

W Singapore - Sentosa Cove

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

58 /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

- W Singapore - Sentosa Cove holds 2.5% blended non-branded search visibility, ranking #10; the current leader Shangri-La Rasa Sentosa, Singapore holds 5.6%.
- Branded Search Visibility is 100%, while Brand Control is 7.5%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 88%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
2.5%

Ranks #10 blended and #23 broad across selected non-branded keyword runs.



BRANDED SEARCH
100%

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



BRAND CONTROL
8%

3/40 qualifying branded-search posts are brand-owned from W Singapore - Sentosa Cove.



SENTIMENT
88% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
3.1%

Shangri-La Rasa Sentosa, Singapore leads at 5.6%, ahead by 3.1%.

2 SHARE OF VOICE Non-Branded Search Visibility

W Singapore - Sentosa Cove records 2.5% blended SOV, ranking #10, while Shangri-La Rasa Sentosa, Singapore leads with 5.6%. The category remains fragmented, with "Other" brands accounting for 58.1% of visibility.

Search terms: Broad Search: Singapore resort hotel recommendations • Narrow Search: Singapore hotel with pool

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	5.6%
2	The Outpost Hotel Sento.	5.6%
3	Village Hotel Sentosa	5.6%
4	Marina Bay Sands Singap.	5%
5	Capella Singapore	3.8%
6	Hotel Ora	3.8%
7	Pan Pacific Orchard, Si.	3.8%
8	Raffles Sentosa Singapo.	3.1%
9	The Singapore EDITION	3.1%
10	W Singapore - Sentosa C.	2.5%
	Other	58.1%

Brand SOV 2.5% Brand Rank #10 Total Brands 66 Avg. SOV 1.5%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Village Hotel Sentosa	9.5%
2	Marina Bay Sands Singap.	7.9%
3	The Outpost Hotel Sento.	7.9%
4	Pan Pacific Orchard, Si.	4.8%
5	The Singapore EDITION	4.8%
6	W Singapore - Sentosa C.	3.2%
7	Capella Singapore	3.2%
8	Conrad Singapore Orchard	3.2%
9	Hotel Ora	3.2%
10	PARKROYAL COLLECTION Pi.	3.2%
	Other	49.2%

Brand SOV 3.2% Brand Rank #6 Total Brands 40 Avg. SOV 2.5%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Shangri-La Rasa Sentosa.	7.2%
2	Raffles Sentosa Singapo.	5.2%
3	Capella Singapore	4.1%
4	Hotel Ora	4.1%
5	The Outpost Hotel Sento.	4.1%
6	Conrad Singapore Marina.	3.1%
7	Fairmont Singapore	3.1%
8	Marina Bay Sands Singap.	3.1%
9	Pan Pacific Orchard, Si.	3.1%
10	PARKROYAL COLLECTION Ma.	3.1%
	Other	59.8%
23	W Singapore - Sentosa C.	2.1%

Brand SOV 2.1% Brand Rank #23 Total Brands 51 Avg. SOV 2%

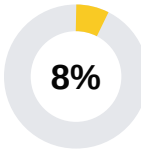
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



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

BRAND CONTROL



3/40 branded-search posts that mention the selected brand are from W Singapore - Sentosa Cove (8%).

4 SENTIMENT ANALYSIS

NEGATIVE

3%

NEUTRAL

10%

POSITIVE

88%

WHAT PEOPLE ARE SAYING



Positive: The resort's standout appeal is its beautiful, 24-hour pool area with a slide and marina views, which guests repeatedly describe as the highlight and very photogenic; the breakfast is also highly praised for its variety and taste.



Neutral: The hotel is located deep in Sentosa Cove, offering a quiet and private escape, but this means getting to attractions requires planning, although free hotel shuttles to VivoCity and island bus B help.



Negative: Guest experiences with service and policies are inconsistent, with one guest noting difficulty getting late checkout, arrival extras like laundry bags being removed without asking, and a luggage retrieval mix-up, along with a separate complaint about front-desk service being unhelpful regarding room upgrades.

5 OPPORTUNITIES

1 Capture broad discovery demand

W Singapore - Sentosa Cove ranks #23 in broad search with 2.1% SOV, while Shangri-La Rasa Sentosa, Singapore leads at 7.2%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control

Only 7.5% 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's standout appeal is its beautiful, 24-hour pool area with a slide and marina views, which guests repeatedly describe as the highlight and very photogenic; the breakfast is also highly praised for its variety and taste. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

4 Address recurring trust concerns

Negative feedback is lower-volume (3%) but specific: Guest experiences with service and policies are inconsistent, with one guest noting difficulty getting late checkout, arrival extras like laundry bags being removed without asking, and a luggage retrieval mix-up, along with a separate complaint about front-desk service being unhelpful regarding room upgrades. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 58 / 100 to 70-80 / 100 through keyword-led content, KOC proof, and stronger brand association.