daisy.club

Maxwell Reserve Singapore, Autograph Collection

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

26 /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

- Maxwell Reserve Singapore, Autograph Collection holds 0% blended non-branded search visibility, ranking -; the current leader Marina Bay Sands holds 6.9%.
- Branded search visibility is 60%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; 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
60%
24/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
83% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
6.9%
Marina Bay Sands leads at 6.9%, ahead by 6.9%.

2 SHARE OF VOICE Non-Branded Search Visibility

Maxwell Reserve Singapore, Autograph Collection records 0% blended SOV, ranking -, while Marina Bay Sands leads with 6.9%. The category remains fragmented, with "Other" brands accounting for 60.3% of visibility.

Search terms: Broad Search: °▪aNaIqRw-Search: ° a Íg„R—

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	6.9%
2	Raffles Hotel Singapore	5.3%
3	PARKROYAL COLLECTION Ma.	4.6%
4	Carlton Hotel Singapore	3.8%
5	Pan Pacific Orchard, Si.	3.8%
6	Swissôtel The Stamford	3.8%
7	Hotel Waterloo Singapore	3.1%
8	Ji Hotel Orchard Singap.	3.1%
9	Mandarin Oriental, Sing.	3.1%
10	Artyzen Singapore	2.3%
	Other	60.3%

Brand SOV 0% Brand Rank - Total Brands 72 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Marina Bay Sands	13.5%
2	Hotel Waterloo Singapore	7.7%
3	Raffles Hotel Singapore	5.8%
4	The St. Regis Singapore	5.8%
5	Carlton Hotel Singapore	3.8%
6	Grand Hyatt Singapore	3.8%
7	Hotel Mi Bencoolen	3.8%
8	Mandarin Oriental, Sing.	3.8%
9	Swissôtel The Stamford	3.8%
10	Artyzen Singapore	1.9%
	Other	46.2%

Brand SOV 0% Brand Rank - Total Brands 34 Avg. SOV 2.9%

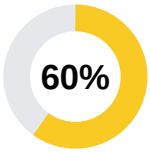
BROAD SEARCH

Rank	Brand	Share of Voice
1	PARKROYAL COLLECTION Ma.	7.6%
2	Pan Pacific Orchard, Si.	5.1%
3	Raffles Hotel Singapore	5.1%
4	Carlton Hotel Singapore	3.8%
5	Ji Hotel Orchard Singap.	3.8%
6	JW Marriott Singapore S.	3.8%
7	Swissôtel The Stamford	3.8%
8	Artyzen Singapore	2.5%
9	Dusit Thani Laguna Sing.	2.5%
10	Fairmont Singapore	2.5%
	Other	59.5%

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

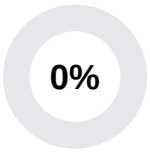
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Maxwell Reserve Singapore, Autograph Collection appears in 24/40 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%	17%	83%

WHAT PEOPLE ARE SAYING

Positive: The hotel is housed in a beautifully restored 1929 heritage building, meticulously designed like a living museum with antique furnishings, family heirlooms, and colonial-era artifacts, creating an immersive and photogenic historical ambiance.

Neutral: Many note that the a la carte breakfast and executive lounge offerings are refined and satisfying, though the menus across sister hotels can feel repetitive and the food options might become monotonous during longer stays.

Negative: Soundproofing is widely criticized as poor, with loud door sounds from adjacent rooms causing disturbances, and the bathroom setup is inconvenient with a handheld shower that cannot be mounted and confusing water controls.

5 OPPORTUNITIES

1 Capture broad discovery demand
Maxwell Reserve Singapore, Autograph Collection ranks - in broad search with 0% SOV, while PARKROYAL COLLECTION Marina Bay, Singapore leads at 7.6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Maxwell Reserve Singapore, Autograph Collection appears in 24/40 branded-search posts (60%). 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 is housed in a beautifully restored 1929 heritage building, meticulously designed like a living museum with antique furnishings, family heirlooms, and colonial-era artifacts, creating an immersive and photogenic historical ambiance. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 26 / 100 to 38-48 / 100 through keyword-led content, KOC proof, and stronger brand association.