daisy.club

Sababa Bangkok

Rednote Search Visibility Audit

Audit period: October 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

- Sababa Bangkok holds 0.6% blended non-branded search visibility, ranking #27; the current leader iODE holds 7.6%.
- Branded Search Visibility is 98%, while Brand Control is 5.1%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 82%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE
0.6%
Ranks #27 blended and - broad across selected non-branded keyword runs.

BRANDED SEARCH
98%
39/40 branded-search posts mention the selected brand.

BRAND CONTROL
5%
2/39 qualifying branded-search posts are brand-owned from SababaBkk.

SENTIMENT
82% Positive
Positive user sentiment strengthens search-led growth and conversion proof.

COMPETITIVE GAP (BLENDED SEARCH)
7%
iODE leads at 7.6%, ahead by 7%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sababa Bangkok records 0.6% blended SOV, ranking #27, while iODE leads with 7.6%. The category remains fragmented, with "Other" brands accounting for 74.3% of visibility.

Search terms: Broad Search: Bangkok restaurant recommendations • Narrow Search: Bangkok Thong Lo restaurants

BLENDED SEARCH

Rank	Brand	Share of Voice
1	iODE	7.6%
2	Le Du Kaan	3.5%
3	Sala Rattanakosin Eater.	2.3%
4	Baan Kook Kai	1.8%
5	CHUNN	1.8%
6	FRAN'S	1.8%
7	Jay Nahm Thonglor	1.8%
8	Jeh O Chula	1.8%
9	Kinnaree By Vanessa WU	1.8%
10	La Galette	1.8%
	Other	74.3%
27	Sababa Bangkok	0.6%

Brand SOV 0.6% Brand Rank #27 Total Brands 121 Avg. SOV 0.8%

NARROW SEARCH

Rank	Brand	Share of Voice
1	iODE	12.3%
2	Le Du Kaan	4.6%
3	Sala Rattanakosin Eater.	4.6%
4	Horsamut	3.1%
5	Jay Nahm Thonglor	3.1%
6	Lucca Thonglor	3.1%
7	Sababa Bangkok	1.5%
8	Abandoned Mansion	1.5%
9	Aunglo By Yangrak	1.5%
10	Baan Rim Pa	1.5%
	Other	63.1%

Brand SOV 1.5% Brand Rank #7 Total Brands 51 Avg. SOV 2%

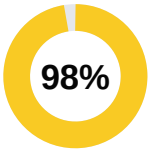
BROAD SEARCH

Rank	Brand	Share of Voice
1	iODE	4.7%
2	Baan Kook Kai	2.8%
3	Jeh O Chula	2.8%
4	Kinnaree By Vanessa WU	2.8%
5	Le Du Kaan	2.8%
6	After You	1.9%
7	Anne-Sophie Pic At Le N.	1.9%
8	CHUNN	1.9%
9	Eat Am Are	1.9%
10	FRAN'S	1.9%
	Other	74.5%

Brand SOV 0% Brand Rank - Total Brands 83 Avg. SOV 1.2%

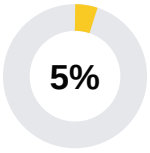
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sababa Bangkok appears in 39/40 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



2/39 branded-search posts that mention the selected brand are from SababaBkk (5%).

4 SENTIMENT ANALYSIS

NEGATIVE	NEUTRAL	POSITIVE
13%	5%	82%

WHAT PEOPLE ARE SAYING

Positive: Sababa Bangkok is widely praised as a charming Mediterranean-Japanese fusion spot in Thonglor, with a beautiful garden setting, creative and flavorful dishes, and attentive service that makes it a favorite for dates and casual gatherings.

Neutral: It is a cozy bistro with indoor and outdoor seating, small portions, and a service charge, best suited for light meals, drinks, and relaxed conversation rather than a heavy dinner.

Negative: Some reviewers found it overpriced and disappointing, describing certain dishes as poorly executed or bland and feeling that the high cost did not match the quality or portion size.

5 OPPORTUNITIES

1 Capture broad discovery demand
Sababa Bangkok ranks - in broad search with 0% SOV, while iODE leads at 4.7%. Build broad discovery content that connects the property to category-level searches before users search by name.

2 Increase brand-owned control
Only 5.1% 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: Sababa Bangkok is widely praised as a charming Mediterranean-Japanese fusion spot in Thonglor, with a beautiful garden setting, creative and flavorful dishes, and attentive service that makes it a favorite for dates and casual gatherings. 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 (13%) but specific: Some reviewers found it overpriced and disappointing, describing certain dishes as poorly executed or bland and feeling that the high cost did not match the quality or portion size. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

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