daisy.club

The Iron Fairies Bali

Rednote Search Visibility Audit

Audit period: July 2026

DAISY VISIBILITY INDEX

41 /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

- The Iron Fairies Bali holds 2.7% blended non-branded search visibility, ranking #7; the current leader Finns Beach Club holds 25.3%.
- Branded search visibility is 90%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 100%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
2.7%
Ranks #7 blended and #46 broad across selected non-branded keyword runs.

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

BRAND CONTROL
0%
No detected Rednote account

SENTIMENT
100% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
22.6%
Finns Beach Club leads at 25.3%, ahead by 22.6%.

2 SHARE OF VOICE Non-Branded Search Visibility

The Iron Fairies Bali records 2.7% blended SOV, ranking #7, while Finns Beach Club leads with 25.3%. The category remains fragmented, with "Other" brands accounting for 36.3% of visibility.

Search terms: Broad Search: ô˜Narrow Search: ô˜›!>R'

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Finns Beach Club	25.3%
2	La Favela	12.6%
3	Potato Head Beach Club	6%
4	Savaya Bali	4.4%
5	Motel Mexicola Seminyak	3.3%
6	Night Rooster	3.3%
7	The Iron Fairies Bali	2.7%
8	La Brisa	2.7%
9	Rock Bar Bali	2.2%
10	Desa Kitsune	1.1%
	Other	36.3%

Brand SOV 2.7% Brand Rank #7 Total Brands 69 Avg. SOV 1.4%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Finns Beach Club	16.4%
2	La Favela	16.4%
3	Potato Head Beach Club	10.4%
4	Night Rooster	9%
5	The Iron Fairies Bali	6%
6	Motel Mexicola Seminyak	4.5%
7	After Tea	1.5%
8	AVLI	1.5%
9	Bar Vera	1.5%
10	Cloak & Dagger	1.5%
	Other	31.3%

Brand SOV 6% Brand Rank #5 Total Brands 31 Avg. SOV 3.2%

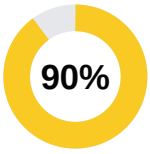
BROAD SEARCH

Rank	Brand	Share of Voice
1	Finns Beach Club	30.4%
2	La Favela	10.4%
3	Savaya Bali	7%
4	La Brisa	3.5%
5	Potato Head Beach Club	3.5%
6	Motel Mexicola Seminyak	2.6%
7	Rock Bar Bali	2.6%
8	Desa Kitsune	1.7%
9	Gigi Susu	1.7%
10	Klymax	1.7%
	Other	34.8%
46	The Iron Fairies Bali	0.9%

Brand SOV 0.9% Brand Rank #46 Total Brands 46 Avg. SOV 2.2%

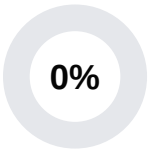
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



The Iron Fairies Bali appears in 18/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
0%	0%	100%

WHAT PEOPLE ARE SAYING

Positive: The Iron Fairies Bali enchants guests with its magical steampunk and fairy-tale decor, featuring moving gears, fairy sculptures, and candlelit chandeliers, creating an immersive otherworldly atmosphere perfect for photos.

Neutral: The venue transitions from a relaxed cocktail lounge with live band performances to a DJ-driven dance floor after 10pm, and entry may require a fee with a dress code in place.

Negative: Strict dress code prohibits flip-flops and singlets; professional cameras are not allowed; the upstairs area has limited opening hours; food options are limited and some may find the music style not to their taste.

5 OPPORTUNITIES

1 Capture broad discovery demand
The Iron Fairies Bali ranks #46 in broad search with 0.9% SOV, while Finns Beach Club leads at 30.4%. 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 Iron Fairies Bali enchants guests with its magical steampunk and fairy-tale decor, featuring moving gears, fairy sculptures, and candlelit chandeliers, creating an immersive otherworldly atmosphere perfect for photos. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

Near-term goal: move from 41 / 100 to 53-63 / 100 through keyword-led content, KOC proof, and stronger brand association.

Source: Rednote search audit • 7 run(s) • 140 post(s) • Date range: July 2026