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Hôtel KVL

Rednote Search Visibility Audit

Audit period: October 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

- Hôtel KVL holds 0.9% blended non-branded search visibility, ranking #21; the current leader Amanjaya Pancam Suites Hotel holds 16.4%.
- Branded search visibility is 45%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 94%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.9%
Ranks #21 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
94% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
15.5%
Amanjaya Pancam Suites Hotel leads at 16.4%, ahead by 15.5%.

2 SHARE OF VOICE Non-Branded Search Visibility

Hôtel KVL records 0.9% blended SOV, ranking #21, while Amanjaya Pancam Suites Hotel leads with 16.4%. The category remains fragmented, with "Other" brands accounting for 34.5% of visibility.

Search terms: Broad Search: Phnom Penh hotel recommendations • Narrow Search: Phnom Penh riverside hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Suites .	16.4%
2	Rosewood Phnom Penh	10.3%
3	Raffles Hotel Le Royal .	9.5%
4	Shangri-La Phnom Penh	6.9%
5	Palace Gate Hotel & Res.	5.2%
6	Soma Hotel Riverside	4.3%
7	The Peninsula Phnom Penh	4.3%
8	Tian Yi International H.	3.4%
9	Aquarius Hotel And Urba.	2.6%
10	Courtyard By Marriott P.	2.6%
	Other	34.5%
21	Hôtel KVL	0.9%

Brand SOV 0.9% Brand Rank #21 Total Brands 36 Avg. SOV 2.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Suites .	14.3%
2	Rosewood Phnom Penh	12.5%
3	Palace Gate Hotel & Res.	8.9%
4	Shangri-La Phnom Penh	8.9%
5	Soladia Hotel & Residen.	5.4%
6	Sun & Moon Riverside Ho.	5.4%
7	The Peninsula Phnom Penh	5.4%
8	Tian Yi International H.	5.4%
9	Aquarius Hotel And Urba.	3.6%
10	Courtyard By Marriott P.	3.6%
	Other	26.8%
14	Hôtel KVL	1.8%

Brand SOV 1.8% Brand Rank #14 Total Brands 22 Avg. SOV 4.5%

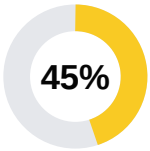
BROAD SEARCH

Rank	Brand	Share of Voice
1	Amanjaya Pancam Suites .	18.3%
2	Raffles Hotel Le Royal .	15%
3	Rosewood Phnom Penh	8.3%
4	Soma Hotel Riverside	6.7%
5	Shangri-La Phnom Penh	5%
6	Hyatt	3.3%
7	Mecon Hotel	3.3%
8	Plantation Urban Resort.	3.3%
9	Sofitel Phnom Penh Phok.	3.3%
10	The Peninsula Phnom Penh	3.3%
	Other	30%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

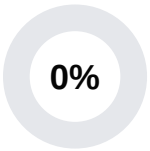
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Hôtel KVL 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%	6%	94%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the rooftop sky bar for its stunning river views, stylish design, and quality food and drinks, often calling it the best such spot in Phnom Penh; the hotel's prime location near the Royal Palace and riverside, along with its modern, boutique feel and reasonable pricing, also earn strong recommendations.

Neutral: The hotel is part of the Vattanac Capital group and appears in broader promotional contexts, such as a brand clearance event, where it is mentioned alongside other group properties.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Hôtel KVL ranks - in broad search with 0% SOV, while Amanjaya Pancam Suites Hotel leads at 18.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Hôtel KVL 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 rooftop sky bar for its stunning river views, stylish design, and quality food and drinks, often calling it the best such spot in Phnom Penh; the hotel's prime location near the Royal Palace and riverside, along with its modern, boutique feel and reasonable pricing, also earn strong recommendations. 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.