daisy.club

COMO Metropolitan Singapore

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

42 /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

- COMO Metropolitan Singapore holds 0.7% blended non-branded search visibility, ranking #35; the current leader Grand Hyatt Singapore holds 5.5%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 87%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.7%
Ranks #35 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
98%
39/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
87% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.8%
Grand Hyatt Singapore leads at 5.5%, ahead by 4.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

COMO Metropolitan Singapore records 0.7% blended SOV, ranking #35, while Grand Hyatt Singapore leads with 5.5%. The category remains fragmented, with "Other" brands accounting for 55.9% of visibility.

Search terms: Broad Search: ° aL¸ïDÑR— Search: ° aL¸ïDÑR—

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Grand Hyatt Singapore	5.5%
2	PARKROYAL COLLECTION Pi.	5.5%
3	Marina Bay Sands	4.8%
4	Pan Pacific Singapore	4.8%
5	Raffles Singapore	4.8%
6	Artyzen Singapore	4.1%
7	The Singapore EDITION	4.1%
8	Fairmont Singapore	3.4%
9	Mandarin Oriental, Sing.	3.4%
10	Pan Pacific Orchard, Si.	3.4%
	Other	55.9%
35	COMO Metropolitan Singa.	0.7%

Brand SOV 0.7% Brand Rank #35 Total Brands 56 Avg. SOV 1.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	PARKROYAL COLLECTION Pi.	7.8%
2	Raffles Singapore	7.8%
3	Marina Bay Sands	6.3%
4	Conrad Singapore Orchard	4.7%
5	Grand Hyatt Singapore	4.7%
6	JEN Singapore Orchardga.	4.7%
7	Pan Pacific Singapore	4.7%
8	YOTEL Singapore	4.7%
9	Artyzen Singapore	3.1%
10	Fairmont Singapore	3.1%
	Other	48.4%
17	COMO Metropolitan Singa.	1.6%

Brand SOV 1.6% Brand Rank #17 Total Brands 36 Avg. SOV 2.8%

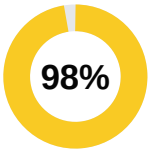
BROAD SEARCH

Rank	Brand	Share of Voice
1	Grand Hyatt Singapore	6.2%
2	Pan Pacific Orchard, Si.	6.2%
3	The Singapore EDITION	6.2%
4	Artyzen Singapore	4.9%
5	Frasers House, A Luxury.	4.9%
6	Pan Pacific Singapore	4.9%
7	Fairmont Singapore	3.7%
8	Mandarin Oriental, Sing.	3.7%
9	Marina Bay Sands	3.7%
10	PARKROYAL COLLECTION Pi.	3.7%
	Other	51.9%

Brand SOV 0% Brand Rank - Total Brands 39 Avg. SOV 2.6%

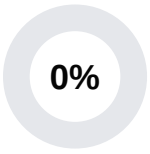
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



COMO Metropolitan Singapore appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
13%	0%	87%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praised the hotel's prime location near Orchard Road, the generous complimentary minibar and daily restocked drinks, the welcoming and attentive staff, and standout features like the rooftop infinity pool, free robot-made coffee, and the well-regarded Shambhala spa and yoga offerings.

Neutral: The hotel offers a mix of practical amenities and design-forward touches, with room sizes varying from compact to spacious, and a semi-buffet breakfast that suits most tastes, though lighting in rooms can feel dim.

Negative: Some guests reported poor soundproofing with noticeable noise from the air conditioning and street, a cramped lobby that felt underwhelming, and housekeeping that occasionally missed specific requests or left surfaces less clean than expected.

5 OPPORTUNITIES

1 Capture broad discovery demand
COMO Metropolitan Singapore ranks - in broad search with 0% SOV, while Grand Hyatt Singapore leads at 6.2%. 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: Guests consistently praised the hotel's prime location near Orchard Road, the generous complimentary minibar and daily restocked drinks, the welcoming and attentive staff, and standout features like the rooftop infinity pool, free robot-made coffee, and the well-regarded Shambhala spa and yoga offerings. 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 (13%) but specific: Some guests reported poor soundproofing with noticeable noise from the air conditioning and street, a cramped lobby that felt underwhelming, and housekeeping that occasionally missed specific requests or left surfaces less clean than expected. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 42 / 100 to 54-64 / 100 through keyword-led content, KOC proof, and stronger brand association.