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Four Points By Sheraton Surabaya, Tunjungan Plaza

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

20 /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

- Four Points By Sheraton Surabaya, Tunjungan Plaza holds 3.7% blended non-branded search visibility, ranking #6; the current leader Hotel Majapahit Surabaya - MGallery Collection holds 19.6%.
- Branded search visibility is 18%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 86%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
3.7%
Ranks #6 blended and #13 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
86% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
15.9%
Hotel Majapahit Surabaya - MGallery Collection leads at 19.6%, ahead by 15.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Four Points By Sheraton Surabaya, Tunjungan Plaza records 3.7% blended SOV, ranking #6, while Hotel Majapahit Surabaya - MGallery Collection leads with 19.6%. The category remains fragmented, with "Other" brands accounting for 49.1% of visibility.

Search terms: Broad Search: Surabaya hotel recommendations • Narrow Search: Hotels near Tunjungan Plaza Surabaya

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Hotel Majapahit Surabay.	19.6%
2	DoubleTree By Hilton Su.	5.5%
3	Aloft Surabaya Pakuwon .	4.3%
4	JW Marriott Hotel Surab.	4.3%
5	Sheraton Surabaya Hotel.	4.3%
6	Four Points By Sheraton.	3.7%
7	Artha Cottages	2.5%
8	ARTOTEL Cabin Bromo	2.5%
9	The Westin Surabaya	2.5%
10	Plataran Bromo Hotel	1.8%
	Other	49.1%

Brand SOV 3.7% Brand Rank #6 Total Brands 69 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Hotel Majapahit Surabay.	20%
2	Aloft Surabaya Pakuwon .	8%
3	DoubleTree By Hilton Su.	8%
4	Sheraton Surabaya Hotel.	8%
5	Four Points By Sheraton.	6.7%
6	JW Marriott Hotel Surab.	6.7%
7	Platinum Hotel Surabaya	4%
8	The Westin Surabaya	4%
9	Ascott Hotel Surabaya	2.7%
10	Bumi Surabaya City Reso.	2.7%
	Other	29.3%

Brand SOV 6.7% Brand Rank #5 Total Brands 27 Avg. SOV 3.7%

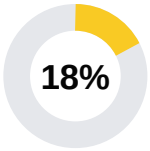
BROAD SEARCH

Rank	Brand	Share of Voice
1	Hotel Majapahit Surabay.	19.3%
2	Artha Cottages	4.5%
3	ARTOTEL Cabin Bromo	4.5%
4	DoubleTree By Hilton Su.	3.4%
5	Plataran Bromo Hotel	3.4%
6	Bromo Park Hotel Probol.	2.3%
7	Cemara Indah Hotel	2.3%
8	ILLIRA Hotel Banyuwangi	2.3%
9	JW Marriott Hotel Surab.	2.3%
10	New Sunari Lovina Beach.	2.3%
	Other	53.4%
13	Four Points By Sheraton.	1.1%

Brand SOV 1.1% Brand Rank #13 Total Brands 55 Avg. SOV 1.8%

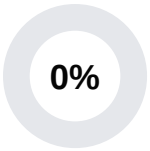
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Four Points By Sheraton Surabaya, Tunjungan Plaza 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
14%	0%	86%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the hotel's unbeatable location directly connected to Tunjungan Plaza, its high value for money, and the generous breakfast spread, with staff noted for going out of their way to assist.

Neutral: The hotel offers spacious rooms and standard amenities like a pool and gym, making it a practical choice for both business and leisure travelers.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Four Points By Sheraton Surabaya, Tunjungan Plaza ranks #13 in broad search with 1.1% SOV, while Hotel Majapahit Surabaya - MGallery Collection leads at 19.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Four Points By Sheraton Surabaya, Tunjungan Plaza 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 unbeatable location directly connected to Tunjungan Plaza, its high value for money, and the generous breakfast spread, with staff noted for going out of their way to assist. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 20 / 100 to 32-42 / 100 through keyword-led content, KOC proof, and stronger brand association.