daisy.club

Aka Rooftop

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

50 /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

- Aka Rooftop holds 2.2% blended non-branded search visibility, ranking #6; the current leader Caretaker holds 5.6%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 71%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.2%
Ranks #6 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
71% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
3.4%
Caretaker leads at 5.6%, ahead by 3.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Aka Rooftop records 2.2% blended SOV, ranking #6, while Caretaker leads with 5.6%. The category remains fragmented, with "Other" brands accounting for 65.4% of visibility.

Search terms: Broad Search: Auckland bar recommendations • Narrow Search: Auckland rooftop bars

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Caretaker	5.6%
2	Bar Albert	5%
3	Queens Rooftop & Winesh.	5%
4	The Churchill Auckland	4.5%
5	Skybar	3.4%
6	Aka Rooftop	2.2%
7	Bistro Saine	2.2%
8	HI-SO Rooftop Bar	2.2%
9	Panacea	2.2%
10	Soul Bar & Bistro	2.2%
	Other	65.4%

Brand SOV 2.2% Brand Rank #6 Total Brands 103 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Queens Rooftop & Winesh.	11.5%
2	Bar Albert	7.7%
3	Caretaker	7.7%
4	Aka Rooftop	5.1%
5	The Churchill Auckland	5.1%
6	Bistro Saine	3.8%
7	Deadshot	3.8%
8	Onemata	3.8%
9	Orbit 360° Dining	3.8%
10	Panacea	3.8%
	Other	43.6%

Brand SOV 5.1% Brand Rank #4 Total Brands 35 Avg. SOV 2.9%

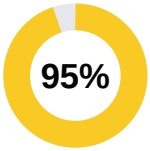
BROAD SEARCH

Rank	Brand	Share of Voice
1	Caretaker	4%
2	Soul Bar & Bistro	4%
3	The Churchill Auckland	4%
4	Bar Albert	3%
5	Skybar	3%
6	ACE LiveHouse & Bar	2%
7	Depot	2%
8	HI-SO Rooftop Bar	2%
9	Lilian	2%
10	Origine	2%
	Other	72.3%

Brand SOV 0% Brand Rank - Total Brands 83 Avg. SOV 1.2%

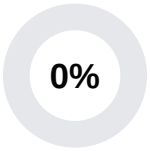
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Aka Rooftop appears in 38/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
11%	17%	71%

WHAT PEOPLE ARE SAYING

Positive: Aka Rooftop is praised for its stunning high-level views over Auckland's CBD, Sky Tower, and harbour, especially at sunset, and for its photogenic, date-friendly atmosphere with standout dishes like juicy xiao long bao and creative cocktails.

Neutral: As a newly opened rooftop venue, it offers a spacious, modern Asian fusion menu and cocktail list, though experiences vary with weather and service; some visitors found the drinks sweet or average.

Negative: Service has been described as inexperienced and inattentive, with wrong orders and some menu items unavailable, and the space can feel noisy and chaotic.

5 OPPORTUNITIES

1 Capture broad discovery demand
Aka Rooftop ranks - in broad search with 0% SOV, while Caretaker leads at 4%. 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: Aka Rooftop is praised for its stunning high-level views over Auckland's CBD, Sky Tower, and harbour, especially at sunset, and for its photogenic, date-friendly atmosphere with standout dishes like juicy xiao long bao and creative cocktails. 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 (11%) but specific: Service has been described as inexperienced and inattentive, with wrong orders and some menu items unavailable, and the space can feel noisy and chaotic. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 50 / 100 to 62-72 / 100 through keyword-led content, KOC proof, and stronger brand association.