daisy.club

Nüwa Manila

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

15 /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

- Nüwa Manila holds 0.7% blended non-branded search visibility, ranking #27; the current leader The Peninsula Manila holds 13.1%.
- Branded search visibility is 10%, 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
0.7%
Ranks #27 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
10%
4/40 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)
12.4%
The Peninsula Manila leads at 13.1%, ahead by 12.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Nüwa Manila records 0.7% blended SOV, ranking #27, while The Peninsula Manila leads with 13.1%. The category remains fragmented, with "Other" brands accounting for 48.3% of visibility.

Search terms: Broad Search: Manila hotel recommendations • Narrow Search: Hotels near Manila Bay

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	13.1%
2	Conrad Manila	9.7%
3	Okada Manila	4.8%
4	Holiday Inn Express Man.	4.1%
5	Belmont Hotel Manila	3.4%
6	Grand Hyatt Manila	3.4%
7	Savoy Hotel Manila	3.4%
8	Sheraton Manila Bay	3.4%
9	The Manila Hotel	3.4%
10	Citadines Benavidez Mak.	2.8%
	Other	48.3%
27	Nüwa Manila	0.7%

Brand SOV 0.7% Brand Rank #27 Total Brands 49 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Conrad Manila	12%
2	Okada Manila	9.3%
3	Belmont Hotel Manila	6.7%
4	Holiday Inn Express Man.	6.7%
5	Savoy Hotel Manila	6.7%
6	The Peninsula Manila	6.7%
7	Hyatt Regency Manila, C.	5.3%
8	Sheraton Manila Bay	5.3%
9	Achievers Airport Hotel	4%
10	Hilton Manila At Newpor.	2.7%
	Other	34.7%
15	Nüwa Manila	1.3%

Brand SOV 1.3% Brand Rank #15 Total Brands 32 Avg. SOV 3.1%

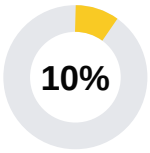
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Peninsula Manila	20%
2	Conrad Manila	7.1%
3	Grand Hyatt Manila	5.7%
4	Makati Shangri-La, Mani.	5.7%
5	The Westin Manila	5.7%
6	Citadines Benavidez Mak.	4.3%
7	Mandarin Oriental Makat.	4.3%
8	The Manila Hotel	4.3%
9	City Garden Grand Hotel	2.9%
10	Dusit Thani Manila	2.9%
	Other	37.1%

Brand SOV 0% Brand Rank - Total Brands 32 Avg. SOV 3.1%

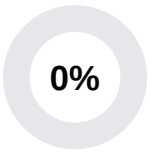
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Nüwa Manila appears in 4/40 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 brand is consistently portrayed as a top-tier luxury five-star property, with praise for its soft, absorbent towels and, in a related property, attentive service, family-friendly amenities, and a calm, refined atmosphere.

Neutral: Some posts focus on selling branded bath towels as clearance items, implying the hotel's linens are high-quality but also that surplus stock is being offloaded at discounted prices.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Nüwa Manila ranks - in broad search with 0% SOV, while The Peninsula Manila leads at 20%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Nüwa Manila appears in 4/40 branded-search posts (10%). 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 brand is consistently portrayed as a top-tier luxury five-star property, with praise for its soft, absorbent towels and, in a related property, attentive service, family-friendly amenities, and a calm, refined atmosphere. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 15 / 100 to 27-37 / 100 through keyword-led content, KOC proof, and stronger brand association.