daisy.club

Sala Lodges

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

29 /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

- Sala Lodges holds 0.6% blended non-branded search visibility, ranking #31; the current leader Park Hyatt Siem Reap holds 12.3%.
- Branded search visibility is 63%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 87%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.6%
Ranks #31 blended and #17 broad across selected non-branded keyword runs.

BRANDED SEARCH
63%
25/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
87% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
11.7%
Park Hyatt Siem Reap leads at 12.3%, ahead by 11.7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sala Lodges records 0.6% blended SOV, ranking #31, while Park Hyatt Siem Reap leads with 12.3%. The category remains fragmented, with "Other" brands accounting for 45.8% of visibility.

Search terms: Broad Search: Siem Reap hotel recommendations • Narrow Search: Hotels near Angkor Wat

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	12.3%
2	Eightfold Urban Resort	8.9%
3	Jaya House River Park	7.3%
4	Amansara	4.5%
5	Hotel Vellita Siem Reap	3.9%
6	The Community Siem Reap	3.9%
7	Khmer House Resort	3.4%
8	Phum Baitang, A Zannier.	3.4%
9	Raffles Grand Hotel d'A.	3.4%
10	Shinta Mani Angkor	3.4%
	Other	45.8%
31	Sala Lodges	0.6%

Brand SOV 0.6% Brand Rank #31 Total Brands 50 Avg. SOV 2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Eightfold Urban Resort	8.3%
2	Park Hyatt Siem Reap	7.3%
3	Hotel Vellita Siem Reap	5.2%
4	Jaya House River Park	5.2%
5	Phum Baitang, A Zannier.	4.2%
6	Shinta Mani Angkor	4.2%
7	The Community Siem Reap	4.2%
8	Amansara	3.1%
9	Angkor Village Hotel	3.1%
10	Khmer House Resort	3.1%
	Other	52.1%

Brand SOV 0% Brand Rank - Total Brands 44 Avg. SOV 2.3%

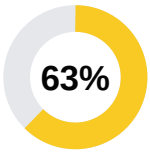
BROAD SEARCH

Rank	Brand	Share of Voice
1	Park Hyatt Siem Reap	18.1%
2	Eightfold Urban Resort	9.6%
3	Jaya House River Park	9.6%
4	Amansara	6%
5	Khmer House Resort	3.6%
6	Raffles Grand Hotel d'A.	3.6%
7	The Community Siem Reap	3.6%
8	Viroth's Villa	3.6%
9	Angkor Village Hotel	2.4%
10	FCC Angkor By Avani	2.4%
	Other	37.3%
17	Sala Lodges	1.2%

Brand SOV 1.2% Brand Rank #17 Total Brands 35 Avg. SOV 2.9%

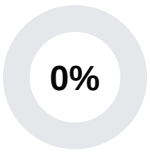
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sala Lodges appears in 25/40 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%	13%	87%

WHAT PEOPLE ARE SAYING

Positive: Guests praised the authentic Khmer wooden lodge experience, beautiful natural surroundings, thoughtful service, and spacious, well-appointed rooms.

Neutral: The hotel is slightly away from the city center, but its location is still accessible by tuk-tuk or motorbike, and breakfast is made to order rather than buffet style.

Negative: Some guests noted noise issues from nightlife and nature, as well as some insect presence, though the hotel provides remedies.

5 OPPORTUNITIES

1 Capture broad discovery demand
Sala Lodges ranks #17 in broad search with 1.2% SOV, while Park Hyatt Siem Reap leads at 18.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Sala Lodges appears in 25/40 branded-search posts (63%). 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 praised the authentic Khmer wooden lodge experience, beautiful natural surroundings, thoughtful service, and spacious, well-appointed rooms. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 29 / 100 to 41-51 / 100 through keyword-led content, KOC proof, and stronger brand association.