

The Alchemist Coffee

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

35 /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

- The Alchemist Coffee holds 0% blended non-branded search visibility, ranking -, the current leader Halfway Coffee holds 5%.
- Branded search visibility is 93%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 83%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
0%

Ranks - blended and - broad across selected non-branded key-word runs.



BRANDED SEARCH
93%

37/40 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
83% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
5%

Halfway Coffee leads at 5%, ahead by 5%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Alchemist Coffee records 0% blended SOV, ranking -, while Halfway Coffee leads with 5%. The category remains fragmented, with "Other" brands accounting for 74.2% of visibility.

Search terms: Broad Search: best cafes in Hong Kong • Narrow Search: cafes in Tsim Sha Tsui

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Halfway Coffee	5%
2	Sensory ZERO	4.1%
3	Kactus Koffee	3.2%
4	Cookie Quartet	2.7%
5	Fineprint	2.7%
6	Cupping Room	1.8%
7	N1 Coffee	1.8%
8	Urban Coffee Roaster	1.8%
9	Bacha Coffee	1.4%
10	Barista Cafe	1.4%
	Other	74.2%

Brand SOV 0% Brand Rank - Total Brands 133 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Sensory ZERO	7.3%
2	Halfway Coffee	3.1%
3	Barista Cafe	2.1%
4	Café Lemo	2.1%
5	Cookie Quartet	2.1%
6	Cupping Room	2.1%
7	Fineprint	2.1%
8	Harlan's	2.1%
9	Kam Wah Cafe & Cake Shop	2.1%
10	Lin Heung Tea House	2.1%
	Other	72.9%

Brand SOV 0% Brand Rank - Total Brands 77 Avg. SOV 1.3%

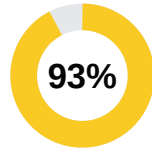
BROAD SEARCH

Rank	Brand	Share of Voice
1	Halfway Coffee	6.4%
2	Kactus Koffee	4.8%
3	Cookie Quartet	3.2%
4	Fineprint	3.2%
5	EN Coffee	2.4%
6	Haus Coffee Club	2.4%
7	Moonary Coffee	2.4%
8	Bacha Coffee	1.6%
9	Cupping Room	1.6%
10	Double Black	1.6%
	Other	70.4%

Brand SOV 0% Brand Rank - Total Brands 89 Avg. SOV 1.1%

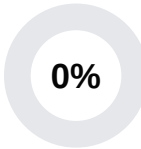
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Alchemist Coffee appears in 37/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

11%

NEUTRAL

6%

POSITIVE

83%

WHAT PEOPLE ARE SAYING



Positive: The Alchemist Cafe is praised for its inviting travel-themed spaces and thoughtful design, including book-crossing and future-mail services, with many reviewers recommending its pastas, ribs, and creative drinks.



Neutral: Food and coffee are often described as decent but not particularly memorable, with the comfortable, spacious, and atmospheric environment being the main reason to visit.



Negative: Some diners were disappointed by dishes such as pumpkin cream pasta, fried chicken, and tiramisu, calling the overall taste average and saying they would not return despite the pleasant setting.

5 OPPORTUNITIES

1

Capture broad discovery demand

The Alchemist Coffee ranks - in broad search with 0% SOV, while Halfway Coffee leads at 6.4%. 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: The Alchemist Cafe is praised for its inviting travel-themed spaces and thoughtful design, including book-crossing and future-mail services, with many reviewers recommending its pastas, ribs, and creative drinks. 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: Some diners were disappointed by dishes such as pumpkin cream pasta, fried chicken, and tiramisu, calling the overall taste average and saying they would not return despite the pleasant setting. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 35 / 100 to 47-57 / 100 through keyword-led content, KOC proof, and stronger brand association.