



CÉ LA VI Singapore

Rednote Search Visibility Audit

Audit period: September 2026

DAISY VISIBILITY INDEX

78 /100

GROWING AUTHORITY

Visibility is currently in the growing authority band, with clear upside from stronger keyword coverage, owned content presence, and sentiment-led proof.

EXECUTIVE READOUT

- CÉ LA VI Singapore holds **13.3%** blended non-branded search visibility, ranking **#1**; the current leader CÉ LA VI Singapore holds **13.3%**.
- Branded search visibility is **95%**, showing how consistently the brand appears in its own search demand.
- Positive sentiment is **95%**; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
13.3%

Ranks #1 blended and #18 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
95% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
0%

CÉ LA VI Singapore leads at 13.3%, ahead by 0%.

2 SHARE OF VOICE Non-Branded Search Visibility

CÉ LA VI Singapore records 13.3% blended SOV, ranking #1, while CÉ LA VI Singapore leads with 13.3%. The category remains fragmented, with “Other” brands accounting for 55.2% of visibility.

Search terms: Broad Search: Singapore nightlife guide • Narrow Search: Singapore rooftop bar

BLENDED SEARCH

Rank	Brand	Share of Voice
1	CÉ LA VI Singapore	13.3%
2	NOVA	4.9%
3	SKAI	4.9%
4	1-Arden Bar	4.2%
5	Smoke & Mirrors	3.5%
6	ATLAS	2.8%
7	Jigger & Pony	2.8%
8	SKAI Restaurant	2.8%
9	Southbridge	2.8%
10	Vertigo Bangkok	2.8%
	Other	55.2%

Brand SOV 13.3% Brand Rank #1 Total Brands 64 Avg. SOV 1.6%

NARROW SEARCH

Rank	Brand	Share of Voice
1	CÉ LA VI Singapore	24.3%
2	1-Arden Bar	6.8%
3	NOVA	6.8%
4	Smoke & Mirrors	5.4%
5	SKAI Restaurant	5.4%
6	Southbridge	5.4%
7	Mr. Stork	4.1%
8	SKAI	4.1%
9	Venchi	4.1%
10	Vertigo Bangkok	4.1%
	Other	28.4%

Brand SOV 24.3% Brand Rank #1 Total Brands 28 Avg. SOV 3.6%

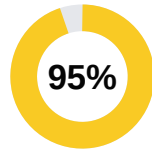
BROAD SEARCH

Rank	Brand	Share of Voice
1	SKAI	5.8%
2	ATLAS	4.3%
3	Jigger & Pony	4.3%
4	LAVO Italian Restaurant.	4.3%
5	Lulu's Lounge	4.3%
6	MARQUEE Singapore	4.3%
7	Atico Lounge & Bar	2.9%
8	Lau Pa Sat	2.9%
9	LeVeL33	2.9%
10	NOVA	2.9%
	Other	60.9%
18	CÉ LA VI Singapore	1.4%

Brand SOV 1.4% Brand Rank #18 Total Brands 49 Avg. SOV 2%

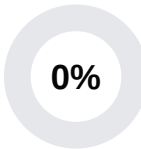
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



CÉ LA VI Singapore 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

3%

NEUTRAL

3%

POSITIVE

95%

WHAT PEOPLE ARE SAYING



Positive: CÉ LA VI Singapore is consistently praised for its stunning 57th-floor views over Marina Bay, offering a memorable skyline experience that works for sunset, blue hour, and nightlife, with a lively atmosphere and a popular Wednesday ladies' night that gives women free entry and a complimentary drink.



Neutral: Entry typically costs around S\$35–S\$48 per person and includes one drink, with some variation by time and day; the venue has a restaurant, sky bar, and club, and guests must pass through security and get a hand stamp at Tower 3 before taking the elevator to the 57th floor.



Negative: Some visitors found the cocktails underwhelming, noting that the experience is mainly about the view rather than the drinks, and there are dress code restrictions (no slippers or sleeveless tops for men) and potential extra costs like minimum spend on seating areas.

5 OPPORTUNITIES

1 Capture broad discovery demand

CÉ LA VI Singapore ranks #18 in broad search with 1.4% SOV, while SKAI leads at 5.8%. 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: CÉ LA VI Singapore is consistently praised for its stunning 57th-floor views over Marina Bay, offering a memorable skyline experience that works for sunset, blue hour, and nightlife, with a lively atmosphere and a popular Wednesday ladies' night that gives women free entry and a complimentary drink. 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 (3%) but specific: Some visitors found the cocktails underwhelming, noting that the experience is mainly about the view rather than the drinks, and there are dress code restrictions (no slippers or sleeveless tops for men) and potential extra costs like minimum spend on seating areas. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 78 / 100 to 90-100 / 100 through keyword-led content, KOC proof, and stronger brand association.