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JEN Singapore Orchardgateway By Shangri-La

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

51 /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

- JEN Singapore Orchardgateway By Shangri-La holds 4.9% blended non-branded search visibility, ranking #4; the current leader Marina Bay Sands holds 17.2%.
- Branded Search Visibility is 95%, while Brand Control is 15.8%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 81%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
4.9%
Ranks #4 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
16%
6/38 qualifying branded-search posts are brand-owned from JEN Singapore Orchardgateway By Shangri-La.

SENTIMENT
81% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
12.3%
Marina Bay Sands leads at 17.2%, ahead by 12.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

JEN Singapore Orchardgateway By Shangri-La records 4.9% blended SOV, ranking #4, while Marina Bay Sands leads with 17.2%. The category remains fragmented, with "Other" brands accounting for 38.5% of visibility.

Search terms: Broad Search: Singapore hotel recommendations • Narrow Search: hotels near Orchard Road Singapore

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	17.2%
2	Conrad Singapore Orchard	10.7%
3	Hilton Singapore Orchard	5.7%
4	JEN Singapore Orchardga.	4.9%
5	COMO Metropolitan Singa.	4.9%
6	Pan Pacific Orchard	4.9%
7	Artyzen Singapore	3.3%
8	Grand Hyatt Singapore	3.3%
9	Hotel Mi Bencoolen	3.3%
10	The Singapore EDITION	3.3%
	Other	38.5%

Brand SOV 4.9% Brand Rank #4 Total Brands 46 Avg. SOV 2.2%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	26.6%
2	JEN Singapore Orchardga.	9.4%
3	COMO Metropolitan Singa.	7.8%
4	Conrad Singapore Orchard	6.3%
5	Hilton Singapore Orchard	4.7%
6	Artyzen Singapore	3.1%
7	Grand Hyatt Singapore	3.1%
8	Hotel Mi Bencoolen	3.1%
9	Orchard Rendezvous Hotel	3.1%
10	Pan Pacific Orchard	3.1%
	Other	29.7%

Brand SOV 9.4% Brand Rank #2 Total Brands 26 Avg. SOV 3.8%

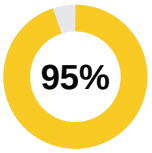
BROAD SEARCH

Rank	Brand	Share of Voice
1	Conrad Singapore Orchard	15.5%
2	Hilton Singapore Orchard	6.9%
3	Marina Bay Sands	6.9%
4	Pan Pacific Orchard	6.9%
5	Artyzen Singapore	3.4%
6	Grand Hyatt Singapore	3.4%
7	Grand Mercure Singapore.	3.4%
8	Hotel Mi Bencoolen	3.4%
9	Mandarin Oriental, Sing.	3.4%
10	Pan Pacific Singapore	3.4%
	Other	43.1%

Brand SOV 0% Brand Rank - Total Brands 33 Avg. SOV 3%

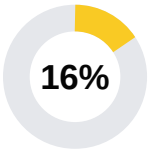
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



JEN Singapore Orchardgateway By Shangri-La appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



6/38 branded-search posts that mention the selected brand are from JEN Singapore Orchardgateway By Shangri-La (16%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
6%	14%	81%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the unbeatable location with direct access to Somerset MRT and Orchard Gateway mall, plus the rooftop pool offering skyline views of Marina Bay Sands, making it a practical and value-for-money choice for travelers who prioritize convenience.

Neutral: The hotel offers a mid-range, business-style stay with decent amenities; breakfast and room size receive mixed feedback, and the property is well-integrated with a mall and metro station.

Negative: Some guests report that the rooms feel small and basic, the pull-out sofa bed can be uncomfortable due to a gap in the mattress, and there are occasional issues like bathroom odors or a strong smell from the mall's garbage chute near the hotel entrance.

5 OPPORTUNITIES

1 Capture broad discovery demand
JEN Singapore Orchardgateway By Shangri-La ranks - in broad search with 0% SOV, while Conrad Singapore Orchard leads at 15.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control
Only 15.8% 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 unbeatable location with direct access to Somerset MRT and Orchard Gateway mall, plus the rooftop pool offering skyline views of Marina Bay Sands, making it a practical and value-for-money choice for travelers who prioritize convenience. 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 (6%) but specific: Some guests report that the rooms feel small and basic, the pull-out sofa bed can be uncomfortable due to a gap in the mattress, and there are occasional issues like bathroom odors or a strong smell from the mall's garbage chute near the hotel entrance. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 51 / 100 to 63-73 / 100 through keyword-led content, KOC proof, and stronger brand association.