

# Share of Searching Introduction



# Share of Searching

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Share of Searching charts Google search volume trends and % share of search for user-entered lists of keywords/search terms, such as a list of brands or topics. Here we summarise the features available in Share of Searching and their benefits for users, particularly brand marketers.

### OVERVIEW

There are five tabs in Share of Searching:

1. **Volume Trends** – select a country and enter a list of up to 30 search terms at a time to view charts of trends in monthly search volumes, % share of search, year-on-year comparisons, and a seasonality heatmap of search volume for the search terms, with trend data back four years. Volume data are sourced from Google Keyword Planner.
2. **Country Trends** – select up to five countries and enter a list of up to 30 search terms at a time to view charts of trends in monthly search volumes and % share of search for the search terms within and across the countries, with trend data back four years.
3. **Similar Terms** – enter a single search term to view trends in monthly search volumes, % share of search, and year-on-year comparisons for related search terms, with trend data back four years.
4. **My Reports** – create custom Volume Trends reports and schedule emails for each report, automatically emailed with updated data each month.
5. **Index Trends** – select a country and enter a list of up to 30 search terms at a time to view charts of trends in relative search volumes (daily, weekly, monthly), % share of search, and year-on-year comparisons for the search terms, with trend data back to 2004. Volume data (relative index) are sourced from Google Trends.

### VOLUME TRENDS

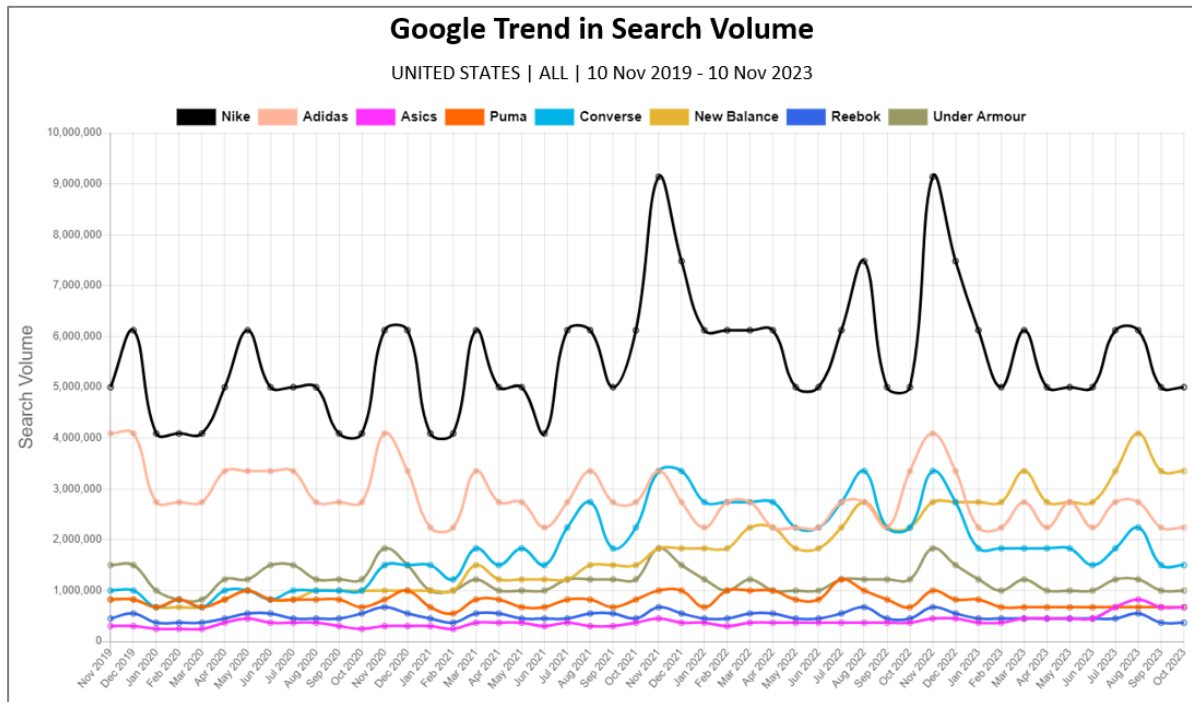
Volume Trends charts Google trends in monthly search volumes and % share of search for up to 30 search terms at a time in a country (or worldwide). To generate charts:

- Select a country or choose worldwide.
- Select the start date (any date back four years) and end date (up to today).
- Enter a list of up to 30 search terms.
- Save/retrieve search criteria.

Here are examples of charts generated by Volume Trends.

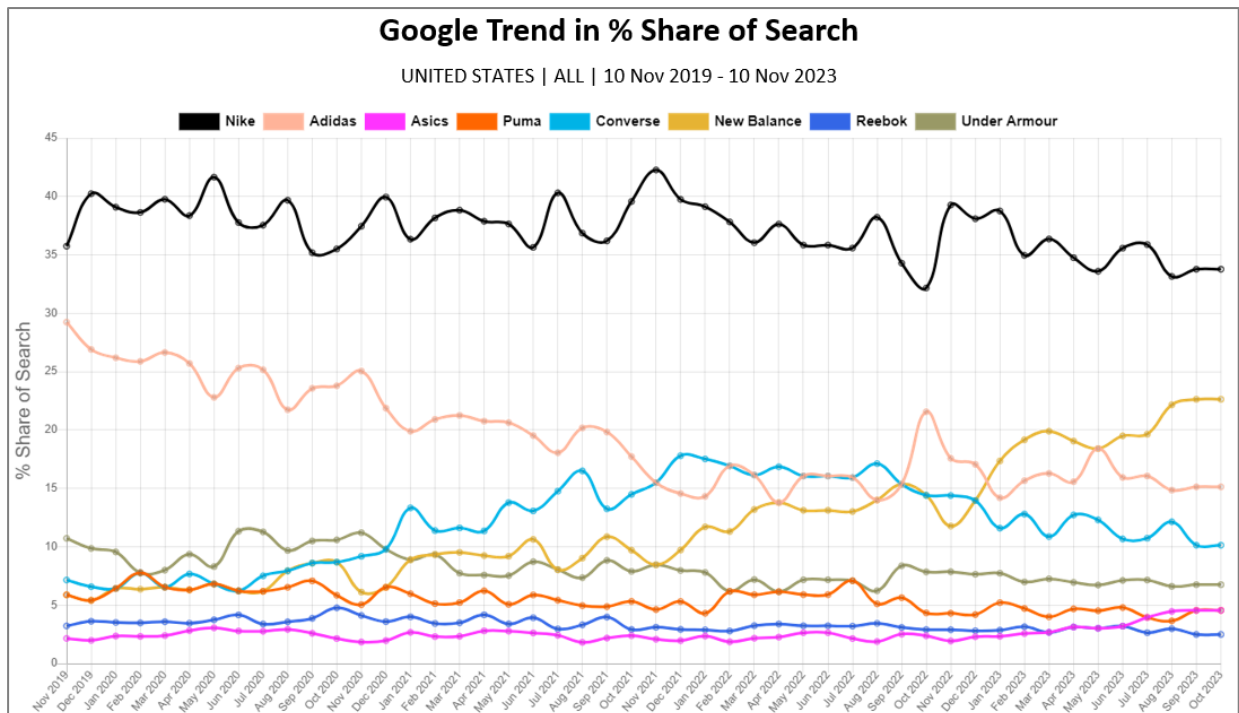
Chart 1 shows the trend in absolute search volumes for each search term.

