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The Rich Residence Sukhumvit Nana

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

48 /100

EMERGING PRESENCE

Visibility is currently in the emerging presence band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- The Rich Residence Sukhumvit Nana holds 0% blended non-branded search visibility, ranking -; the current leader InterContinental Bangkok Sukhumvit holds 8%.
- Branded Search Visibility is 65%, while Brand Control is 92.3%, indicating how much branded-search visibility comes from owned sources.
- 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
65%
26/40 branded-search posts mention the selected brand.

BRAND CONTROL
92%
24/26 qualifying branded-search posts are brand-owned from The Rich Residence Sukhumvit Nana.

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

COMPETITIVE GAP (BLENDED SEARCH)
8%
InterContinental Bangkok Sukhumvit leads at 8%, ahead by 8%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Rich Residence Sukhumvit Nana records 0% blended SOV, ranking -, while InterContinental Bangkok Sukhumvit leads with 8%. The category remains fragmented, with "Other" brands accounting for 69.6% of visibility.

Search terms: Broad Search: ü7ÑárRow Search: ü7F¡R—

BLENDED SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bangko.	8%
2	Rosewood Bangkok	3.2%
3	Akara Hotel Bangkok	2.4%
4	Bangkok Marriott Hotel .	2.4%
5	Carlton Hotel Bangkok S.	2.4%
6	Dusit Thani Bangkok	2.4%
7	Kimpton Maa-Lai Bangkok	2.4%
8	Montraj Coach Sukhumvit.	2.4%
9	W Bangkok	2.4%
10	Waldorf Astoria Bangkok	2.4%
	Other	69.6%

Brand SOV 0% Brand Rank - Total Brands 84 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bangko.	8.1%
2	Montraj Coach Sukhumvit.	4.8%
3	Akara Hotel Bangkok	3.2%
4	Arawana Express Phromph.	3.2%
5	Arawana Residence Phrom.	3.2%
6	Bangkok Marriott Hotel .	3.2%
7	Centre Point Hotel Sukh.	3.2%
8	Eastin Grand Hotel Phay.	3.2%
9	Hotel Nikko Bangkok	3.2%
10	Kimpton Maa-Lai Bangkok	3.2%
	Other	61.3%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

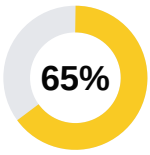
BROAD SEARCH

Rank	Brand	Share of Voice
1	InterContinental Bangko.	7.9%
2	Bangkok Diamond Apartme.	3.2%
3	Carlton Hotel Bangkok S.	3.2%
4	Dusit Thani Bangkok	3.2%
5	Rosewood Bangkok	3.2%
6	Waldorf Astoria Bangkok	3.2%
7	Airport Hotel	1.6%
8	Akara Hotel Bangkok	1.6%
9	Amber Hotel Sukhumvit 8.	1.6%
10	Amber Inn Bangkok	1.6%
	Other	69.8%

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

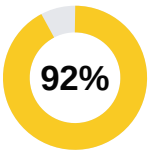
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Rich Residence Sukhumvit Nana appears in 26/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



24/26 branded-search posts that mention the selected brand are from The Rich Residence Sukhumvit Nana (92%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the spacious suites with full kitchens and washing machines, the prime location just a short walk from BTS Nana and Phloen Chit, and the wide range of on-site facilities including a pool, gym, and sauna, making it a versatile choice for families, digital nomads, and leisure travelers.

Neutral: No theme available.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Rich Residence Sukhumvit Nana ranks - in broad search with 0% SOV, while InterContinental Bangkok Sukhumvit leads at 7.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Rich Residence Sukhumvit Nana appears in 26/40 branded-search posts (65%). 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 Turn positive sentiment into proof
Users already respond positively to: Guests consistently praise the spacious suites with full kitchens and washing machines, the prime location just a short walk from BTS Nana and Phloen Chit, and the wide range of on-site facilities including a pool, gym, and sauna, making it a versatile choice for families, digital nomads, and leisure 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 48 / 100 to 60-70 / 100 through keyword-led content, KOC proof, and stronger brand association.