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JEN Singapore Tanglin By Shangri-La

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

35 /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

- JEN Singapore Tanglin By Shangri-La holds 1% blended non-branded search visibility, ranking #17; the current leader The Singapore EDITION holds 18.6%.
- Branded search visibility is 90%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 75%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
1%
Ranks #17 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
90%
36/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
75% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
17.6%
The Singapore EDITION leads at 18.6%, ahead by 17.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

JEN Singapore Tanglin By Shangri-La records 1% blended SOV, ranking #17, while The Singapore EDITION leads with 18.6%. The category remains fragmented, with "Other" brands accounting for 35.3% of visibility.

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

BLENDED SEARCH

Rank	Brand	Share of Voice
1	The Singapore EDITION	18.6%
2	Pan Pacific Orchard	9.8%
3	Conrad Singapore Orchard	7.8%
4	Grand Hyatt Singapore	7.8%
5	YOTEL Singapore Orchard.	4.9%
6	Hotel Waterloo Singapore	3.9%
7	Artyzen Singapore	2.9%
8	Grand Mercure Singapore.	2.9%
9	Hilton Singapore Orchard	2.9%
10	JEN Singapore Orchardga.	2.9%
	Other	35.3%
17	JEN Singapore Tanglin B.	1%

Brand SOV 1% Brand Rank #17 Total Brands 38 Avg. SOV 2.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	The Singapore EDITION	35.4%
2	Conrad Singapore Orchard	12.5%
3	Pan Pacific Orchard	8.3%
4	Artyzen Singapore	6.3%
5	JEN Singapore Orchardga.	6.3%
6	COMO Metropolitan Singa.	4.2%
7	Grand Hyatt Singapore	4.2%
8	The Standard, Singapore	4.2%
9	YOTEL Singapore Orchard.	4.2%
10	JEN Singapore Tanglin B.	2.1%
	Other	12.5%

Brand SOV 2.1% Brand Rank #10 Total Brands 16 Avg. SOV 6.3%

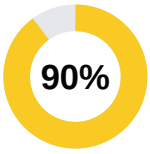
BROAD SEARCH

Rank	Brand	Share of Voice
1	Grand Hyatt Singapore	11.1%
2	Pan Pacific Orchard	11.1%
3	Hotel Waterloo Singapore	7.4%
4	Grand Mercure Singapore.	5.6%
5	Hilton Singapore Orchard	5.6%
6	Marina Bay Sands	5.6%
7	YOTEL Singapore Orchard.	5.6%
8	Conrad Singapore Orchard	3.7%
9	PARKROYAL COLLECTION Pi.	3.7%
10	Swissôtel The Stamford .	3.7%
	Other	37%

Brand SOV 0% Brand Rank - Total Brands 29 Avg. SOV 3.4%

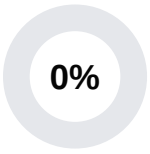
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



JEN Singapore Tanglin By Shangri-La appears in 36/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
19%	6%	75%

WHAT PEOPLE ARE SAYING

Positive: The hotel is highly praised for its excellent location, being directly opposite the Orchard Boulevard MRT station and connected to a mall, making transport and shopping very convenient. Guests also appreciate the rooftop pool and gym, and several mention receiving free room upgrades, which adds to the overall value.

Neutral: Room size and amenities are generally considered average for Singapore, with some guests finding rooms compact or the property slightly dated (opened in 1994, renovated in 2007). Breakfast receives mixed reviews, and the hotel does not provide bottled water, only filtered drinking water.

Negative: Some guests feel the price is high relative to what is offered, citing the lack of bottled water and tea in rooms, uncomfortable bedding that caused allergies, narrow corridors, and a breakfast that is both poor in quality and requires long queues. A few also note that the surrounding area has limited dining options beyond Western-style food.

5 OPPORTUNITIES

1 Capture broad discovery demand
JEN Singapore Tanglin By Shangri-La ranks - in broad search with 0% SOV, while Grand Hyatt Singapore leads at 11.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 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.

3 Turn positive sentiment into proof
Users already respond positively to: The hotel is highly praised for its excellent location, being directly opposite the Orchard Boulevard MRT station and connected to a mall, making transport and shopping very convenient. Guests also appreciate the rooftop pool and gym, and several mention receiving free room upgrades, which adds to the overall value. 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 (19%) but specific: Some guests feel the price is high relative to what is offered, citing the lack of bottled water and tea in rooms, uncomfortable bedding that caused allergies, narrow corridors, and a breakfast that is both poor in quality and requires long queues. A few also note that the surrounding area has limited dining options beyond Western-style food. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 35 / 100 to 47-57 / 100 through keyword-led content, KOC proof, and stronger brand association.