## Share of Searching



These volume data are sourced from Google Keyword Planner. Data is available for the last four years and all data is rounded by Google. The higher the search volume the greater the degree of rounding.

Chart 2 shows the trend in % share of search for each search term. The percentages across the search terms add up to 100% in each month.



## Share of Searching

Chart 3 shows the trend in % share of search for each search term.

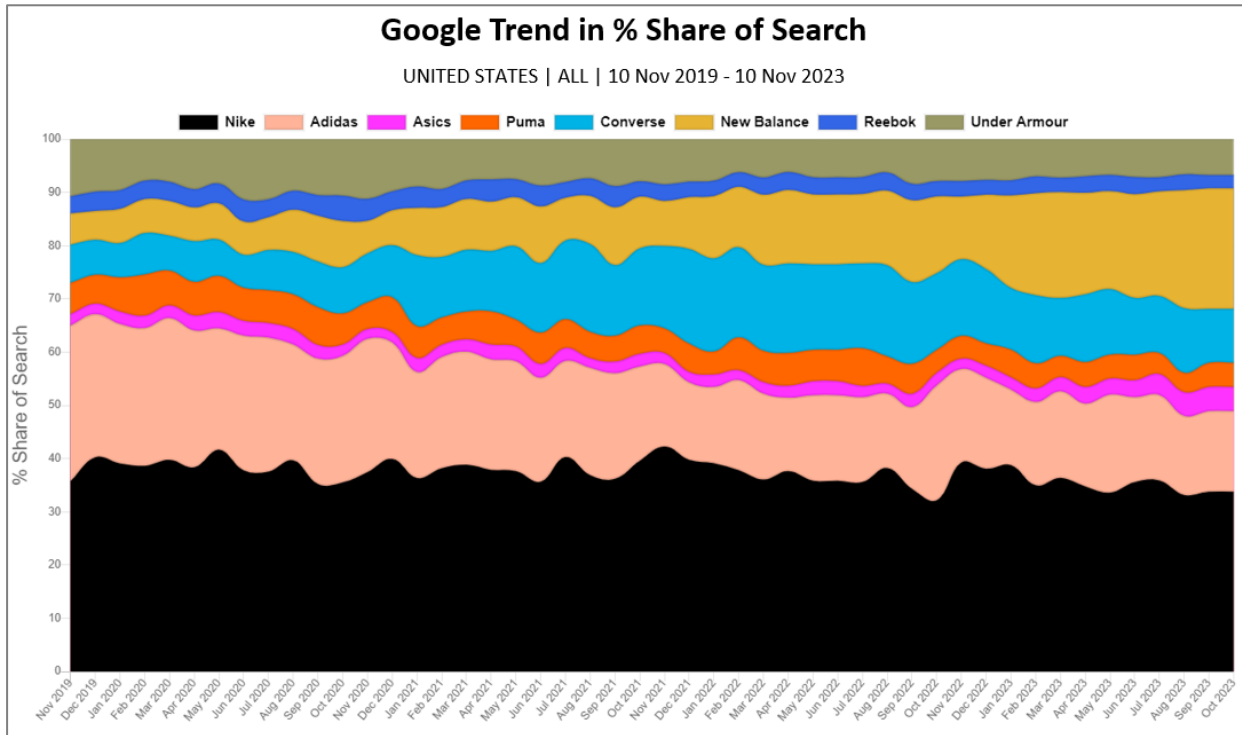


Chart 4 shows the % share of search (as a % of total volume across all search terms) for each term across the whole period. The percentages add up to 100%.

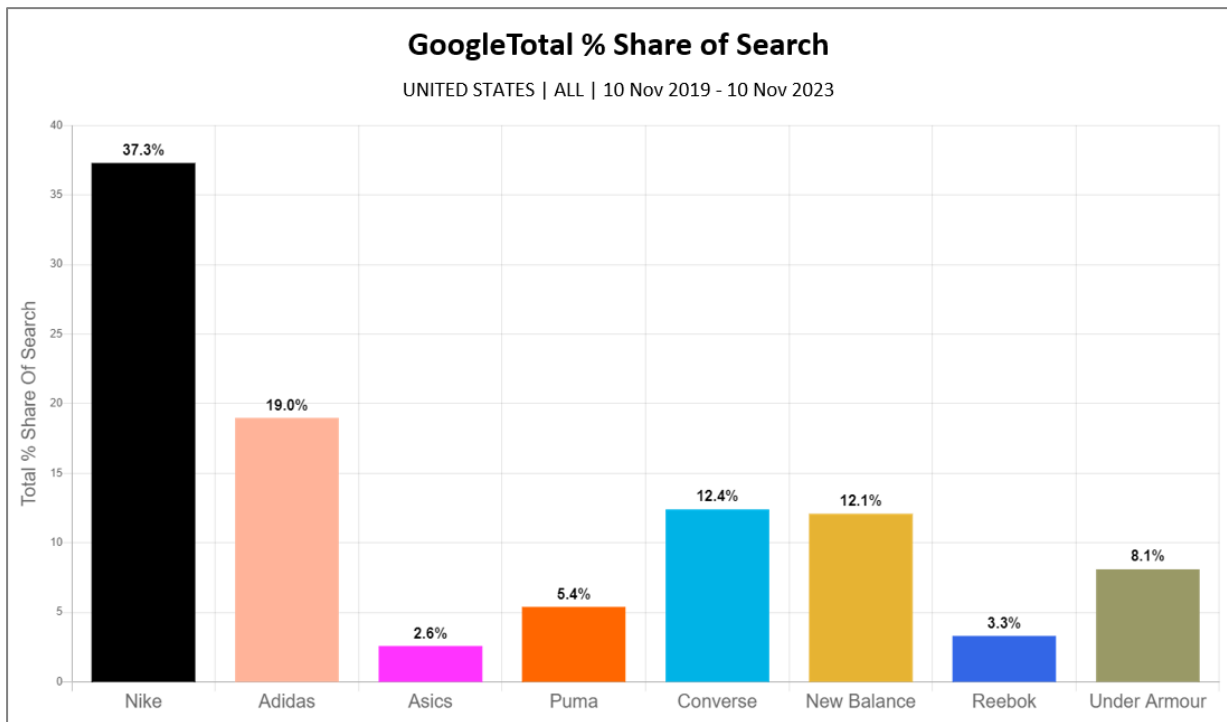


Chart 5 shows a comparison of each year's trend in the search volume index for the selected search term (in this case Nike) over the period.

