daisy.club

The Serangoon House

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

12 /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

- The Serangoon House holds 0% blended non-branded search visibility, ranking -; the current leader Fairmont Singapore holds 4.6%.
- Branded search visibility is 5%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; 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
5%
2/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.6%
Fairmont Singapore leads at 4.6%, ahead by 4.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Serangoon House records 0% blended SOV, ranking -, while Fairmont Singapore leads with 4.6%. The category remains fragmented, with "Other" brands accounting for 67.9% of visibility.

Search terms: Broad Search: Singapore best value hotel guide • Narrow Search: Singapore photogenic guesthouse

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	4.6%
2	JI Hotel Orchard Singap.	3.8%
3	Swissotel The Stamford .	3.8%
4	Carlton Hotel Singapore	3.1%
5	JW Marriott Hotel Singa.	3.1%
6	Marina Bay Sands	3.1%
7	Raffles Hotel Singapore	3.1%
8	The Singapore Edition	3.1%
9	Andaz Singapore	2.3%
10	Conrad Centennial Singa.	2.3%
	Other	67.9%

Brand SOV 0% Brand Rank - Total Brands 70 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Carlton Hotel Singapore	5.8%
2	The Singapore Edition	5.8%
3	Conrad Centennial Singa.	3.8%
4	Fairmont Singapore	3.8%
5	Hilton Garden Inn Singa.	3.8%
6	Hotel Waterloo Singapore	3.8%
7	JI Hotel Orchard Singap.	3.8%
8	Swissotel The Stamford .	3.8%
9	90Stay Sosohanu	1.9%
10	Andaz Singapore	1.9%
	Other	61.5%

Brand SOV 0% Brand Rank - Total Brands 42 Avg. SOV 2.4%

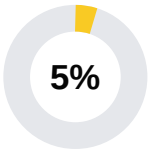
BROAD SEARCH

Rank	Brand	Share of Voice
1	Fairmont Singapore	5.1%
2	JI Hotel Orchard Singap.	3.8%
3	JW Marriott Hotel Singa.	3.8%
4	Marina Bay Sands	3.8%
5	Pan Pacific Orchard, Si.	3.8%
6	Raffles Hotel Singapore	3.8%
7	Swissotel The Stamford .	3.8%
8	Andaz Singapore	2.5%
9	Hilton Singapore Orchard	2.5%
10	InterContinental Singap.	2.5%
	Other	64.6%

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

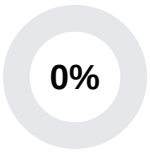
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Serangoon House appears in 2/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: The hotel offers a highly immersive and opulent ambiance with intricate Indian colonial-style decor, elaborate handcrafted canopy bunk beds ideal for groups, and a convenient location directly adjacent to a shopping mall and MRT station.

Neutral: The property is a boutique hotel under the Marriott Tribute Portfolio brand with an on-site restaurant and bar, featuring eclectic design elements that create a dramatic, photogenic setting.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Serangoon House ranks - in broad search with 0% SOV, while Fairmont Singapore leads at 5.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
The Serangoon House appears in 2/40 branded-search posts (5%). 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 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.

4 Turn positive sentiment into proof
Users already respond positively to: The hotel offers a highly immersive and opulent ambiance with intricate Indian colonial-style decor, elaborate handcrafted canopy bunk beds ideal for groups, and a convenient location directly adjacent to a shopping mall and MRT station. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 12 / 100 to 24-34 / 100 through keyword-led content, KOC proof, and stronger brand association.