

DAISY VISIBILITY INDEX

40 /100

EMERGING PRESENCE

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

EXECUTIVE READOUT

- SO/ Maldives holds 1.2% blended non-branded search visibility, ranking #29; the current leader The Ritz-Carlton Maldives, Fari Islands holds 6.1%.
- Branded Search Visibility is 70%, while Brand Control is 7.1%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 93%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
1.2%

Ranks #29 blended and #52 broad across selected non-branded keyword runs.



BRANDED SEARCH
70%

28/40 branded-search posts mention the selected brand.



BRAND CONTROL
7%

2/28 qualifying branded-search posts are brand-owned from SO/ Maldives.



SENTIMENT
93% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
4.9%

The Ritz-Carlton Maldives, Fari Islands leads at 6.1%, ahead by 4.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

SO/ Maldives records 1.2% blended SOV, ranking #29, while The Ritz-Carlton Maldives, Fari Islands leads with 6.1%. The category remains fragmented, with "Other" brands accounting for 64.4% of visibility.

Search terms: Broad Search: Maldives design hotels • Narrow Search: Maldives photogenic hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	6.1%
2	Waldorf Astoria Maldiv.	4.9%
3	Soneva Jani	4.3%
4	Conrad Maldives Rangali.	3.7%
5	Kuramathi Island Resort	3.7%
6	Ayada Maldives	3.1%
7	Furaveri Island Resort .	3.1%
8	Allia Kothaifaru Maldiv.	2.5%
9	Madifushi Private Island	2.5%
10	Hilton Maldives Amingir.	1.8%
	Other	64.4%
29	SO/ Maldives	1.2%

Brand SOV 1.2% Brand Rank #29 Total Brands 85 Avg. SOV 1.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	7.9%
2	Madifushi Private Island	6.3%
3	Soneva Jani	6.3%
4	Ayada Maldives	4.8%
5	Conrad Maldives Rangali.	4.8%
6	Furaveri Island Resort .	4.8%
7	Waldorf Astoria Maldiv.	4.8%
8	Emerald Faarufushi Reso.	3.2%
9	Hilton Maldives Amingir.	3.2%
10	Kuramathi Island Resort	3.2%
	Other	50.8%
33	SO/ Maldives	1.6%

Brand SOV 1.6% Brand Rank #33 Total Brands 40 Avg. SOV 2.5%

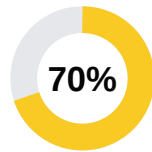
BROAD SEARCH

Rank	Brand	Share of Voice
1	The Ritz-Carlton Maldiv.	5%
2	Waldorf Astoria Maldiv.	5%
3	Kuramathi Island Resort	4%
4	Allia Kothaifaru Maldiv.	3%
5	Conrad Maldives Rangali.	3%
6	InterContinental Maldiv.	3%
7	Joali Maldives	3%
8	Le Méridien Maldives Re.	3%
9	Ozen Reserve Bolifushi	3%
10	Siyam World Maldives	3%
	Other	65%
52	SO/ Maldives	1%

Brand SOV 1% Brand Rank #52 Total Brands 62 Avg. SOV 1.6%

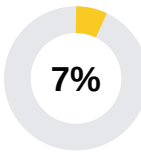
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



SO/ Maldives appears in 28/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/28 branded-search posts that mention the selected brand are from SO/ Maldives (7%).

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

7%

POSITIVE

93%

WHAT PEOPLE ARE SAYING



Positive: The resort features stunning, Instagram-worthy overwater villas with large private pools and net beds overlooking a breathtakingly clear turquoise lagoon, complemented by excellent, varied dining options and convenient 15-minute speedboat access from the airport.



Neutral: The island is a newly built property with modern, fashionable design, but the vegetation is still growing and the sandy beach surface can be rough, requiring water shoes.



Negative: The house reef snorkeling is consistently described as poor, with very few fish seen, making it unsuitable for guests seeking rich marine life and underwater excitement.

5 OPPORTUNITIES

1 Capture broad discovery demand

SO/ Maldives ranks #52 in broad search with 1% SOV, while The Ritz-Carlton Maldives, Fari Islands leads at 5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control

Only 7.1% 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: The resort features stunning, Instagram-worthy overwater villas with large private pools and net beds overlooking a breathtakingly clear turquoise lagoon, complemented by excellent, varied dining options and convenient 15-minute speedboat access from the airport. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 40 / 100 to 52-62 / 100 through keyword-led content, KOC proof, and stronger brand association.