

DAISY VISIBILITY INDEX

11 / 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

Now Pizza holds 0% blended non-branded search visibility, ranking -; the current leader Xiang Fu Ren Hunan Stir-fry holds 4%.

Branded search visibility is 20%, showing how consistently the brand appears in its own search demand.

Positive sentiment is 50%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

0%

Ranks - blended and - broad across selected non-branded key-word runs.

BRANDED SEARCH

20%

4/20 branded-search posts mention the selected brand.

BRAND CONTROL

0%

No detected Rednote account

SENTIMENT

50% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

4%

Xiang Fu Ren Hunan Stir-fry leads at 4%, ahead by 4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Now Pizza records 0% blended SOV, ranking -, while Xiang Fu Ren Hunan Stir-fry leads with 4%. The category remains fragmented, with “Other” brands accounting for 76.8% of visibility.

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

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Xiang Fu Ren Hunan Stir.	4%
2	Sing Swee Kee Chicken R.	3.3%
3	Fortuna	2.6%
4	Yeast Side	2.6%
5	Casa Vostra	2%
6	Pastaria Abate	2%
7	Pizzeria Vincenzo Capua.	2%
8	Rumel.	2%
9	Fico	1.3%
10	Goldenroy Sourdough Piz.	1.3%
	Other	76.8%

Brand SOV 0% Brand Rank - Total Brands 120 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Xiang Fu Ren Hunan Stir.	7.9%
2	Sing Swee Kee Chicken R.	6.6%
3	Rumel.	3.9%
4	Yeast Side	3.9%
5	Goldenroy Sourdough Piz.	2.6%
6	Gusta Sourdough Pizza Co	2.6%
7	Keming Ice Room	2.6%
8	1/2_™	2.6%
9	Al Nawab	1.3%
10	Alley On 25	1.3%
	Other	64.5%

Brand SOV 0% Brand Rank - Total Brands 59 Avg. SOV 1.7%

BROAD SEARCH

Rank	Brand	Share of Voice
1	Fortuna	5.3%
2	Casa Vostra	4%
3	Pastaria Abate	4%
4	Fico	2.7%
5	Pizzeria Vincenzo Capua.	2.7%
6	Tutto By Da Paolo	2.7%
7	Atlanti	1.3%
8	Baba Nyonya	1.3%
9	Brasserie Astoria	1.3%
10	Casa Cicheti	1.3%
	Other	73.3%

Brand SOV 0% Brand Rank - Total Brands 65 Avg. SOV 1.5%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

20%

Now Pizza appears in 4/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

0%

No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

50%

POSITIVE

50%

WHAT PEOPLE ARE SAYING

Positive:

Customers praise the soft, elastic sourdough crust, quick 90 second service, affordable prices, and generous cheese.

Neutral:

Some diners find it an acceptable, decent option when unsure what to eat, describing it as 'okay'.

Negative:

The crust edge is sometimes described as overly thick while the base is thin, which may not satisfy all preferences.

5 OPPORTUNITIES

1

Capture broad discovery demand

Now Pizza ranks - in broad search with 0% SOV, while Fortuna leads at 5.3%. 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 4/20 branded-search posts (20%). 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.

Near-term goal: move from 11 / 100 to 23-33 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 7 run(s) • 140 post(s) • Date range: July 2026

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