daisy.club

Koh Russey Resort

Rednote Search Visibility Audit

Audit period: August 2026

DAISY VISIBILITY INDEX

18 /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

- Koh Russey Resort holds 1.9% blended non-branded search visibility, ranking #9; the current leader Six Senses Krabey Island holds 13.9%.
- 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
1.9%
Ranks #9 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%
Six Senses Krabey Island leads at 13.9%, ahead by 12%.

2 SHARE OF VOICE Non-Branded Search Visibility

Koh Russey Resort records 1.9% blended SOV, ranking #9, while Six Senses Krabey Island leads with 13.9%. The category remains fragmented, with "Other" brands accounting for 43.5% of visibility.

Search terms: Broad Search: Cambodia niche island hotel • Narrow Search: Cambodia honeymoon island hotel

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Six Senses Krabey Island	13.9%
2	Song Saa Private Island.	8.3%
3	Independence Hotel Reso.	7.4%
4	Arjuna Solitaire Hotel	6.5%
5	Novotel Sihanoukville	6.5%
6	JATI Koh Russey Resort	4.6%
7	Beachwalk Koh Rong	2.8%
8	The Royal Sands Koh Rong	2.8%
9	Koh Russey Resort	1.9%
10	Kompong Dewa Resort	1.9%
	Other	43.5%

Brand SOV 1.9% Brand Rank #9 Total Brands 51 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Six Senses Krabey Island	22.2%
2	Song Saa Private Island.	14.8%
3	Independence Hotel Reso.	9.3%
4	Novotel Sihanoukville	9.3%
5	JATI Koh Russey Resort	5.6%
6	Koh Russey Resort	3.7%
7	Beachwalk Koh Rong	1.9%
8	Golden Beach Resort	1.9%
9	Grand Ocean Bay	1.9%
10	Koh Apikjun Resort	1.9%
	Other	27.8%

Brand SOV 3.7% Brand Rank #6 Total Brands 25 Avg. SOV 4%

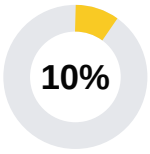
BROAD SEARCH

Rank	Brand	Share of Voice
1	Arjuna Solitaire Hotel	13%
2	Independence Hotel Reso.	5.6%
3	Six Senses Krabey Island	5.6%
4	The Royal Sands Koh Rong	5.6%
5	Beachwalk Koh Rong	3.7%
6	JATI Koh Russey Resort	3.7%
7	Kompong Dewa Resort	3.7%
8	Novotel Sihanoukville	3.7%
9	Royal C Beach Resort	3.7%
10	Sokha Beach Resort	3.7%
	Other	48.1%

Brand SOV 0% Brand Rank - Total Brands 35 Avg. SOV 2.9%

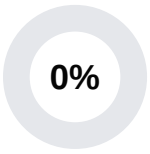
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Koh Russey Resort 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: Guests consistently praise the resort for its excellent value, noting that it offers a private-island experience with good privacy and attentive service at a fraction of the cost of nearby luxury competitors, while also highlighting the spacious villas with private pools and the complimentary water activities.

Neutral: The resort's offerings vary by season and current reopening status; during low season, breakfast becomes à la carte, some facilities like the spa and bar may be closed, and boat transfers are limited to two scheduled times per day, with extra fees for unscheduled trips.

Negative: Several reviews mention that the beach sand is coarser and less comfortable than other nearby islands, some villa amenities like outdoor bathtubs show wear from weather exposure, and optional excursions such as snorkeling or fishing are significantly more expensive than local market rates.

5 OPPORTUNITIES

1 Capture broad discovery demand
Koh Russey Resort ranks - in broad search with 0% SOV, while Arjuna Solitaire Hotel leads at 13%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Koh Russey Resort 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: Guests consistently praise the resort for its excellent value, noting that it offers a private-island experience with good privacy and attentive service at a fraction of the cost of nearby luxury competitors, while also highlighting the spacious villas with private pools and the complimentary water activities. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 18 / 100 to 30-40 / 100 through keyword-led content, KOC proof, and stronger brand association.