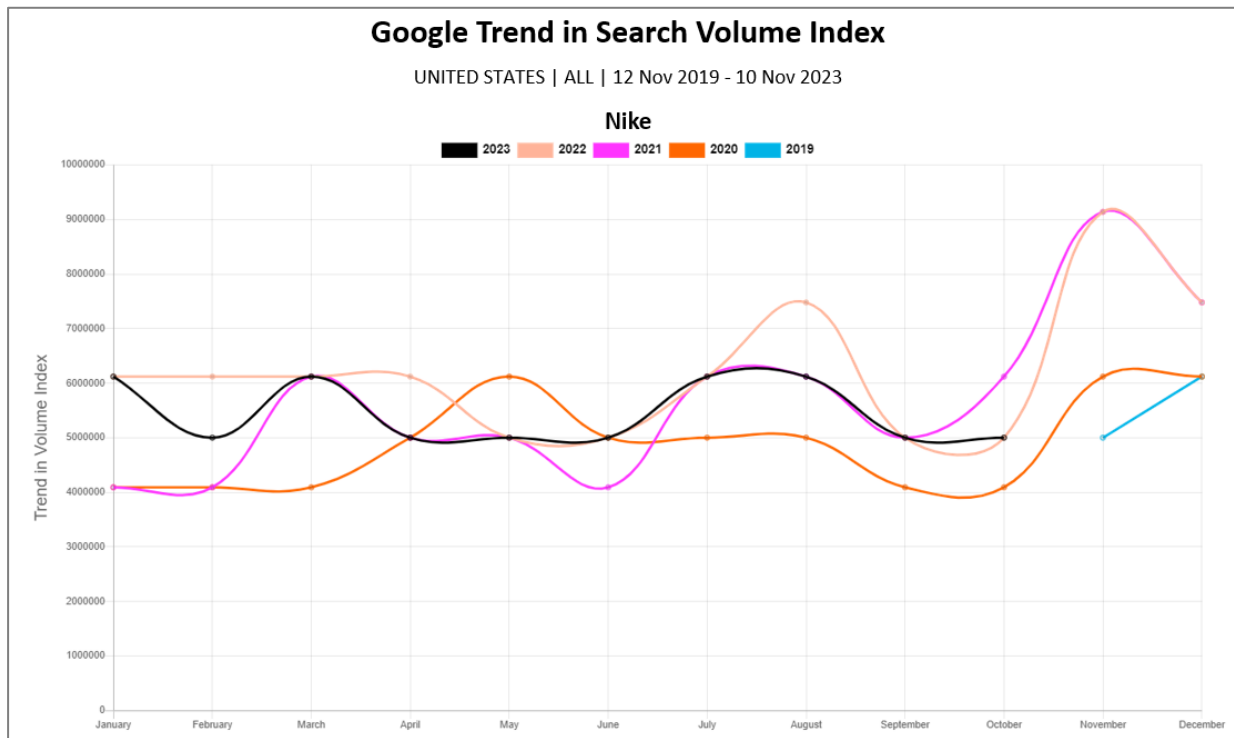
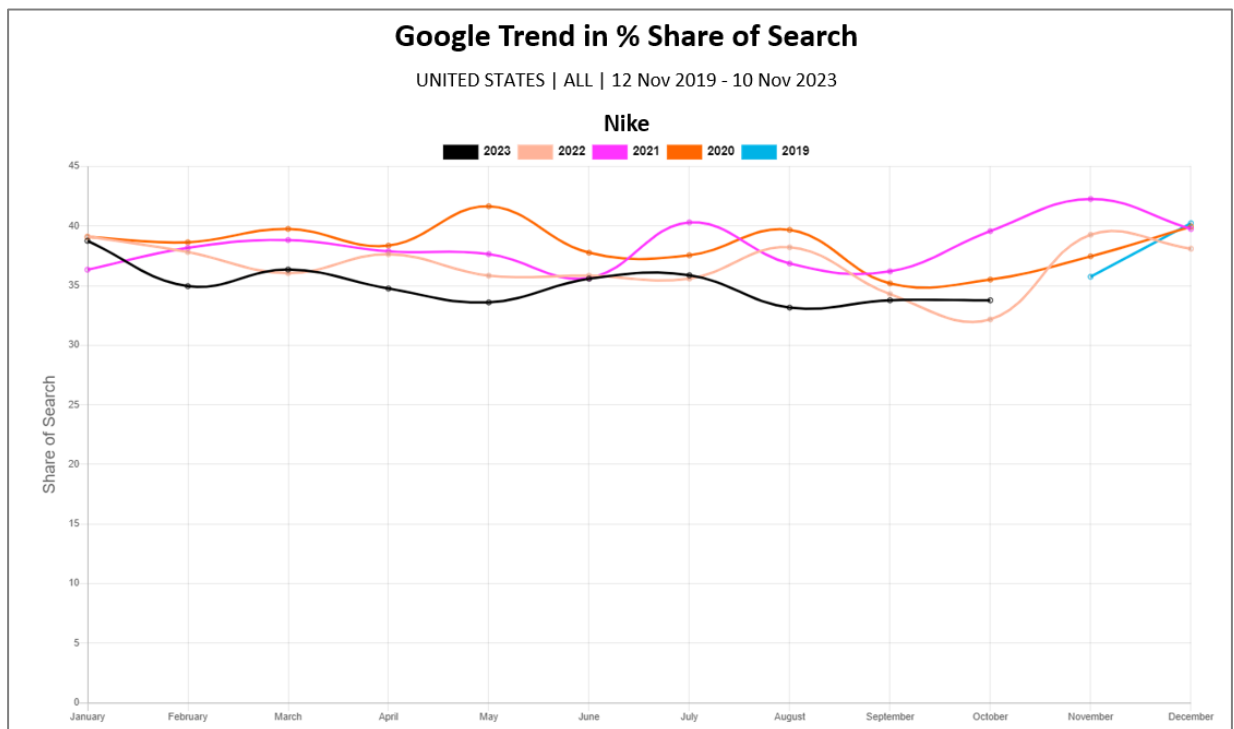


Chart 6 shows a comparison of each year's trend in the % share of search for the selected search term (in this case Nike) over the period.



## Share of Searching

The following 'heatmap' is based on monthly Google search volumes. The index shown for each keyword is the volume in the month indexed against the average monthly volume for that keyword. A number above 100 shows that the volume for the search term in that month is above the average search volume for the search term across the whole period.

