daisy.club

Restaurant JAG

Rednote Search Visibility Audit

Audit period: November 2026

DAISY VISIBILITY INDEX

32 /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 4.3%.
- Branded search visibility is 95%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 57%; 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
95%
38/40 branded-search posts mention the selected brand.

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
57% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
4.3%
Odette leads at 4.3%, ahead by 4.3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Restaurant JAG records 0% blended SOV, ranking -, while Odette leads with 4.3%. The category remains fragmented, with "Other" brands accounting for 76.9% of visibility.

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

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Odette	4.3%
2	Le Jardin	3.2%
3	Born	2.7%
4	Seroja	2.2%
5	Ushio Sumiyaki & Sake B.	2.2%
6	Zén	2.2%
7	Cloudstreet	1.6%
8	Justin Et Daryl	1.6%
9	Peach Blossoms	1.6%
10	Quenino	1.6%
	Other	76.9%

Brand SOV 0% Brand Rank - Total Brands 129 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Le Jardin	6%
2	Odette	4.8%
3	Justin Et Daryl	3.6%
4	Bites & Brews	2.4%
5	Brasserie Astoria	2.4%
6	Lerouy	2.4%
7	September Coffee	2.4%
8	Spago Dining Room	2.4%
9	Ushio Sumiyaki & Sake B.	2.4%
10	67 Pall Mall	1.2%
	Other	70.2%

Brand SOV 0% Brand Rank - Total Brands 69 Avg. SOV 1.4%

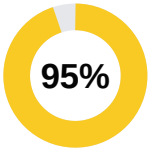
BROAD SEARCH

Rank	Brand	Share of Voice
1	Born	3.9%
2	Odette	3.9%
3	Seroja	3.9%
4	Zén	3.9%
5	Peach Blossoms	2.9%
6	Quenino	2.9%
7	Willow	2.9%
8	1887 By André	2%
9	ASU	2%
10	Cafe Quenino	2%
	Other	69.6%

Brand SOV 0% Brand Rank - Total Brands 74 Avg. SOV 1.4%

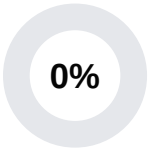
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Restaurant JAG 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
22%	22%	57%

WHAT PEOPLE ARE SAYING

Positive: Guests consistently praise the restaurant's vegetable-forward, seasonal French cuisine, noting that the creative use of fresh produce results in light yet flavorful dishes, complemented by attentive service and a scenic riverside setting ideal for special occasions.

Neutral: The dining experience is generally described as pleasant but not always memorable, with some reviewers finding the multi-hour tasting menu lengthy and the overall value dependent on individual expectations and pricing.

Negative: Several diners report inconsistent execution, citing overly heavy or unbalanced main courses, desserts that are too sweet, and occasional service or pacing issues that detract from the overall experience.

5 OPPORTUNITIES

1 Capture broad discovery demand
Restaurant JAG ranks - in broad search with 0% SOV, while Born leads at 3.9%. 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 Address recurring trust concerns
Negative feedback is lower-volume (22%) but specific: Several diners report inconsistent execution, citing overly heavy or unbalanced main courses, desserts that are too sweet, and occasional service or pacing issues that detract from the overall experience. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 32 / 100 to 44-54 / 100 through keyword-led content, KOC proof, and stronger brand association.