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Puteri Bay Hotel Melaka

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

1 /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

- Puteri Bay Hotel Melaka holds 0% blended non-branded search visibility, ranking -; the current leader Birkin International Hotel holds 13.8%.
- Branded search visibility is 3%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 0%; 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
3%
1/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
0% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
13.8%
Birkin International Hotel leads at 13.8%, ahead by 13.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Puteri Bay Hotel Melaka records 0% blended SOV, ranking -, while Birkin International Hotel leads with 13.8%. The category remains fragmented, with "Other" brands accounting for 45.9% of visibility.

Search terms: Broad Search: Best hotels in Malacca • Narrow Search: Hotels near Princess Beach, Malacca

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Birkin International Ho.	13.8%
2	Asteria Melaka By Attic.	10.1%
3	Holiday Inn Melaka	6.4%
4	The Lisbon Melaka	6.4%
5	Atlantis Residence Mela.	3.7%
6	Dream Kingdom Hotel	3.7%
7	Dusit Princess Melaka	2.8%
8	HeyStay	2.8%
9	PARKROYAL A'Famosa Mela.	2.8%
10	Axon Bukit Bintang	1.8%
	Other	45.9%

Brand SOV 0% Brand Rank - Total Brands 48 Avg. SOV 2.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Birkin International Ho.	20.6%
2	Atlantis Residence Mela.	6.3%
3	Dream Kingdom Hotel	6.3%
4	The Lisbon Melaka	6.3%
5	Dusit Princess Melaka	4.8%
6	HeyStay	4.8%
7	Holiday Inn Melaka	4.8%
8	Asteria Melaka By Attic.	3.2%
9	Doraee Homestay Melaka	3.2%
10	Pangkor Laut Resort	3.2%
	Other	36.5%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

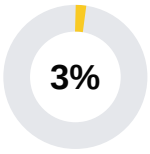
BROAD SEARCH

Rank	Brand	Share of Voice
1	Asteria Melaka By Attic.	19.6%
2	Holiday Inn Melaka	8.7%
3	The Lisbon Melaka	6.5%
4	Birkin International Ho.	4.3%
5	Imperio Residence Melaka	4.3%
6	Liu Men Hotel Melaka	4.3%
7	Swiss-Garden Hotel Mela.	4.3%
8	The Majestic Malacca	4.3%
9	96 Boutique Hotel Melaka	2.2%
10	Amanjiwa 99R	2.2%
	Other	39.1%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

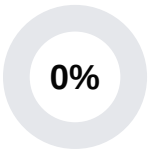
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Puteri Bay Hotel Melaka appears in 1/40 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%	100%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: The post mentions Puteri Bay Hotel in Malacca as one of the possible locations, but does not provide any reviews or experiences about the hotel.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Puteri Bay Hotel Melaka ranks - in broad search with 0% SOV, while Asteria Melaka By Attic Suite leads at 19.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Puteri Bay Hotel Melaka appears in 1/40 branded-search posts (3%). 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.

Near-term goal: move from 1 / 100 to 13-23 / 100 through keyword-led content, KOC proof, and stronger brand association.