Google Seasonality Heatmap																											
United States   Nov 2019 - Nov 2023																											
	Aug 2021	Sep 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023
nike	110	90	110	164	134	110	110	110	110	90	90	110	134	90	90	164	134	110	90	110	90	90	90	110	110	90	90
adidas	118	97	97	118	97	79	97	97	79	79	79	97	97	79	118	144	118	79	79	97	79	97	79	97	97	79	79
asics	78	78	96	117	96	96	78	96	96	96	96	96	96	96	96	117	117	96	96	117	117	117	117	175	215	175	175
puma	103	84	103	125	125	84	125	125	125	103	103	152	125	103	84	125	103	103	84	84	84	84	84	84	84	84	84
converse	148	99	121	181	181	148	148	148	148	121	121	148	181	121	121	181	148	99	99	99	99	99	81	99	121	81	81
new balance	83	83	83	101	101	101	101	124	124	101	101	124	152	124	124	152	152	152	152	186	152	152	152	186	227	186	186
reebok	112	112	92	137	112	92	92	112	112	92	92	112	137	92	92	137	112	92	92	92	92	92	92	92	112	75	75
under armour	101	101	101	151	124	101	83	101	83	83	83	101	101	101	101	151	124	101	83	101	83	83	83	101	101	83	83

## COUNTRY TRENDS

Country Trends charts Google trends in monthly search volumes and % share of search for up to 30 search terms at a time for up to five selected countries at a time. To generate charts:

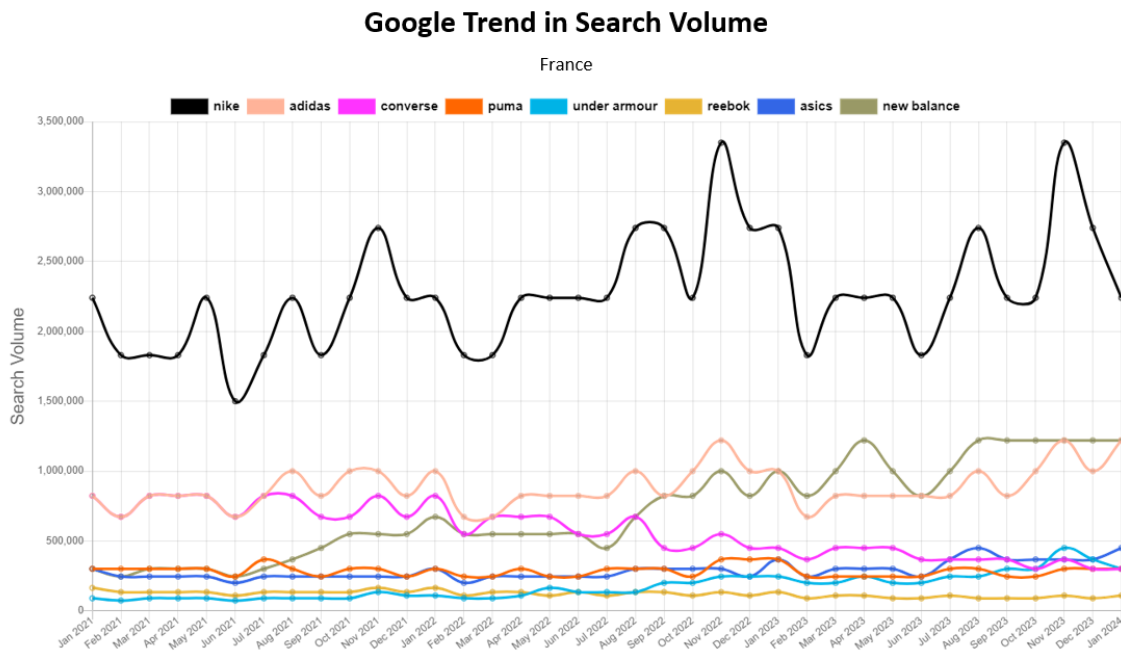
- Select up to five countries.
- Select a start date (any date back four years) and end date (up to today).
- Enter a list of up to 30 search terms.
- Save/retrieve search criteria.

Charts generated by Country Trends can be viewed for any selected country (from the defined list) or for any selected search term.

## SELECTED COUNTRY CHARTS

Chart 1 shows the trend in absolute search volumes for each search term in the selected country.





These volume data are sourced from Google Keyword Planner. Data is available for the last four years and all data is rounded by Google. The higher the search volume the greater the degree of rounding.

Chart 2 shows the trend in % share of search for each search term. The percentages across the search terms add up to 100% in each month.

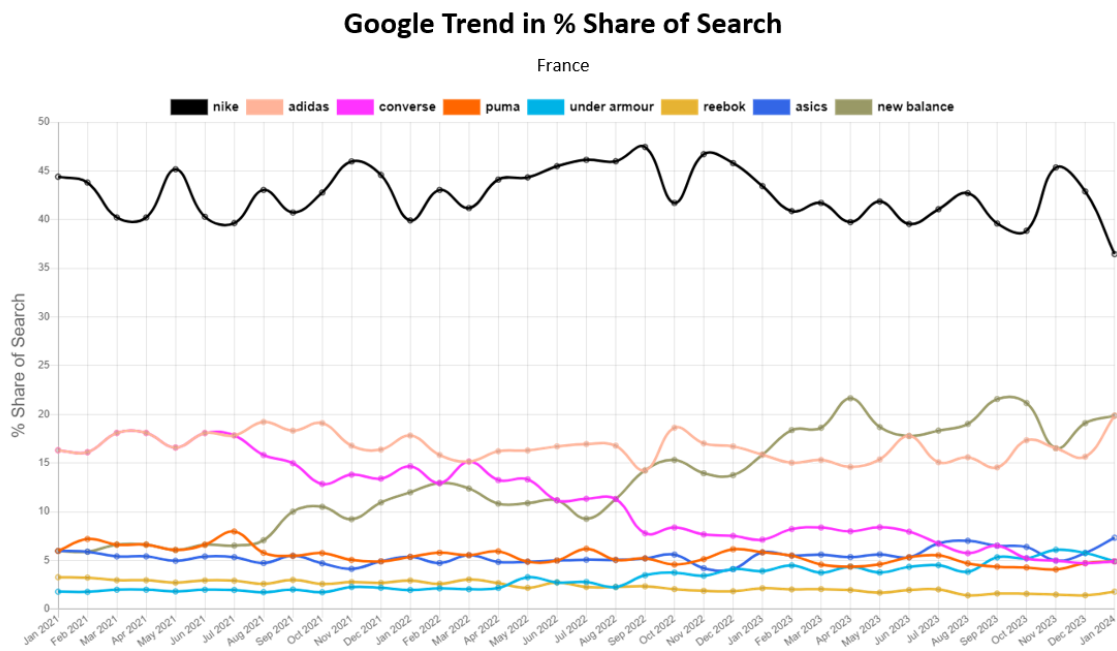


Chart 3 shows the trend in % share of search for each search term.



