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Shangri-La Rasa Sentosa, Singapore

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

78 /100

GROWING AUTHORITY

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

EXECUTIVE READOUT

- Shangri-La Rasa Sentosa, Singapore holds 14.6% blended non-branded search visibility, ranking #1; the current leader Shangri-La Rasa Sentosa, Singapore holds 14.6%.
- Branded search visibility is 100%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 90%; the clearest next lever is launch an owned rednote presence.

1 SCORE DRIVERS

SHARE OF VOICE
14.6%
Ranks #1 blended and #1 broad across selected non-branded keyword runs.

BRANDED SEARCH
100%
40/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
90% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
0%
Shangri-La Rasa Sentosa, Singapore leads at 14.6%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

Shangri-La Rasa Sentosa, Singapore records 14.6% blended SOV, ranking #1, while Shangri-La Rasa Sentosa, Singapore leads with 14.6%. The category remains fragmented, with "Other" brands accounting for 47.5% of visibility.

Search terms: Broad Search: Singapore resort hotel recommendations • Narrow Search: Sentosa family-friendly hotels

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	14.6%
2	The Outpost Hotel Sento.	7%
3	Village Hotel Sentosa	6.3%
4	Fairmont Singapore	3.8%
5	Sofitel Singapore Sento.	3.8%
6	The Laurus, A Luxury Co.	3.8%
7	W Singapore - Sentosa C.	3.8%
8	Capella Singapore	3.2%
9	Pan Pacific Singapore	3.2%
10	The Ritz-Carlton, Mille.	3.2%
	Other	47.5%

Brand SOV 14.6% Brand Rank #1 Total Brands 53 Avg. SOV 1.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	23.2%
2	The Outpost Hotel Sento.	10.1%
3	Village Hotel Sentosa	7.2%
4	Sofitel Singapore Sento.	5.8%
5	Capella Singapore	4.3%
6	Fairmont Singapore	4.3%
7	W Singapore - Sentosa C.	4.3%
8	Hotel Ora	2.9%
9	Pan Pacific Singapore	2.9%
10	PARKROYAL COLLECTION Ma.	2.9%
	Other	31.9%

Brand SOV 23.2% Brand Rank #1 Total Brands 29 Avg. SOV 3.4%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	7.9%
2	Village Hotel Sentosa	5.6%
3	The Laurus, A Luxury Co.	4.5%
4	The Outpost Hotel Sento.	4.5%
5	Fairmont Singapore	3.4%
6	Hotel Michael	3.4%
7	Oasia Resort Sentosa	3.4%
8	Pan Pacific Orchard	3.4%
9	Pan Pacific Singapore	3.4%
10	Raffles Sentosa Singapo.	3.4%
	Other	57.3%

Brand SOV 7.9% Brand Rank #1 Total Brands 49 Avg. SOV 2%

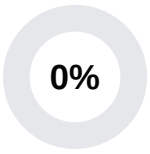
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Shangri-La Rasa Sentosa, Singapore appears in 40/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
8%	3%	90%

WHAT PEOPLE ARE SAYING

Positive: Highly regarded for family vacations, with a private beach, multiple kids' pools and water slides, a children's club, free water sports, and convenient shuttle access to Universal Studios and other Sentosa attractions.

Neutral: The property is an older resort that has been maintained well; rooms are clean and have balconies, but the decor and facilities feel dated.

Negative: Guests often cite poor value for money at peak rates, dated rooms and small pools, unimpressive sea and beach quality, and slow check-in.

5 OPPORTUNITIES

1 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.

2 Turn positive sentiment into proof
Users already respond positively to: Highly regarded for family vacations, with a private beach, multiple kids' pools and water slides, a children's club, free water sports, and convenient shuttle access to Universal Studios and other Sentosa attractions. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

3 Address recurring trust concerns
Negative feedback is lower-volume (8%) but specific: Guests often cite poor value for money at peak rates, dated rooms and small pools, unimpressive sea and beach quality, and slow check-in. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 78 / 100 to 90-100 / 100 through keyword-led content, KOC proof, and stronger brand association.