daisy.club

Mansion 7

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

52 /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

- Mansion 7 holds 2.5% blended non-branded search visibility, ranking #3; the current leader Kai Garden holds 3.8%.
- Branded search visibility is 53%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 95%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.5%
Ranks #3 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
53%
21/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
95% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
1.3%
Kai Garden leads at 3.8%, ahead by 1.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Mansion 7 records 2.5% blended SOV, ranking #3, while Kai Garden leads with 3.8%. The category remains fragmented, with "Other" brands accounting for 79.2% of visibility.

Search terms: Broad Search: Singapore restaurant recommendations • Narrow Search: Singapore Tanjong Pagar Cantonese cuisine

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Kai Garden	3.8%
2	Jin Ting Wan	3.1%
3	Mansion 7	2.5%
4	Asia Grand Restaurant	2.5%
5	The Black Pearl	1.9%
6	USHIO Sumiyaki & Sake B.	1.9%
7	Asian Golden Pavilion	1.3%
8	Dian Xiao Er	1.3%
9	Fu Yuan	1.3%
10	Great Wall Frog Porridge	1.3%
	Other	79.2%

Brand SOV 2.5% Brand Rank #3 Total Brands 122 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Mansion 7	4.5%
2	Asia Grand Restaurant	3.4%
3	Kai Garden	3.4%
4	The Black Pearl	3.4%
5	Dian Xiao Er	2.2%
6	Fu Yuan	2.2%
7	Jin Ting Wan	2.2%
8	Manor 33	2.2%
9	Peony Jade	2.2%
10	Sum Dim Sum	2.2%
	Other	71.9%

Brand SOV 4.5% Brand Rank #1 Total Brands 71 Avg. SOV 1.4%

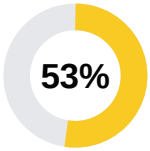
BROAD SEARCH

Rank	Brand	Share of Voice
1	Jin Ting Wan	4.3%
2	Kai Garden	4.3%
3	USHIO Sumiyaki & Sake B.	4.3%
4	Asian Golden Pavilion	2.9%
5	Pastaria Abate	2.9%
6	1-Arden	1.4%
7	3thirtynine	1.4%
8	AMI Patisserie	1.4%
9	Asia Grand Restaurant	1.4%
10	ATLAS	1.4%
	Other	74.3%

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

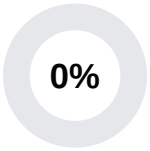
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Mansion 7 appears in 21/40 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%	5%	95%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise Mansion 7 for its refined and creative Cantonese dim sum, with standout dishes like the lobster laksa and charcoal-grilled lamb shoulder, and the 1-for-1 set menus are repeatedly highlighted as excellent value for money.

Neutral: The restaurant is located in Tanjong Pagar and offers a fusion of Cantonese cuisine with local Nanyang flavors, featuring seafood, dim sum, and BBQ options.

Negative: No theme available.

5 OPPORTUNITIES

1 Capture broad discovery demand
Mansion 7 ranks - in broad search with 0% SOV, while Jin Ting Wan leads at 4.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Make branded search more consistent
Mansion 7 appears in 21/40 branded-search posts (53%). 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: Guests consistently praise Mansion 7 for its refined and creative Cantonese dim sum, with standout dishes like the lobster laksa and charcoal-grilled lamb shoulder, and the 1-for-1 set menus are repeatedly highlighted as excellent value for money. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 52 / 100 to 64-74 / 100 through keyword-led content, KOC proof, and stronger brand association.