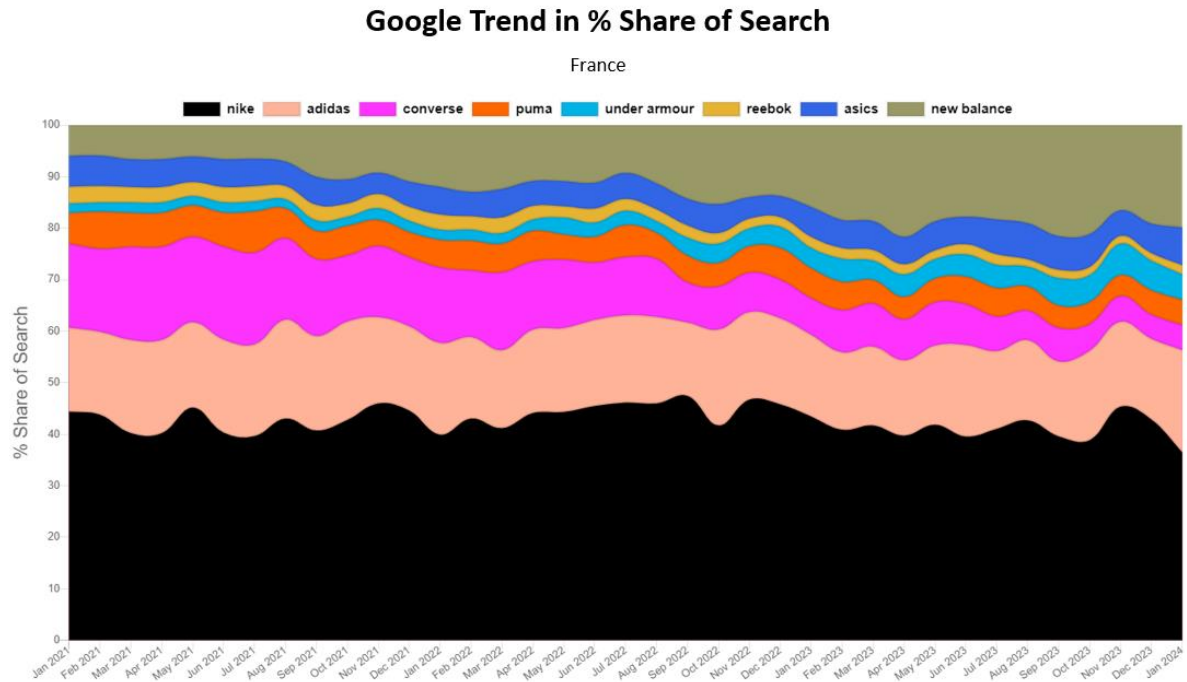


Chart 4 shows the % share of search (as a % of total volume across all search terms) for each term across the whole period. The percentages add up to 100%.

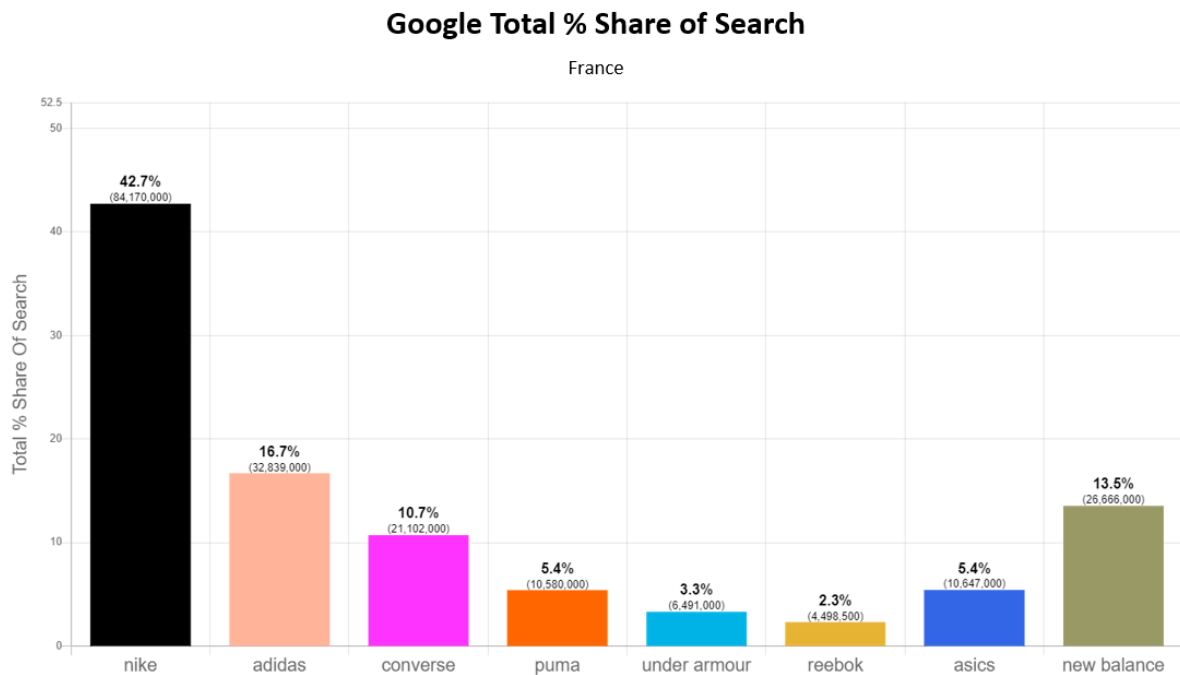


Chart 5 shows the monthly trend in absolute search volume for each search term totalled across all selected countries.

