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Memoire Palace Resort & Spa

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

12 /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

- Memoire Palace Resort & Spa holds 0% blended non-branded search visibility, ranking -; the current leader Eightfold Urban Resort holds 13.2%.
- Branded search visibility is 8%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; 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
8%
3/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
13.2%
Eightfold Urban Resort leads at 13.2%, ahead by 13.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Memoire Palace Resort & Spa records 0% blended SOV, ranking -, while Eightfold Urban Resort leads with 13.2%. The category remains fragmented, with "Other" brands accounting for 36.8% of visibility.

Search terms: Broad Search: Siem Reap resort recommendations • Narrow Search: Siem Reap vacation hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Eightfold Urban Resort	13.2%
2	Park Hyatt Siem Reap	10.5%
3	Hotel Vellita Siem Reap	7.9%
4	Raffles Grand Hotel d'A.	7.4%
5	Jaya House River Park	5.3%
6	Shinta Mani Angkor	4.7%
7	Viroth's Villa	4.7%
8	Amansara	3.2%
9	FCC Angkor By Avani	3.2%
10	Lub D Siem Reap	3.2%
	Other	36.8%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Eightfold Urban Resort	11.8%
2	Hotel Vellita Siem Reap	9.4%
3	Park Hyatt Siem Reap	9.4%
4	Raffles Grand Hotel d'A.	8.2%
5	Shinta Mani Angkor	8.2%
6	Jaya House River Park	4.7%
7	Viroth's Villa	4.7%
8	FCC Angkor By Avani	3.5%
9	Green Morodoc Garden Ho.	3.5%
10	Lub D Siem Reap	3.5%
	Other	32.9%

Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%

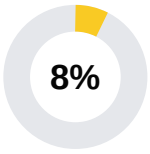
BROAD SEARCH

Rank	Brand	Share of Voice
1	Eightfold Urban Resort	14.3%
2	Park Hyatt Siem Reap	11.4%
3	Hotel Vellita Siem Reap	6.7%
4	Raffles Grand Hotel d'A.	6.7%
5	Jaya House River Park	5.7%
6	Amansara	4.8%
7	Viroth's Villa	4.8%
8	Rambutan Hotel & Resort.	3.8%
9	FCC Angkor By Avani	2.9%
10	Khmer Mansion Residence	2.9%
	Other	36.2%

Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%

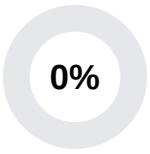
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Memoire Palace Resort & Spa appears in 3/40 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%	100%

WHAT PEOPLE ARE SAYING

Positive: The hotel offers a great vacation experience with excellent service, a beautiful environment perfect for photos, and a friendly foreign manager who supports local tree planting initiatives.

Neutral: The hotel is located in a small town in Siem Reap, with ongoing road construction and limited shopping options nearby.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Memoire Palace Resort & Spa ranks - in broad search with 0% SOV, while Eightfold Urban Resort leads at 14.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Memoire Palace Resort & Spa appears in 3/40 branded-search posts (8%). 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 hotel offers a great vacation experience with excellent service, a beautiful environment perfect for photos, and a friendly foreign manager who supports local tree planting initiatives. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 12 / 100 to 24-34 / 100 through keyword-led content, KOC proof, and stronger brand association.