daisy.club

Cove Singapore

Rednote Search Visibility Audit

Audit period: October 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

- Cove Singapore holds 0% blended non-branded search visibility, ranking -; the current leader Coliwoo holds 4.1%.
- Branded Search Visibility is 18%, while Brand Control is 42.9%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 57%; 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
18%
7/40 branded-search posts mention the selected brand.

BRAND CONTROL
43%
3/7 qualifying branded-search posts are brand-owned from Cove.

SENTIMENT
57% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.1%
Coliwoo leads at 4.1%, ahead by 4.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

Cove Singapore records 0% blended SOV, ranking -, while Coliwoo leads with 4.1%. The category remains fragmented, with "Other" brands accounting for 59.2% of visibility.

Search terms: Broad Search: Singapore rental recommendations • Narrow Search: Singapore move-in ready rental

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Coliwoo	4.1%
2	Coliwoo Boon Lay	4.1%
3	Cooliv Service Apartment	4.1%
4	J Gateway	4.1%
5	Queens	4.1%
6	SunGlade	4.1%
7	Tanglin View	4.1%
8	The Madeira	4.1%
9	The Parc	4.1%
10	Trilinq	4.1%
	Other	59.2%

Brand SOV 0% Brand Rank - Total Brands 38 Avg. SOV 2.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Cooliv Service Apartment	8%
2	J Gateway	8%
3	Queens	8%
4	Tanglin View	8%
5	The Parc	8%
6	Trilinq	8%
7	Bartley Bridge	4%
8	Dover Parkview	4%
9	Eight Riversuites	4%
10	Hundred Palms Residences	4%
	Other	36%

Brand SOV 0% Brand Rank - Total Brands 19 Avg. SOV 5.3%

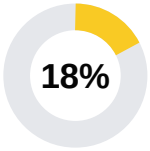
BROAD SEARCH

Rank	Brand	Share of Voice
1	Coliwoo	8.3%
2	Coliwoo Boon Lay	8.3%
3	SunGlade	8.3%
4	The Madeira	8.3%
5	Westwood Residences	8.3%
6	Blue Horizon	4.2%
7	Cascadale	4.2%
8	Coliwoo Midtown	4.2%
9	Coliwoo Orchard	4.2%
10	Coliwoo River Valley 288	4.2%
	Other	37.5%

Brand SOV 0% Brand Rank - Total Brands 19 Avg. SOV 5.3%

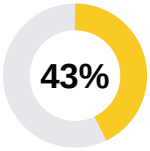
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Cove Singapore appears in 7/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



3/7 branded-search posts that mention the selected brand are from Cove (43%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
14%	29%	57%

WHAT PEOPLE ARE SAYING

Positive: Cove is recognized for its quality, with one property winning a Trip.com award, and guests praise its well-equipped rooms, great value, and unique amenities like sea-view bathrooms and outdoor hot tubs.

Neutral: Cove offers fully furnished apartments with flexible three-month leases, with locations near universities and amenities, and master rooms starting from S$2,000 per month.

Negative: No theme available.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Cove Singapore ranks - in broad search with 0% SOV, while Coliwoo leads at 8.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Cove Singapore appears in 7/40 branded-search posts (18%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

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