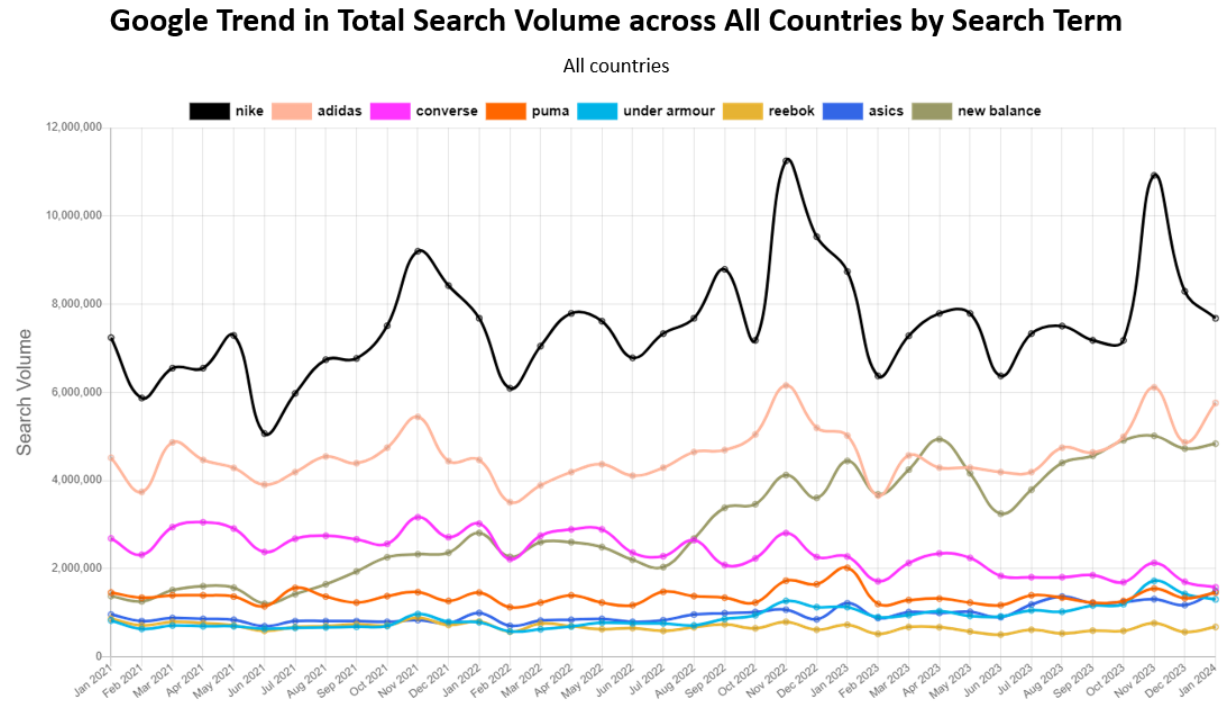
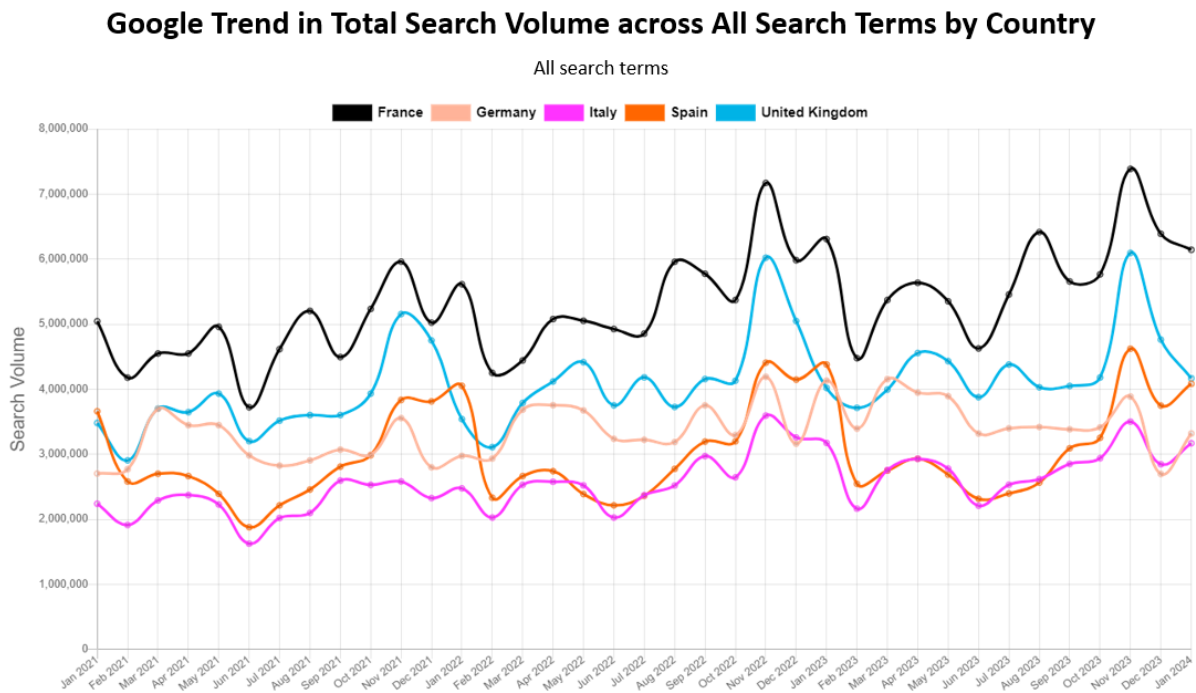


Chart 6 shows the monthly trend in absolute search volume in each country totalled across all the entered search terms.



## SELECTED SEARCH TERM CHARTS

Chart 1 shows the trend in absolute search volumes for the selected search term in each country.

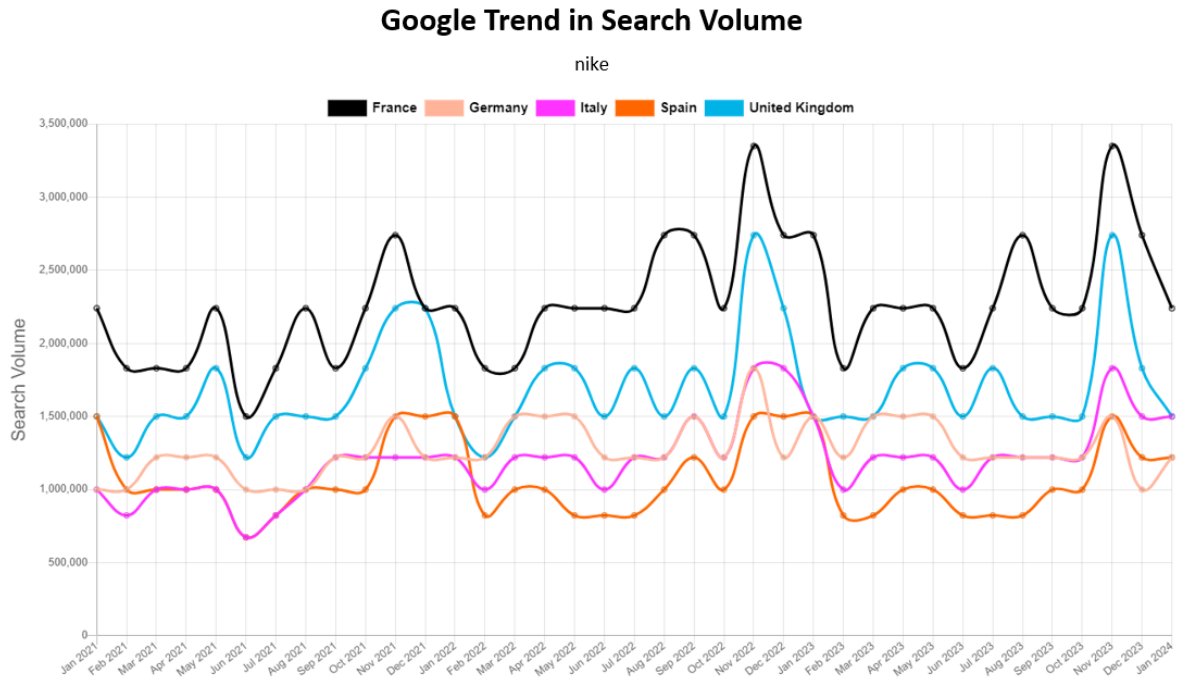


Chart 2 shows the % share of total search (across all entered terms) for the selected search term in each country.

