daisy.club

Cove Singapore

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

27 /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 Lyf Funan Singapore holds 6.8%.
- Branded Search Visibility is 33%, while Brand Control is 46.2%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 77%; 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
33%
13/40 branded-search posts mention the selected brand.

BRAND CONTROL
46%
6/13 qualifying branded-search posts are brand-owned from Cove.

SENTIMENT
77% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.8%
Lyf Funan Singapore leads at 6.8%, ahead by 6.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

Cove Singapore records 0% blended SOV, ranking -, while Lyf Funan Singapore leads with 6.8%. The category remains fragmented, with "Other" brands accounting for 62.7% of visibility.

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

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Lyf Funan Singapore	6.8%
2	Coliwoo	5.1%
3	Avenue South Residence	3.4%
4	Coliwoo Midtown	3.4%
5	Communa	3.4%
6	Dover Parkview	3.4%
7	Simei Green Condo	3.4%
8	Sophia Hills	3.4%
9	SunGlade	3.4%
10	1919	1.7%
	Other	62.7%

Brand SOV 0% Brand Rank - Total Brands 47 Avg. SOV 2.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Avenue South Residence	6.7%
2	Sophia Hills	6.7%
3	1919	3.3%
4	AMO Residence	3.3%
5	City Square Residences	3.3%
6	Clement Canopy	3.3%
7	Commonwealth Towers	3.3%
8	Cooliv Service Apartment	3.3%
9	Dover Parkview	3.3%
10	Hundred Trees	3.3%
	Other	60%

Brand SOV 0% Brand Rank - Total Brands 28 Avg. SOV 3.6%

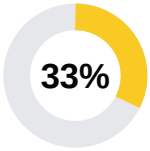
BROAD SEARCH

Rank	Brand	Share of Voice
1	Lyf Funan Singapore	13.8%
2	Coliwoo	10.3%
3	Coliwoo Midtown	6.9%
4	Communa	6.9%
5	Simei Green Condo	6.9%
6	SunGlade	6.9%
7	Coliwoo Bukit Timah Fir.	3.4%
8	Dover Parkview	3.4%
9	Eight Riversuites	3.4%
10	Hotel Boss Singapore	3.4%
	Other	34.5%

Brand SOV 0% Brand Rank - Total Brands 20 Avg. SOV 5%

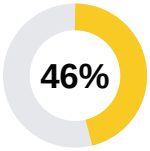
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Cove Singapore appears in 13/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



6/13 branded-search posts that mention the selected brand are from Cove (46%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	23%	77%

WHAT PEOPLE ARE SAYING

Positive: Cove is consistently recommended as a leading co-living option in Singapore, praised for its fully furnished, move-in-ready rooms, flexible three-month minimum leases, regular housekeeping, and community events, making it a convenient choice for short-term renters.

Neutral: Some users note that Cove's customer service response can be slow and may require follow-up, and that utilities are capped monthly with excess costs shared among tenants; additionally, a cleaning fee is deducted from the deposit upon move-out.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Cove Singapore ranks - in broad search with 0% SOV, while Lyf Funan Singapore leads at 13.8%. 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 13/40 branded-search posts (33%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3 Turn positive sentiment into proof
Users already respond positively to: Cove is consistently recommended as a leading co-living option in Singapore, praised for its fully furnished, move-in-ready rooms, flexible three-month minimum leases, regular housekeeping, and community events, making it a convenient choice for short-term renters. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 27 / 100 to 39-49 / 100 through keyword-led content, KOC proof, and stronger brand association.