4%
9	La Santa Rosa	2.4%
10	Sanna Ubud	2.4%
	Other	66.9%

Brand SOV 0% Brand Rank - Total Brands 66 Avg. SOV 1.5%

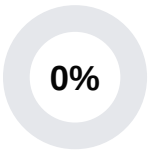
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Paradisus By Meliá Bali appears in 24/40 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%	8%	92%

WHAT PEOPLE ARE SAYING

Positive: The all-inclusive dining is a standout, with multiple restaurants and bars offering consistently high-quality food, including Japanese, Spanish, and other cuisines, and the resort is family-friendly with a kids club, water park, and a beautiful private beach.

Neutral: The resort is newly renovated and has limited Chinese-speaking staff and menus, and the base rooms are relatively small; non-lagoon rooms share public pools which can be crowded.

Negative: Service can be slow during peak breakfast hours, and the resort may not appeal to those seeking a trendy, Instagram-famous atmosphere as it primarily attracts Western guests.

5 OPPORTUNITIES

1 Capture broad discovery demand
Paradisus By Meliá Bali ranks - in broad search with 0% SOV, while AYANA Bali leads at 6.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Paradisus By Meliá Bali appears in 24/40 branded-search posts (60%). 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 all-inclusive dining is a standout, with multiple restaurants and bars offering consistently high-quality food, including Japanese, Spanish, and other cuisines, and the resort is family-friendly with a kids club, water park, and a beautiful private beach. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 34 / 100 to 46-56 / 100 through keyword-led content, KOC proof, and stronger brand association.