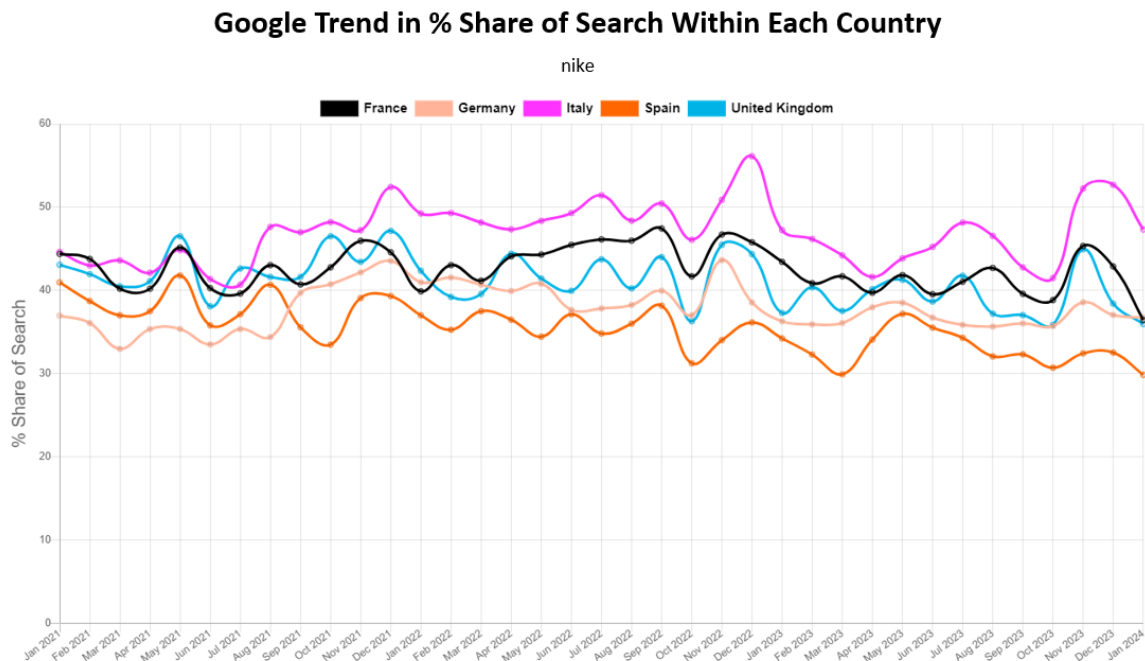


Chart 3 shows each country's monthly % contribution to the selected search term's total volume across the countries. Monthly percentages add to 100% across the countries.

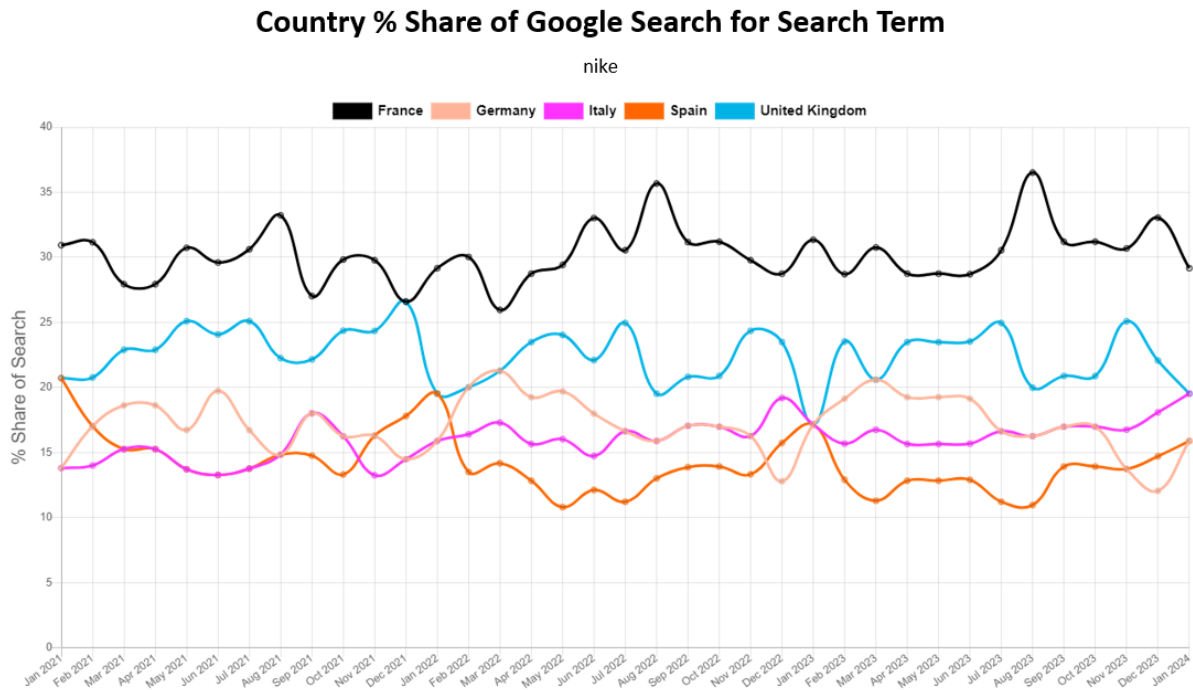


Chart 4 shows the trend in each country's % contribution to the selected search term's total volume across the countries.

