

Now Pizza

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

40 /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

- Now Pizza holds 0.6% blended non-branded search visibility, ranking #25; the current leader Yeast Side holds 4%.
- Branded Search Visibility is 25%, while Brand Control is 80%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

 SHARE OF VOICE
0.6%
Ranks #25 blended and - broad across selected non-branded keyword runs.

 BRANDED SEARCH
25%
5/20 branded-search posts mention the selected brand.

 BRAND CONTROL
80%
4/5 qualifying branded-search posts are brand-owned from Now Pizza.

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

 COMPETITIVE GAP (BLENDED SEARCH)
3.4%
Yeast Side leads at 4%, ahead by 3.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Now Pizza records 0.6% blended SOV, ranking #25, while Yeast Side leads with 4%. The category remains fragmented, with “Other” brands accounting for 78.9% of visibility.

Search terms: Broad Search: Singapore halal food guide • Narrow Search: Singapore sourdough pizza

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Yeast Side	4%
2	Pastaria Abate	2.9%
3	Fortuna	2.3%
4	Fortuna - Italian Pizza.	1.7%
5	Golden Roy Pizza	1.7%
6	Kucina	1.7%
7	Medusa Italian Osteria .	1.7%
8	Old Chang Kee	1.7%
9	Pasta Bar	1.7%
10	Tash Tish Tosh	1.7%
	Other	78.9%
25	Now Pizza	0.6%

Brand SOV 0.6% Brand Rank #25 Total Brands 134 Avg. SOV 0.7%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Yeast Side	4.6%
2	Golden Roy Pizza	2.8%
3	Domino's	1.9%
4	GOPIZZA	1.9%
5	Hai Kah Lang	1.9%
6	Kucina	1.9%
7	People People	1.9%
8	Pizza Hut	1.9%
9	Tash Tish Tosh	1.9%
10	Xiang Furen Hunan Stir-. Other	1.9% 77.8%
12	Now Pizza	0.9%

Brand SOV 0.9% Brand Rank #12 Total Brands 93 Avg. SOV 1.1%

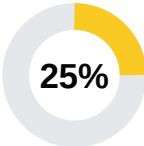
BROAD SEARCH

Rank	Brand	Share of Voice
1	Pastaria Abate	7.5%
2	Fortuna	6%
3	Fortuna - Italian Pizza.	4.5%
4	Medusa Italian Osteria .	4.5%
5	Pasta Bar	4.5%
6	Casa Vostra	3%
7	Gotti Italiano	3%
8	JING Halal Hotpot & G.	3%
9	L'Arte Pizza & Focaccia	3%
10	Old Chang Kee	3%
	Other	58.2%

Brand SOV 0% Brand Rank - Total Brands 47 Avg. SOV 2.1%

3 BRANDED SEARCH & BRAND CONTROL

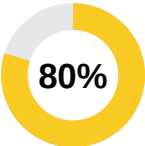
BRANDED SEARCH



25%

Now Pizza appears in 5/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



80%

4/5 branded-search posts that mention the selected brand are from Now Pizza (80%).

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

0%

POSITIVE

100%

WHAT PEOPLE ARE SAYING

 **Positive:** The honey-topped pepperoni pizza is a standout, praised for its addictive sweet-savory balance, generous meat toppings, and good value, especially with the weekday 50% off deal.

 **Neutral:** The brand has multiple locations in Singapore, including Funan, Orchard Gateway, Bukit Panjang Plaza, Thomson Plaza, and Sengkang, and is recognized for its handmade sourdough pizzas.

 **Negative:** No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand

Now Pizza ranks - in broad search with 0% SOV, while Pastaria Abate leads at 7.5%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent

Now Pizza appears in 5/20 branded-search posts (25%). 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 Turn positive sentiment into proof

Users already respond positively to: The honey-topped pepperoni pizza is a standout, praised for its addictive sweet-savory balance, generous meat toppings, and good value, especially with the weekday 50% off deal. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.