

Maggie Choo's

Rednote Search Visibility Audit

Audit period: July 2026



daisy.club

DAISY VISIBILITY INDEX

57 /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

- Maggie Choo's holds 2.4% blended non-branded search visibility, ranking #7; the current leader Quinary holds 5.4%.
- Branded Search Visibility is 95%, while Brand Control is 5.3%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 94%; the clearest next lever is increase brand-owned control.

1 SCORE DRIVERS



SHARE OF VOICE
2.4%

Ranks #7 blended and #7 broad across selected non-branded keyword runs.



BRANDED SEARCH
95%

19/20 branded-search posts mention the selected brand.



BRAND CONTROL
5%

1/19 qualifying branded-search posts are brand-owned from Maggie Choo's.



SENTIMENT
94% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
3%

Quinary leads at 5.4%, ahead by 3%.

2 SHARE OF VOICE Non-Branded Search Visibility

Maggie Choo's records 2.4% blended SOV, ranking #7, while Quinary leads with 5.4%. The category remains fragmented, with "Other" brands accounting for 71.3% of visibility.

Search terms: Broad Search: hidden bars Hong Kong • Narrow Search: date bars Hong Kong

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Quinary	5.4%
2	The Iron Fairies	3.6%
3	Bar Leone	3%
4	Penicillin	3%
5	The Opposites	3%
6	25:00 Twenty Fifth Hour.	2.4%
7	Maggie Choo's	2.4%
8	MIUS	2.4%
9	Argo	1.8%
10	Call Me AL	1.8%
	Other	71.3%

Brand SOV 2.4% Brand Rank #7 Total Brands 99 Avg. SOV 1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Quinary	9.7%
2	The Iron Fairies	5.6%
3	The Opposites	5.6%
4	25:00 Twenty Fifth Hour.	4.2%
5	Eye Bar	4.2%
6	Penicillin	4.2%
7	Argo	2.8%
8	GOKAN	2.8%
9	GOSSIP	2.8%
10	Maggie Choo's	2.8%
	Other	55.6%

Brand SOV 2.8% Brand Rank #10 Total Brands 47 Avg. SOV 2.1%

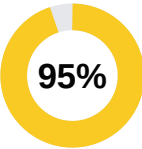
BROAD SEARCH

Rank	Brand	Share of Voice
1	Bar Leone	4.2%
2	001 Bar	2.1%
3	Call Me AL	2.1%
4	COA	2.1%
5	Life Infinite Club	2.1%
6	LOCKDOWN	2.1%
7	Maggie Choo's	2.1%
8	MIUS	2.1%
9	Montana	2.1%
10	Mostly Harmless	2.1%
	Other	76.8%

Brand SOV 2.1% Brand Rank #7 Total Brands 74 Avg. SOV 1.4%

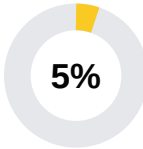
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Maggie Choo's appears in 19/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



1/19 branded-search posts that mention the selected brand are from Maggie Choo's (5%).

4 SENTIMENT ANALYSIS

NEGATIVE

0%

NEUTRAL

6%

POSITIVE

94%

WHAT PEOPLE ARE SAYING



Positive: Customers rave about the hidden antique shop entrance leading to an opulent 1920s Shanghai-inspired interior, the high-quality live jazz and soul performances, and the seamless transition from a relaxed cocktail lounge to a vibrant DJ dance club later at night.



Neutral: The venue regularly hosts themed social events, such as a Sunday Bachata party.



Negative: No theme available.

5 OPPORTUNITIES

1 Increase brand-owned control

Only 5.3% of qualifying branded-search results come from the selected brand-owned account. Publish more official posts that answer common search intent and point users back to owned booking, amenities, and location proof.

2 Turn positive sentiment into proof

Users already respond positively to: Customers rave about the hidden antique shop entrance leading to an opulent 1920s Shanghai-inspired interior, the high-quality live jazz and soul performances, and the seamless transition from a relaxed cocktail lounge to a vibrant DJ dance club later at night. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 57 / 100 to 69-79 / 100 through keyword-led content, KOC proof, and stronger brand association.