daisy.club

Copenhagen Free Walking Tours

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

40 /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

- Copenhagen Free Walking Tours holds 15% blended non-branded search visibility, ranking #1; the current leader Dawei holds 15%.
- 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 make branded search more consistent.

1 SCORE DRIVERS

SHARE OF VOICE
15%
Ranks #1 blended and #1 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)
0%
Dawei leads at 15%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Copenhagen Free Walking Tours records 15% blended SOV, ranking #1, while Dawei leads with 15%. The category remains fragmented, with "Other" brands accounting for 35% of visibility.

Search terms: Broad Search: Copenhagen city walk • Narrow Search: Copenhagen free walking tour booking

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Dawei	15%
2	Danish Local Guide	10%
3	Bustravel	5%
4	Canal Tours	5%
5	Copenhagen Local Guide	5%
6	FestTour International .	5%
7	GoBoat	5%
8	Nicetravel	5%
9	Seoul Walking Tour	5%
10	Troll	5%
	Other	35%

Brand SOV 15% Brand Rank #1 Total Brands 17 Avg. SOV 5.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Dawei	10%
2	Danish Local Guide	10%
3	FestTour International .	10%
4	Seoul Walking Tour	10%
5	YiYi (Denmark Local gui.	10%
6	âÉ W	10%
7	â‚Ê90¥ ¡	10%
8	Ch8	10%
9	'e.	10%
10	Ž ÂL	10%
	Other	0%

Brand SOV 10% Brand Rank #1 Total Brands 10 Avg. SOV 10%

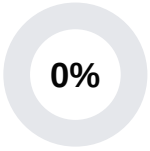
BROAD SEARCH

Rank	Brand	Share of Voice
1	Dawei	20%
2	Bustravel	10%
3	Canal Tours	10%
4	Copenhagen Local Guide	10%
5	Danish Local Guide	10%
6	GoBoat	10%
7	Nicetravel	10%
8	Troll	10%
9	‡ fÂL	10%
	Other	0%

Brand SOV 20% Brand Rank #1 Total Brands 9 Avg. SOV 11.1%

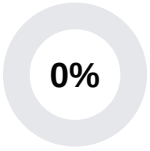
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Copenhagen Free Walking Tours 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 Make branded search more consistent
Dawei 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.

2 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 40 / 100 to 52-62 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: August 2026