daisy.club

Alt. Pizza

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

14 /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

- Alt. Pizza holds 0% blended non-branded search visibility, ranking -; the current leader Casa Vostra holds 5.2%.
- Branded search visibility is 30%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 67%; 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
30%
6/20 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
67% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
5.2%
Casa Vostra leads at 5.2%, ahead by 5.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Alt. Pizza records 0% blended SOV, ranking -, while Casa Vostra leads with 5.2%. The category remains fragmented, with "Other" brands accounting for 75.5% of visibility.

Search terms: Broad Search: Singapore pizza recommendations • Narrow Search: Singapore group dining restaurants

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Casa Vostra	5.2%
2	Ya Kun Kaya Toast	3.2%
3	Daily	2.6%
4	Fortuna	2.6%
5	Song Fa Bak Kut Teh	2.6%
6	Mr. Coconut	1.9%
7	Pastaria Abate	1.9%
8	Wuliangye Grand Restaur.	1.9%
9	GUUM	1.3%
10	iO	1.3%
	Other	75.5%

Brand SOV 0% Brand Rank - Total Brands 117 Avg. SOV 0.9%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Daily	5.9%
2	Pastaria Abate	4.4%
3	Wuliangye Grand Restaur.	4.4%
4	Casa Vostra	2.9%
5	Fortuna	2.9%
6	GUUM	2.9%
7	L'Antica Pizzeria Da Mi.	2.9%
8	Stella Seaside Lounge	2.9%
9	‡ ˙	2.9%
10	Alati	1.5%
	Other	66.2%

Brand SOV 0% Brand Rank - Total Brands 55 Avg. SOV 1.8%

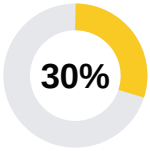
BROAD SEARCH

Rank	Brand	Share of Voice
1	Casa Vostra	6.9%
2	Ya Kun Kaya Toast	5.7%
3	Song Fa Bak Kut Teh	4.6%
4	Mr. Coconut	3.4%
5	Fortuna	2.3%
6	Jumbo Seafood (Riversid.	2.3%
7	Level33	2.3%
8	Ng Ah Sio Bak Kut Teh	2.3%
9	Queic By Olivia	2.3%
10	Tian Tian Hainanese Chi.	2.3%
	Other	65.5%

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

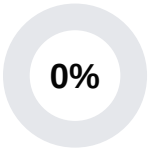
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Alt. Pizza appears in 6/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE 17%

NEUTRAL 17%

POSITIVE 67%

WHAT PEOPLE ARE SAYING

Positive: The thin, crispy crust made with French flour and the truffle pizza are highly praised, with DIY customization adding to the appeal.

Neutral: Some menu items like the prawnster pizza are considered decent but not outstanding.

Negative: Prices are considered high, with some feeling the cost does not match the value, especially for sides like chicken wings.

5 OPPORTUNITIES

1. **Capture broad discovery demand**
Alt. Pizza ranks - in broad search with 0% SOV, while Casa Vostra leads at 6.9%. Build broad discovery content that connects the property to category-level searches before users search by name.

2. **Make branded search more consistent**
Alt. Pizza appears in 6/20 branded-search posts (30%). 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: The thin, crispy crust made with French flour and the truffle pizza are highly praised, with DIY customization adding to the appeal. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5. **Address recurring trust concerns**
Negative feedback is lower-volume (17%) but specific: Prices are considered high, with some feeling the cost does not match the value, especially for sides like chicken wings. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 14 / 100 to 26-36 / 100 through keyword-led content, KOC proof, and stronger brand association.