

Sides By The Sidemen

Rednote Search Visibility Audit

Audit period: October 2026

DAISY VISIBILITY INDEX

33 /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

- Sides By The Sidemen holds 2.5% blended non-branded search visibility, ranking #7; the current leader Chick-fil-A holds 9.9%.
- Branded Search Visibility is 40%, while Brand Control is 37.5%, indicating how much branded-search visibility comes from owned sources.
- Positive sentiment is 50%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS

SHARE OF VOICE

2.5%

Ranks #7 blended and #14 broad across selected non-branded keyword runs.

BRANDED SEARCH

40%

8/20 branded-search posts mention the selected brand.

BRAND CONTROL

38%

3/8 qualifying branded-search posts are brand-owned from Sides By The Sidemen.

SENTIMENT

50% Positive

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

COMPETITIVE GAP (BLENDED SEARCH)

7.4%

Chick-fil-A leads at 9.9%, ahead by 7.4%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sides By The Sidemen records 2.5% blended SOV, ranking #7, while Chick-fil-A leads with 9.9%. The category remains fragmented, with “Other” brands accounting for 59.3% of visibility.

Search terms: Broad Search: Singapore food guide • Narrow Search: Singapore fried chicken burger

BLENDED SEARCH

Rank	Brand	Share of Voice
1	Chick-fil-A	9.9%
2	Jollibee	5.6%
3	McDonald's	5.6%
4	KFC	4.9%
5	BHC Chicken	3.1%
6	The Mars Bar	3.1%
7	Sides By The Sidemen	2.5%
8	4Fingers Crispy Chicken	2.5%
9	Five Guys	1.9%
10	JINJJA Chicken Diner	1.9%
	Other	59.3%

Brand SOV 2.5% Brand Rank #7 Total Brands 89 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Chick-fil-A	16.5%
2	Jollibee	6.3%
3	McDonald's	6.3%
4	The Mars Bar	6.3%
5	KFC	5.1%
6	Sides By The Sidemen	3.8%
7	Lotteria	2.5%
8	Mom's Touch	2.5%
9	Pizza Maru	2.5%
10	Shake Shack	2.5%
	Other	45.6%

Brand SOV 3.8% Brand Rank #6 Total Brands 46 Avg. SOV 2.2%

BROAD SEARCH

Rank	Brand	Share of Voice
1	BHC Chicken	6%
2	Jollibee	4.8%
3	KFC	4.8%
4	McDonald's	4.8%
5	4Fingers Crispy Chicken	3.6%
6	Chick-fil-A	3.6%
7	Wingstop	3.6%
8	Five Guys	2.4%
9	Guankee Claypot	2.4%
10	JINJJA Chicken Diner	2.4%
	Other	61.4%
14	Sides By The Sidemen	1.2%

Brand SOV 1.2% Brand Rank #14 Total Brands 58 Avg. SOV 1.7%

3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH

40%

Sides By The Sidemen appears in 8/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL

38%

3/8 branded-search posts that mention the selected brand are from Sides By The Sidemen (38%).

4 SENTIMENT ANALYSIS

NEGATIVE

13%

NEUTRAL

38%

POSITIVE

50%

WHAT PEOPLE ARE SAYING

Positive:

The fried chicken is consistently praised for its crispy, juicy texture, with a wide range of sauces and heat levels, and the Sentosa location offers a comfortable, relaxed atmosphere that works well as a pit stop in a tourist area.

Neutral:

The brand is positioned as a creator-culture meal rather than authentic local Singaporean food, so it's best treated as one dining option among local specialties.

Negative:

Some reviews note the fried chicken can be oily, and the spiciness may be milder than expected, with one taster finding the initial flavor slightly odd and overly salty.

5 OPPORTUNITIES

1

Capture broad discovery demand

Sides By The Sidemen ranks #14 in broad search with 1.2% SOV, while BHC Chicken leads at 6%. Build broad discovery content that connects the property to category-level searches before users search by name.

2

Make branded search more consistent

Sides By The Sidemen appears in 8/20 branded-search posts (40%). Add official-page and KOC content that repeats the full hotel name, location, and distinct proof points so branded queries reliably surface the property.

3

Address recurring trust concerns

Negative feedback is lower-volume (13%) but specific: Some reviews note the fried chicken can be oily, and the spiciness may be milder than expected, with one taster finding the initial flavor slightly odd and overly salty. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.