

Cititel Express Ipoh

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

71 /100

GROWING AUTHORITY

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

EXECUTIVE READOUT

- Cititel Express Ipoh holds 9.6% blended non-branded search visibility, ranking #1; the current leader Cititel Express Ipoh holds 9.6%.
- Branded Search Visibility is 75%, while Brand Control is 16.7%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 63%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

9.6%

Ranks #1 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH

75%

30/40 branded-search posts mention the selected brand.

BRAND CONTROL

17%

5/30 qualifying branded-search posts are brand-owned from Cititel Express Ipoh.

SENTIMENT

63% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

0%

Cititel Express Ipoh leads at 9.6%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Cititel Express Ipoh records 9.6% blended SOV, ranking #1, while Cititel Express Ipoh leads with 9.6%. The category remains fragmented, with “Other” brands accounting for 44.3% of visibility.

Search terms: Broad Search: Ipoh hotel recommendations • Narrow Search: Ipoh city center hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Cititel Express Ipoh	9.6%
2	Travelodge Hotel Ipoh	8.7%
3	AC Hotel By Marriott Ip.	7%
4	De Quinton Hotel	6.1%
5	WEIL Hotel Ipoh	6.1%
6	The Stallionz	4.3%
7	Bedrock Hotel Ipoh	3.5%
8	Ipoh Town Hotel By Sere.	3.5%
9	MU Hotel Ipoh	3.5%
10	Muzi Boutique Hotel	3.5%
	Other	44.3%

Brand SOV 9.6% Brand Rank #1 Total Brands 46 Avg. SOV 2.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Cititel Express Ipoh	20.4%
2	De Quinton Hotel	9.3%
3	AC Hotel By Marriott Ip.	5.6%
4	Robin Hotel	5.6%
5	The Stallionz	5.6%
6	Ipoh Town Hotel By Sere.	3.7%
7	M Boutique Hotel Statio.	3.7%
8	MU Hotel Ipoh	3.7%
9	1969 Business Suites	1.9%
10	Aloft Hotel	1.9%
	Other	38.9%

Brand SOV 20.4% Brand Rank #1 Total Brands 31 Avg. SOV 3.2%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Travelodge Hotel Ipoh	14.8%
2	WEIL Hotel Ipoh	11.5%
3	AC Hotel By Marriott Ip.	8.2%
4	Bedrock Hotel Ipoh	6.6%
5	Muzi Boutique Hotel	4.9%
6	Tambun Retreat	4.9%
7	De Quinton Hotel	3.3%
8	Ipoh Town Hotel By Sere.	3.3%
9	MU Hotel Ipoh	3.3%
10	Sojourn Spa Hotel Green.	3.3%
	Other	36.1%

Brand SOV 0% Brand Rank - Total Brands 30 Avg. SOV 3.3%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

75%

Cititel Express Ipoh appears in 30/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

17%

5/30 branded-search posts that mention the selected brand are from Cititel Express Ipoh (17%).

4 SENTIMENT ANALYSIS

NEGATIVE

13%

NEUTRAL

23%

POSITIVE

63%

WHAT PEOPLE ARE SAYING

Positive:

Guests consistently praise the hotel's central location, which makes it easy to walk to Ipoh's old town, food streets, and attractions like Concubine Lane, as well as its proximity to the train station. Many also highlight the good value for money, clean and comfortable rooms (especially after renovations), and the impressive views from the upper floors.

Neutral:

The hotel requires check-in and check-out on the 12th floor, and parking is limited, with some guests noting the need to use an off-site lot with a shuttle. Some practical details, such as the availability of drinking water or the deposit process, vary by guest experience.

Negative:

A few guests reported issues with room noise, such as a humming appliance that disturbed sleep, and described some rooms as basic or dated. Others mentioned that the breakfast selection was limited and that the deposit tax was non-refundable, which felt unexpected.

5 OPPORTUNITIES

1

Capture broad discovery demand

Cititel Express Ipoh ranks - in broad search with 0% SOV, while Travelodge Hotel Ipoh leads at 14.8%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Increase brand-owned control

Only 16.7% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

3

Turn positive sentiment into proof

Users already respond positively to: Guests consistently praise the hotel's central location, which makes it easy to walk to Ipoh's old town, food streets, and attractions like Concubine Lane, as well as its proximity to the train station. Many also highlight the good value for money, clean and comfortable rooms (especially after renovations), and the impressive views from the upper floors. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4

Address recurring trust concerns

Negative feedback is lower-volume (13%) but specific: A few guests reported issues with room noise, such as a humming appliance that disturbed sleep, and described some rooms as basic or dated. Others mentioned that the breakfast selection was limited and that the deposit tax was non-refundable, which felt unexpected. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 71 / 100 to 83-93 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: October 2026 • Collection coverage: complete • posts 160/160 • details 160/160

Daisy Visibility Index™