

Sides By The Sidemen

Rednote Search Visibility Audit

Audit period: July 2026



daisy.club

DAISY VISIBILITY INDEX

29 /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 0.7% blended non-branded search visibility, ranking #70; the current leader Chick-fil-A holds 5.9%.
- Branded search visibility is 55%, showing how consistently the brand appears in its own search demand.
- Positive sentiment is 82%; the clearest next lever is capture broad discovery demand.

1 SCORE DRIVERS



SHARE OF VOICE
0.7%

Ranks #70 blended and - broad across selected non-branded keyword runs.



BRANDED SEARCH
55%

11/20 branded-search posts mention the selected brand.



BRAND CONTROL
0%

No detected Rednote account



SENTIMENT
82% Positive

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



COMPETITIVE GAP (BLENDED SEARCH)
5.2%

Chick-fil-A leads at 5.9%, ahead by 5.2%.

2 SHARE OF VOICE Non-Branded Search Visibility

Sides By The Sidemen records 0.7% blended SOV, ranking #70, while Chick-fil-A leads with 5.9%. The category remains fragmented, with "Other" brands accounting for 65.4% 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	5.9%
2	McDonald's	5.9%
3	Jollibee	3.7%
4	Shiok Burger	3.7%
5	Jumbo Seafood	2.9%
6	Popeyes	2.9%
7	Wingstop Heartbeat @ Be.	2.9%
8	Daily Chicken	2.2%
9	KFC	2.2%
10	OMG Fried Chicken	2.2%
	Other	65.4%
70	Sides By The Sidemen	0.7%

Brand SOV 0.7% Brand Rank #70 Total Brands 91 Avg. SOV 1.1%

NARROW SEARCH

Rank	Brand	Share of Voice
1	Chick-fil-A	11.1%
2	McDonald's	7.9%
3	Shiok Burger	6.3%
4	Daily Chicken	4.8%
5	Jollibee	4.8%
6	Popeyes	4.8%
7	Super Chicken	3.2%
8	Wing Seong Fatty's Rest.	3.2%
9	1819 Aliwal	1.6%
10	3 Meals A Day	1.6%
	Other	50.8%
32	Sides By The Sidemen	1.6%

Brand SOV 1.6% Brand Rank #32 Total Brands 42 Avg. SOV 2.4%

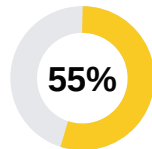
BROAD SEARCH

Rank	Brand	Share of Voice
1	Jumbo Seafood	4.1%
2	KFC	4.1%
3	McDonald's	4.1%
4	OMG Fried Chicken	4.1%
5	Wingstop Heartbeat @ Be.	4.1%
6	Jollibee	2.7%
7	Mr. Coconut	2.7%
8	Song Fa Bak Kut Teh	2.7%
9	Ya Kun Kaya Toast	2.7%
10	108 The Nasi Lemak Shop	1.4%
	Other	67.1%

Brand SOV 0% Brand Rank - Total Brands 59 Avg. SOV 1.7%

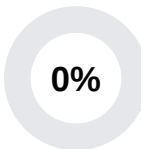
3 BRANDED SEARCH & BRAND CONTROL

BRANDED SEARCH



Sides By The Sidemen appears in 11/20 branded-search posts. Strengthen branded content presence to capture more direct demand.

BRAND CONTROL



No detected Rednote account

4 SENTIMENT ANALYSIS

NEGATIVE

9%

NEUTRAL

9%

POSITIVE

82%

WHAT PEOPLE ARE SAYING



Positive: The fried chicken, especially the tenders, is consistently praised for its crispy coating and juicy meat, complemented by a wide selection of flavorful sauces and crispy waffle fries.



Neutral: While the waffle fries are often highlighted as a standout, opinions on the chicken itself are mixed, with some preferring other styles of fried chicken.



Negative: Some find the chicken wings dry, the sauces overly salty or sour, and the burgers lacking vegetables, making the meal feel monotonous and not worth the price or long queues.

5 OPPORTUNITIES

1

Capture broad discovery demand

Sides By The Sidemen ranks - in broad search with 0% SOV, while Jumbo Seafood leads at 4.1%. 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 11/20 branded-search posts (55%). 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

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.

4

Turn positive sentiment into proof

Users already respond positively to: The fried chicken, especially the tenders, is consistently praised for its crispy coating and juicy meat, complemented by a wide selection of flavorful sauces and crispy waffle fries. Convert that proof into KOC briefs, pinned UGC, and official posts so the strongest praise appears in search results.

5

Address recurring trust concerns

Negative feedback is lower-volume (9%) but specific: Some find the chicken wings dry, the sauces overly salty or sour, and the burgers lacking vegetables, making the meal feel monotonous and not worth the price or long queues. Create response content that acknowledges the concern, explains fixes or expectations, and gives future guests practical reassurance.

Near-term goal: move from 29 / 100 to 41-51 / 100 through keyword-led content, KOC proof, and stronger brand association.