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Restaurant JAG

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

36 /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

- Restaurant JAG holds 0% blended non-branded search visibility, ranking -; the current leader Odette holds 4.6%.
- Branded search visibility is 98%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 75%; 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
98%
39/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
75% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.6%
Odette leads at 4.6%, ahead by 4.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

Restaurant JAG records 0% blended SOV, ranking -, while Odette leads with 4.6%. The category remains fragmented, with "Other" brands accounting for 78.9% of visibility.

Search terms: Broad Search: Singapore fine dining • Narrow Search: restaurants near Tanjong Pagar

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Odette	4.6%
2	Born	2.9%
3	Jaan By Kirk Westaway	2.3%
4	Ushio Sumiyaki & Sake B.	2.3%
5	Lerouy	1.7%
6	Meta Restaurant	1.7%
7	Seroja	1.7%
8	Zén	1.7%
9	67 Pall Mall	1.1%
10	Baia Singapore	1.1%
	Other	78.9%

Brand SOV 0% Brand Rank - Total Brands 130 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Embu	2.5%
2	High House	2.5%
3	Justin Et Daryl - Frenc.	2.5%
4	JYPSY	2.5%
5	KOMA Singapore	2.5%
6	Lerouy	2.5%
7	Les Ducs	2.5%
8	Pulsii French Bistro & .	2.5%
9	Ushio Sumiyaki & Sake B.	2.5%
10	Atout By Patrick Heuber.	1.2%
	Other	76.5%

Brand SOV 0% Brand Rank - Total Brands 72 Avg. SOV 1.4%

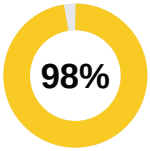
BROAD SEARCH

Rank	Brand	Share of Voice
1	Odette	8.5%
2	Born	4.3%
3	Jaan By Kirk Westaway	3.2%
4	Meta Restaurant	3.2%
5	Seroja	3.2%
6	Zén	3.2%
7	67 Pall Mall	2.1%
8	Café Quenino	2.1%
9	Cloudstreet	2.1%
10	Hamamoto Omakase	2.1%
	Other	66%

Brand SOV 0% Brand Rank - Total Brands 68 Avg. SOV 1.5%

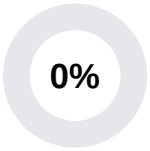
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Restaurant JAG appears in 39/40 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%	14%	75%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the restaurant's creative vegetable-forward French cuisine, elegant riverside setting, and attentive service, making it a popular choice for special occasions and dates.

Neutral: The restaurant offers seasonal tasting menus with a focus on fresh ingredients, and while some find the lunch sets good value, the overall experience can be lengthy and the pricing is typical for a Michelin-starred venue in Singapore.

Negative: Several diners note that the main courses can feel heavy or overly rich, and some desserts are excessively sweet, with occasional issues like fishy seafood or thick pastry shells.

5 OPPORTUNITIES

1 Capture broad discovery demand
Restaurant JAG ranks - in broad search with 0% SOV, while Odette leads at 8.5%. 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: Guests consistently praise the restaurant's creative vegetable-forward French cuisine, elegant riverside setting, and attentive service, making it a popular choice for special occasions and dates. 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: Several diners note that the main courses can feel heavy or overly rich, and some desserts are excessively sweet, with occasional issues like fishy seafood or thick pastry shells. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 36 / 100 to 48-58 / 100 through keyword-led content, KOC proof, and stronger brand association.