daisy.club

Mama Shelter Singapore

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

39 /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

- Mama Shelter Singapore holds 0% blended non-branded search visibility, ranking -; the current leader Marina Bay Sands Singapore holds 8%.
- Branded Search Visibility is 83%, while Brand Control is 24.2%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 94%; 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
83%
33/40 branded-search posts mention the selected brand.

BRAND CONTROL
24%
8/33 qualifying branded-search posts are brand-owned from Mama Shelter Singapore.

SENTIMENT
94% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
8%
Marina Bay Sands Singapore leads at 8%, ahead by 8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Mama Shelter Singapore records 0% blended SOV, ranking -, while Marina Bay Sands Singapore leads with 8%. The category remains fragmented, with "Other" brands accounting for 59.2% of visibility.

Search terms: Broad Search: design hotel Singapore • Narrow Search: couple hotel Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands Singap.	8%
2	Conrad Centennial Singa.	4.8%
3	Mandarin Oriental, Sing.	4.8%
4	PARKROYAL COLLECTION Pi.	4%
5	COMO Metropolitan Singa.	3.2%
6	Conrad Singapore Orchard	3.2%
7	Grand Hyatt Singapore	3.2%
8	Ji Hotel Orchard Singap.	3.2%
9	The Singapore EDITION	3.2%
10	Voco Orchard Singapore	3.2%
	Other	59.2%

Brand SOV 0% Brand Rank - Total Brands 66 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands Singap.	9.1%
2	PARKROYAL COLLECTION Pi.	5.5%
3	Conrad Centennial Singa.	3.6%
4	Pan Pacific Orchard	3.6%
5	Shangri-La Hotel, Singa.	3.6%
6	The Ritz-Carlton, Mille.	3.6%
7	Aloft Singapore Novena	1.8%
8	Carlton Hotel Singapore	1.8%
9	Citadines	1.8%
10	Citadines Connect Roche.	1.8%
	Other	63.6%

Brand SOV 0% Brand Rank - Total Brands 45 Avg. SOV 2.2%

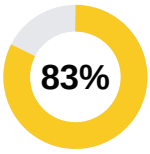
BROAD SEARCH

Rank	Brand	Share of Voice
1	Mandarin Oriental, Sing.	7.1%
2	Marina Bay Sands Singap.	7.1%
3	Conrad Centennial Singa.	5.7%
4	COMO Metropolitan Singa.	4.3%
5	Conrad Singapore Orchard	4.3%
6	Grand Hyatt Singapore	4.3%
7	Ji Hotel Orchard Singap.	4.3%
8	Raffles Sentosa Singapo.	4.3%
9	The Singapore EDITION	4.3%
10	Voco Orchard Singapore	4.3%
	Other	50%

Brand SOV 0% Brand Rank - Total Brands 41 Avg. SOV 2.4%

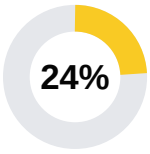
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Mama Shelter Singapore appears in 33/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



8/33 branded-search posts that mention the selected brand are from Mama Shelter Singapore (24%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	7%	94%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the stylish, photogenic design blending French and Nanyang influences, the vibrant rooftop pool and bar, and thoughtful in-room amenities, all at a competitive price.

Neutral: Some potential guests are uncertain about the hotel's transportation convenience and overall facilities, seeking more information.

Negative: The steak at the restaurant was found to be tough and chewy, though other dishes were enjoyed.

5 OPPORTUNITIES

1 Capture broad discovery demand
Mama Shelter Singapore ranks - in broad search with 0% SOV, while Mandarin Oriental, Singapore leads at 7.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control
Only 24.2% 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: Guests consistently praise the stylish, photogenic design blending French and Nanyang influences, the vibrant rooftop pool and bar, and thoughtful in-room amenities, all at a competitive price. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 39 / 100 to 51-61 / 100 through keyword-led content, KOC proof, and stronger brand association.