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Pearl Property Phuket

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

0 /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

- Pearl Property Phuket holds 0% blended non-branded search visibility, ranking -; the current leader Phuket Shooting Range holds 5.9%.
- 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 capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0%
Ranks - blended and - 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)
5.9%
Phuket Shooting Range leads at 5.9%, ahead by 5.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Pearl Property Phuket records 0% blended SOV, ranking -, while Phuket Shooting Range leads with 5.9%. The category remains fragmented, with "Other" brands accounting for 64.7% of visibility.

Search terms: Broad Search: Phuket day tour recommendations • Narrow Search: Phuket private car day tour

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Phuket Shooting Range	5.9%
2	BBP Phuket Chinese Fema.	4.4%
3	Phuket International St.	4.4%
4	A Di	2.9%
5	BBP Phuket Chinese-spea.	2.9%
6	Black Gold	2.9%
7	Blue Summer Travel	2.9%
8	Elizabeth Sailing Catam.	2.9%
9	Formula Fun Karting	2.9%
10	Ko Van Phuket	2.9%
	Other	64.7%

Brand SOV 0% Brand Rank - Total Brands 51 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	BBP Phuket Chinese Fema.	5%
2	Blue Summer Travel	5%
3	Phuket International St.	5%
4	Phuket Shooting Range	5%
5	SeaStar Andaman Co., Lt.	5%
6	Thai Hua International .	5%
7	A Di	2.5%
8	A Tian	2.5%
9	Adi	2.5%
10	Azhi	2.5%
	Other	60%

Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Elizabeth Sailing Catam.	7.1%
2	Phuket Shooting Range	7.1%
3	A Di	3.6%
4	A Rong Phuket	3.6%
5	A Zhi	3.6%
6	Alpha Health Club	3.6%
7	Amla Aqua	3.6%
8	BBP Phuket Chinese Fema.	3.6%
9	BBP Phuket Chinese-spea.	3.6%
10	Black Gold	3.6%
	Other	57.1%

Brand SOV 0% Brand Rank - Total Brands 26 Avg. SOV 3.8%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

0%

Pearl Property Phuket appears in 0/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

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 Capture broad discovery demand
Pearl Property Phuket ranks - in broad search with 0% SOV, while Elizabeth Sailing Catamaran leads at 7.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Pearl Property Phuket 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.

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.

Near-term goal: move from 0 / 100 to 12-22 / 100 through keyword-led content, KOC proof, and stronger brand association.