daisy.club

HighHouse

Rednote Search Visibility Audit

Audit period: June 2026

DAISY VISIBILITY INDEX

40 /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

- HighHouse holds 0.5% blended non-branded search visibility, ranking #61; the current leader SKAI Restaurant holds 10.3%.
- Branded Search Visibility is 90%, while Brand Control is 11.1%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 88%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.5%
Ranks #61 blended and #40 broad across selected non-branded keyword runs.

BRANDED SEARCH
90%
18/20 branded-search posts mention the selected brand.

BRAND CONTROL
11%
2/18 qualifying branded-search posts are brand-owned from HighHouse and NOVA.

SENTIMENT
88% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
9.8%
SKAI Restaurant leads at 10.3%, ahead by 9.8%.

2 SHARE OF VOICE Non-Branded Search Visibility

HighHouse records 0.5% blended SOV, ranking #61, while SKAI Restaurant leads with 10.3%. The category remains fragmented, with "Other" brands accounting for 56.3% of visibility.

Search terms: Broad Search: Singapore rooftop bar • Narrow Search: Singapore terrace bar

BLENDED SEARCH

Rank	Brand	Share of Voice
1	SKAI Restaurant	10.3%
2	Nutmeg & Clove	6.1%
3	CÉ LA VI Singapore	4.7%
4	Jigger & Pony	4.7%
5	Atlas Bar	4.2%
6	Smoke & Mirrors	3.8%
7	Mama Sky Pool & Bar	2.8%
8	Native	2.3%
9	No. 5 Emerald Hill	2.3%
10	The Other Room	2.3%
	Other	56.3%
61	HighHouse	0.5%

Brand SOV 0.5% Brand Rank #61 Total Brands 70 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	SKAI Restaurant	10.4%
2	CÉ LA VI Singapore	8.3%
3	Nutmeg & Clove	5.2%
4	Mama Sky Pool & Bar	4.2%
5	Smoke & Mirrors	4.2%
6	Atlas Bar	3.1%
7	Jigger & Pony	3.1%
8	Mr. Stork Rooftop Bar	3.1%
9	Southbridge	3.1%
10	BAIA	2.1%
	Other	53.1%

Brand SOV 0% Brand Rank - Total Brands 54 Avg. SOV 1.9%

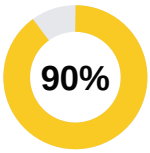
BROAD SEARCH

Rank	Brand	Share of Voice
1	SKAI Restaurant	10.3%
2	Nutmeg & Clove	6.8%
3	Jigger & Pony	6%
4	Atlas Bar	5.1%
5	Smoke & Mirrors	3.4%
6	Helen's Bar	2.6%
7	Native	2.6%
8	No. 5 Emerald Hill	2.6%
9	The Other Room	2.6%
10	1-Arden	1.7%
	Other	56.4%
40	HighHouse	0.9%

Brand SOV 0.9% Brand Rank #40 Total Brands 62 Avg. SOV 1.6%

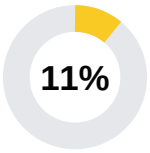
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



HighHouse appears in 18/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/18 branded-search posts that mention the selected brand are from HighHouse and NOVA (11%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	13%	88%

WHAT PEOPLE ARE SAYING

Positive: The panoramic 62nd-floor skyline views of Marina Bay are stunning and create a romantic atmosphere ideal for dates and celebrations.

Neutral: Window seats with the best views require advance booking and typically have a minimum spend per person.

Negative: The food quality is inconsistent, with some dishes described as ordinary or mediocre.

5 OPPORTUNITIES

1 Capture broad discovery demand
HighHouse ranks #40 in broad search with 0.9% SOV, while SKAI Restaurant leads at 10.3%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control
Only 11.1% 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.

3 Turn positive sentiment into proof
Users already respond positively to: The panoramic 62nd-floor skyline views of Marina Bay are stunning and create a romantic atmosphere ideal for dates and celebrations. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 40 / 100 to 52-62 / 100 through keyword-led content, KOC proof, and stronger brand association.