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Althia Capsule Quarters

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

0 /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

- Althia Capsule Quarters holds 0% blended non-branded search visibility, ranking -; the current leader PassGo Digital Hotel holds 7%.
- Branded search visibility is 0%, 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
0%
0/40 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)
7%
PassGo Digital Hotel leads at 7%, ahead by 7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Althia Capsule Quarters records 0% blended SOV, ranking -, while PassGo Digital Hotel leads with 7%. The category remains fragmented, with "Other" brands accounting for 71.3% of visibility.

Search terms: Broad Search: Bali accommodation guide • Narrow Search: Bali capsule hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	PassGo Digital Hotel	7%
2	Fairfield By Marriott B.	4.2%
3	Tribe Bali Kuta Beach	2.8%
4	AYANA Resort Bali	2.1%
5	Fairfield By Marriott B.	2.1%
6	Luminor Hotel Legian Se.	2.1%
7	Marriott	2.1%
8	Matahari Bungalow Hotel	2.1%
9	RIMBA By AYANA Bali	2.1%
10	Sheraton Bali Kuta Reso.	2.1%
	Other	71.3%

Brand SOV 0% Brand Rank - Total Brands 100 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	PassGo Digital Hotel	18.2%
2	Fairfield By Marriott B.	10.9%
3	Luminor Hotel Legian Se.	5.5%
4	Tribe Bali Kuta Beach	5.5%
5	Aloft Bali Kuta At Beac.	3.6%
6	Fairfield By Marriott B.	3.6%
7	Matahari Bungalow Hotel	3.6%
8	Novotel	3.6%
9	Pullman Bali Legian Bea.	3.6%
10	Sheraton Bali Kuta Reso.	3.6%
	Other	38.2%

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

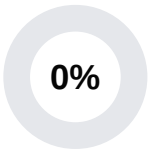
BROAD SEARCH

Rank	Brand	Share of Voice
1	AYANA Resort Bali	3.4%
2	RIMBA By AYANA Bali	3.4%
3	AYANA Segara Bali	2.3%
4	Bali Bohemia Huts	2.3%
5	Gara Gara Sea View	2.3%
6	La Santa Rosa	2.3%
7	Marriott	2.3%
8	Adhi Jaya Hotel	1.1%
9	Adiwana Svarga Loka	1.1%
10	Alaya Dedaun Kuta	1.1%
	Other	78.4%

Brand SOV 0% Brand Rank - Total Brands 79 Avg. SOV 1.3%

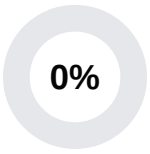
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Althia Capsule Quarters appears in 0/40 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%	0%

WHAT PEOPLE ARE SAYING

Positive: No theme available.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Althia Capsule Quarters ranks - in broad search with 0% SOV, while AYANA Resort Bali leads at 3.4%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Althia Capsule Quarters appears in 0/40 branded-search posts (0%). 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 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.