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Hotel Sentral Seaview Penang

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

24 /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

- Hotel Sentral Seaview Penang holds 0% blended non-branded search visibility, ranking -; the current leader Shangri-La Rasa Sayang, Penang holds 11.3%.
- Branded search visibility is 48%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 95%; 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
48%
19/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
95% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
11.3%
Shangri-La Rasa Sayang, Penang leads at 11.3%, ahead by 11.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hotel Sentral Seaview Penang records 0% blended SOV, ranking -, while Shangri-La Rasa Sayang, Penang leads with 11.3%. The category remains fragmented, with "Other" brands accounting for 44.3% of visibility.

Search terms: Broad Search: Penang seaview hotel recommendations • Narrow Search: Penang beachfront hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sayang,.	11.3%
2	ShM Hotel Penang	7%
3	The Millen Penang, Auto.	7%
4	Eastern & Oriental Hote.	6.1%
5	M Social Resort Penang	5.2%
6	PARKROYAL Penang Resort	5.2%
7	Shangri-La Golden Sands.	5.2%
8	Lone Pine, Penang, A Tr.	3.5%
9	Angsana Teluk Bahang, P.	2.6%
10	Break & Stay Suites	2.6%
	Other	44.3%

Brand SOV 0% Brand Rank - Total Brands 51 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sayang,.	16.1%
2	PARKROYAL Penang Resort	10.7%
3	Shangri-La Golden Sands.	10.7%
4	Angsana Teluk Bahang, P.	5.4%
5	Eastern & Oriental Hote.	5.4%
6	M Social Resort Penang	5.4%
7	DoubleTree Resort By Hi.	3.6%
8	Hard Rock Hotel Penang	3.6%
9	Shangri-La Tanjung Aru,.	3.6%
10	Ascott	1.8%
	Other	33.9%

Brand SOV 0% Brand Rank - Total Brands 29 Avg. SOV 3.4%

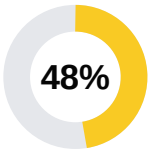
BROAD SEARCH

Rank	Brand	Share of Voice
1	ShM Hotel Penang	11.9%
2	The Millen Penang, Auto.	11.9%
3	Eastern & Oriental Hote.	6.8%
4	Shangri-La Rasa Sayang,.	6.8%
5	Break & Stay Suites	5.1%
6	Lone Pine, Penang, A Tr.	5.1%
7	M Social Resort Penang	5.1%
8	Muntri Maison	5.1%
9	AC Hotel Penang	3.4%
10	Capri By Fraser, Penang	3.4%
	Other	35.6%

Brand SOV 0% Brand Rank - Total Brands 31 Avg. SOV 3.2%

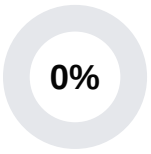
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Hotel Sentral Seaview Penang appears in 19/40 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%	5%	95%

WHAT PEOPLE ARE SAYING

Positive: Multiple posts highlight the hotel's exceptional value for money, with affordable sea-view rooms (around 200 RMB per person per night), spacious and clean accommodations, and a prime location near the beach, a night market, and George Town. Many guests also rave about the popular and inexpensive dining options, including weekend hi-tea buffets and semi-buffet lunches, which come with sea views, pool access, and even traditional performances, making it a top pick for families and budget-conscious travelers.

Neutral: The hotel offers a variety of room types, including family suites and children's themed rooms, and provides free Wi-Fi, daily housekeeping, and a 24-hour front desk. Some guests note that the included breakfast is ordinary and suggest that those with high expectations for breakfast may want to skip it, while other amenities like the outdoor pool and direct beach access are commonly mentioned as convenient but not extraordinary.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Hotel Sentral Seaview Penang ranks - in broad search with 0% SOV, while ShM Hotel Penang leads at 11.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Hotel Sentral Seaview Penang appears in 19/40 branded-search posts (48%). 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: Multiple posts highlight the hotel's exceptional value for money, with affordable sea-view rooms (around 200 RMB per person per night), spacious and clean accommodations, and a prime location near the beach, a night market, and George Town. Many guests also rave about the popular and inexpensive dining options, including weekend hi-tea buffets and semi-buffet lunches, which come with sea views, pool access, and even traditional performances, making it a top pick for families and budget-conscious travelers. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 24 / 100 to 36-46 / 100 through keyword-led content, KOC proof, and stronger brand association.