

Sofitel Singapore City Centre

Rednote Search Visibility Audit

Audit period: August 2026



DAISY VISIBILITY INDEX

77 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- Sofitel Singapore City Centre holds 7.2% blended non-branded search visibility, ranking #2; the current leader Marina Bay Sands holds 7.8%.
- Branded Search Visibility is 98%, while Brand Control is 12.8%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 87%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
7.2%

Ranks #2 blended and #39 broad across selected non-branded keyword runs.



BRANDED SEARCH
98%

39/40 branded-search posts mention the selected brand.



BRAND CONTROL
13%

5/39 qualifying branded-search posts are brand-owned from Sofitel Singapore City Centre.



SENTIMENT
87% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0.6%

Marina Bay Sands leads at 7.8%, ahead by 0.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sofitel Singapore City Centre records 7.2% blended SOV, ranking #2, while Marina Bay Sands leads with 7.8%. The category remains fragmented, with "Other" brands accounting for 50.3% of visibility.

Search terms: Broad Search: Luxury hotels in Singapore • Narrow Search: Hotels near Tanjong Pagar MRT Station

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	7.8%
2	Sofitel Singapore City .	7.2%
3	Fairmont Singapore	6.5%
4	Oasia Hotel Downtown, S.	6.5%
5	Grand Hyatt Singapore	4.6%
6	Capella Singapore	3.9%
7	ST Signature Tanjong Pa.	3.9%
8	Conrad Singapore Orchard	3.3%
9	Raffles Hotel Singapore	3.3%
10	Carlton City Hotel Sing.	2.6%
	Other	50.3%

Brand SOV 7.2% Brand Rank #2 Total Brands 58 Avg. SOV 1.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sofitel Singapore City .	15.9%
2	Oasia Hotel Downtown, S.	14.3%
3	ST Signature Tanjong Pa.	9.5%
4	Carlton City Hotel Sing.	6.3%
5	Duxton Reserve Singapor.	6.3%
6	Orchid Hotel Singapore	6.3%
7	Artyzen Singapore	4.8%
8	Fairmont Singapore	4.8%
9	Amara Singapore	3.2%
10	Grand Hyatt Singapore	3.2%
	Other	25.4%

Brand SOV 15.9% Brand Rank #1 Total Brands 24 Avg. SOV 4.2%

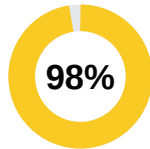
BROAD SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	11.1%
2	Fairmont Singapore	7.8%
3	Capella Singapore	6.7%
4	Grand Hyatt Singapore	5.6%
5	Conrad Singapore Orchard	4.4%
6	Mandarin Oriental, Sing.	4.4%
7	Raffles Hotel Singapore	4.4%
8	Grand Mercure Singapore.	3.3%
9	The Ritz-Carlton, Mille.	3.3%
10	The Singapore EDITION	3.3%
	Other	45.6%
39	Sofitel Singapore City .	1.1%

Brand SOV 1.1% Brand Rank #39 Total Brands 45 Avg. SOV 2.2%

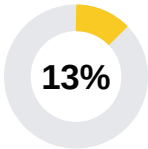
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sofitel Singapore City Centre appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



5/39 branded-search posts that mention the selected brand are from Sofitel Singapore City Centre (13%).

4 SENTIMENT ANALYSIS

NEGATIVE

8%

NEUTRAL

5%

POSITIVE

87%

WHAT PEOPLE ARE SAYING



Positive: Guests consistently praise the hotel's unbeatable location directly above Tanjong Pagar MRT station, making it effortless to explore the city, along with its spacious rooms, generous breakfast spread, and attentive service that often goes above expectations.



Neutral: The hotel offers a solid five-star experience with comfortable rooms and good amenities, though some guests note that room views are limited by surrounding high-rises and that bottled water is not provided, with filtered drinking water available instead.



Negative: A few guests reported issues such as receiving the wrong room type at check-in, a poolside lounge cushion that was not secured and nearly caused an accident, and slow or unresponsive service from some staff members.

5 OPPORTUNITIES

1 Capture broad discovery demand

Sofitel Singapore City Centre ranks #39 in broad search with 1.1% SOV, while Marina Bay Sands leads at 11.1%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control

Only 12.8% 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 hotel's unbeatable location directly above Tanjong Pagar MRT station, making it effortless to explore the city, along with its spacious rooms, generous breakfast spread, and attentive service that often goes above expectations. 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 (8%) but specific: A few guests reported issues such as receiving the wrong room type at check-in, a poolside lounge cushion that was not secured and nearly caused an accident, and slow or unresponsive service from some staff members. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 77 / 100 to 89-99 / 100 through keyword-led content, KOC proof, and stronger brand association.