daisy.club

NOVA Bar

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

34 /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

- NOVA Bar holds 0% blended non-branded search visibility, ranking -; the current leader Nutmeg & Clove holds 4.3%.
- Branded Search Visibility is 83%, while Brand Control is 6.1%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 82%; 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
83%
33/40 branded-search posts mention the selected brand.

BRAND CONTROL
6%
2/33 qualifying branded-search posts are brand-owned from HighHouse and NOVA.

SENTIMENT
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.3%
Nutmeg & Clove leads at 4.3%, ahead by 4.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

NOVA Bar records 0% blended SOV, ranking -, while Nutmeg & Clove leads with 4.3%. The category remains fragmented, with "Other" brands accounting for 65.6% of visibility.

Search terms: Broad Search: Singapore atmospheric bars • Narrow Search: Singapore night view bars

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Nutmeg & Clove	4.3%
2	Smoke & Mirrors	4.3%
3	ATLAS	3.8%
4	SKAI	3.8%
5	CÉ LA VI Singapore	3.2%
6	HaveFun Live Show	3.2%
7	SKAI Bar	3.2%
8	Skai Restaurant	3.2%
9	Employees Only Singapore	2.7%
10	Jigger & Pony	2.7%
	Other	65.6%

Brand SOV 0% Brand Rank - Total Brands 101 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Smoke & Mirrors	6.7%
2	CÉ LA VI Singapore	5.8%
3	Skai Restaurant	5.8%
4	Nutmeg & Clove	4.8%
5	Mama Sky Pool At Mama S.	3.8%
6	SKAI Bar	3.8%
7	Level33	2.9%
8	Mr Stork Rooftop Bar	2.9%
9	SKAI	2.9%
10	Southbridge	2.9%
	Other	57.7%

Brand SOV 0% Brand Rank - Total Brands 62 Avg. SOV 1.6%

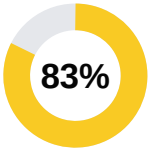
BROAD SEARCH

Rank	Brand	Share of Voice
1	ATLAS	7.3%
2	HaveFun Live Show	4.9%
3	Jigger & Pony	4.9%
4	SKAI	4.9%
5	Employees Only Singapore	3.7%
6	Nutmeg & Clove	3.7%
7	Aniba	2.4%
8	Drunk 'n' Jump	2.4%
9	Fura	2.4%
10	Helen's Bar	2.4%
	Other	61%

Brand SOV 0% Brand Rank - Total Brands 57 Avg. SOV 1.8%

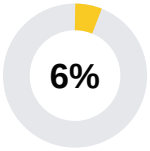
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



NOVA Bar appears in 33/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/33 branded-search posts that mention the selected brand are from HighHouse and NOVA (6%).

4 SENTIMENT ANALYSIS

NEGATIVE 4%

NEUTRAL 15%

POSITIVE 82%

WHAT PEOPLE ARE SAYING

Positive: NOVA Bar is celebrated for its stunning 360-degree panoramic views of Singapore's skyline, especially at sunset and during fireworks, with an affordable cover charge that includes drinks and a chic, photo-worthy ambiance.

Neutral: The bar attracts a corporate after-work crowd and offers a mix of walk-in standing areas and reserved seating with high minimum spends, making it more suitable for a quick drink than a relaxed evening.

Negative: Food quality is inconsistent and often disappointing, with limited menu options and some dishes described as frozen or bland, while the outdoor terrace can be uncomfortably windy and cold.

5 OPPORTUNITIES

1 Capture broad discovery demand
NOVA Bar ranks - in broad search with 0% SOV, while ATLAS leads at 7.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control
Only 6.1% 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: NOVA Bar is celebrated for its stunning 360-degree panoramic views of Singapore's skyline, especially at sunset and during fireworks, with an affordable cover charge that includes drinks and a chic, photo-worthy ambiance. 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 (4%) but specific: Food quality is inconsistent and often disappointing, with limited menu options and some dishes described as frozen or bland, while the outdoor terrace can be uncomfortably windy and cold. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 34 / 100 to 46-56 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 8 run(s) • 160 post(s) • Date range: June 2026