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# TROVE Hotel Johor Bahru

## Rednote Search Visibility Audit

Audit period: August 2026

### DAISY VISIBILITY INDEX

**25 /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

- TROVE Hotel Johor Bahru holds 0.7% blended non-branded search visibility, ranking #49; the current leader Sheraton Johor Bahru Hotel holds 10.5%.
- Branded search visibility is 45%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 88%; the clearest next lever is capture broad discovery demand.

## 1 SCORE DRIVERS

**SHARE OF VOICE**
**0.7%**
Ranks #49 blended and - broad across selected non-branded keyword runs.

**BRANDED SEARCH**
**45%**
18/40 branded-search posts mention the selected brand.

**BRAND CONTROL**
**0%**
No detected Rednote account

**SENTIMENT**
**88% Positive**
Positive user sentiment strengthens search-led growth and conversion proof.

**COMPETITIVE GAP (BLENDED SEARCH)**
**9.8%**
Sheraton Johor Bahru Hotel leads at 10.5%, ahead by 9.8%.

## 2 SHARE OF VOICE Non-Branded Search Visibility

**TROVE Hotel Johor Bahru records 0.7% blended SOV, ranking #49, while Sheraton Johor Bahru Hotel leads with 10.5%. The category remains fragmented, with "Other" brands accounting for 46.9% of visibility.**

**Search terms: Broad Search: Johor Bahru hotel guide • Narrow Search: Hotels near KSL Johor Bahru**

### BLENDED SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Sheraton Johor Bahru Ho. | 10.5% |
| 2 | Holiday Inn Johor Bahru. | 7.7% |
| 3 | KSL Hotel & Resort | 7.7% |
| 4 | Capri By Fraser Johor B. | 6.3% |
| 5 | DoubleTree By Hilton Jo. | 5.6% |
| 6 | Novotel Johor Bahru Cit. | 4.9% |
| 7 | 1975 Avenue Hotel | 2.8% |
| 8 | Space Residency | 2.8% |
| 9 | Z Hotel | 2.8% |
| 10 | Amari Johor Bahru | 2.1% |
| | Other | 46.9% |
| 49 | TROVE Hotel Johor Bahru | 0.7% |

**Brand SOV 0.7% Brand Rank #49 Total Brands 55 Avg. SOV 1.8%**

### NARROW SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | KSL Hotel & Resort | 13.7% |
| 2 | Holiday Inn Johor Bahru. | 9.6% |
| 3 | Sheraton Johor Bahru Ho. | 8.2% |
| 4 | Novotel Johor Bahru Cit. | 6.8% |
| 5 | Capri By Fraser Johor B. | 5.5% |
| 6 | DoubleTree By Hilton Jo. | 5.5% |
| 7 | Space Residency | 5.5% |
| 8 | Holiday Villa Johor Bah. | 4.1% |
| 9 | Amari Johor Bahru | 2.7% |
| 10 | St. Giles Southkey @ Mi. | 2.7% |
| | Other | 35.6% |
| 33 | TROVE Hotel Johor Bahru | 1.4% |

**Brand SOV 1.4% Brand Rank #33 Total Brands 36 Avg. SOV 2.8%**

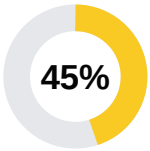
### BROAD SEARCH

| Rank | Brand | Share of Voice |
|---|---|---|
| 1 | Sheraton Johor Bahru Ho. | 12.9% |
| 2 | Capri By Fraser Johor B. | 7.1% |
| 3 | 1975 Avenue Hotel | 5.7% |
| 4 | DoubleTree By Hilton Jo. | 5.7% |
| 5 | Holiday Inn Johor Bahru. | 5.7% |
| 6 | Z Hotel | 4.3% |
| 7 | Cattitude Pet Hotel Set. | 2.9% |
| 8 | FIVES Hotel | 2.9% |
| 9 | Forest City Golf Hotel | 2.9% |
| 10 | Forest City Marina Hotel | 2.9% |
| | Other | 47.1% |

**Brand SOV 0% Brand Rank - Total Brands 40 Avg. SOV 2.5%**

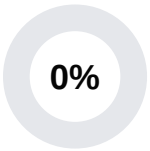
## 3 BRANDED SEARCH & BRAND CONTROL

### BRANDED SEARCH




TROVE Hotel Johor Bahru appears in 18/40 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% | 12% | 88% |

### WHAT PEOPLE ARE SAYING

**Positive:** Guests consistently praise the hotel's value for money, spacious and clean rooms, convenient location near the CIQ and KSL, plus useful amenities like in-room water dispensers, a pool, and a popular on-site cafe.

**Neutral:** Breakfast is adequate but not exceptional, and soundproofing between rooms is average; prices can also fluctuate significantly during holidays.

**Negative:** Check-in is only available after 3 PM, and arriving earlier incurs an extra fee of RM50.

## 5 OPPORTUNITIES

**1 Capture broad discovery demand**
TROVE Hotel Johor Bahru ranks - in broad search with 0% SOV, while Sheraton Johor Bahru Hotel leads at 12.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

**2 Make branded search more consistent**
TROVE Hotel Johor Bahru appears in 18/40 branded-search posts (45%). 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 value for money, spacious and clean rooms, convenient location near the CIQ and KSL, plus useful amenities like in-room water dispensers, a pool, and a popular on-site cafe. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

**Near-term goal: move from 25 / 100 to 37-47 / 100 through keyword-led content, KOC proof, and stronger brand association.**

Source: Rednote search audit • 8 run(s) • 174 post(s) • Date range: August 2026