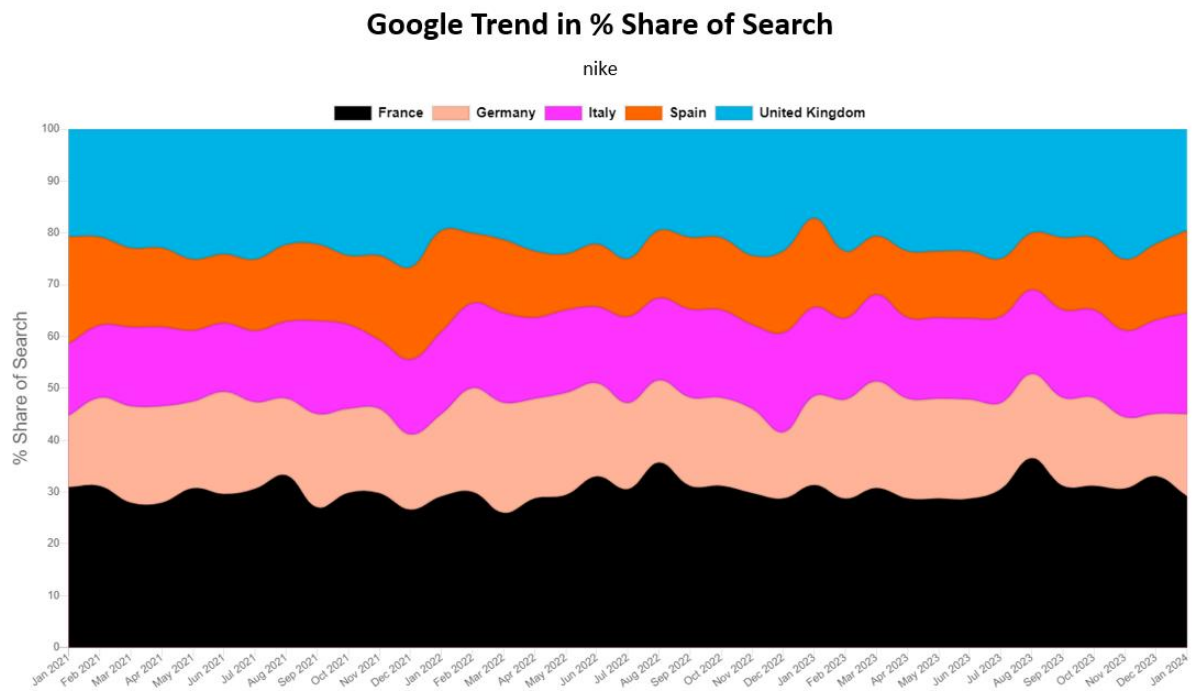


Chart 5 shows the % share of total search volume across all search terms over the whole period for the selected search term within each country (its % share of search in the country).

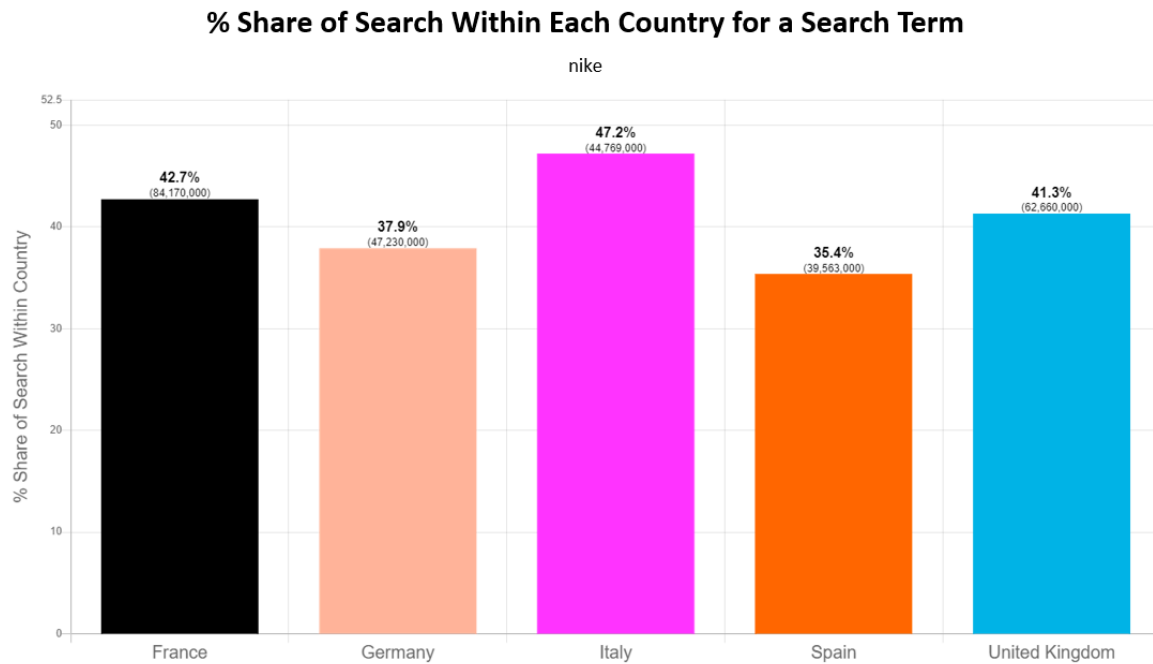
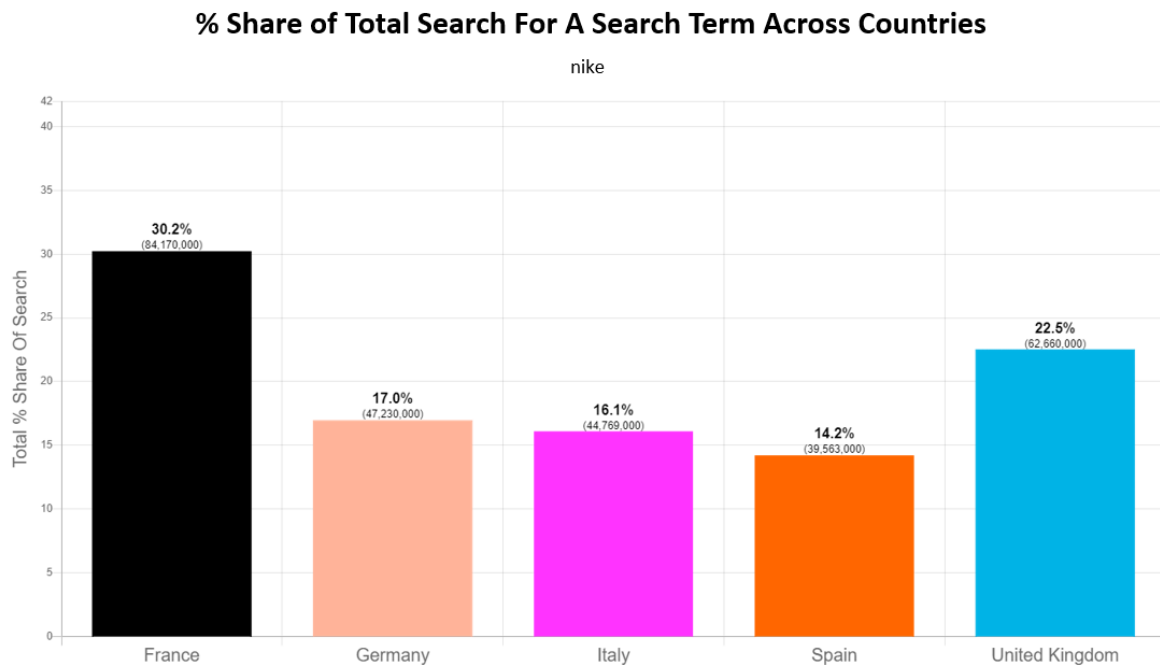


Chart 6 shows each country's % contribution to the search term's total search volume across all countries over the whole period (percentages add up to 100%)



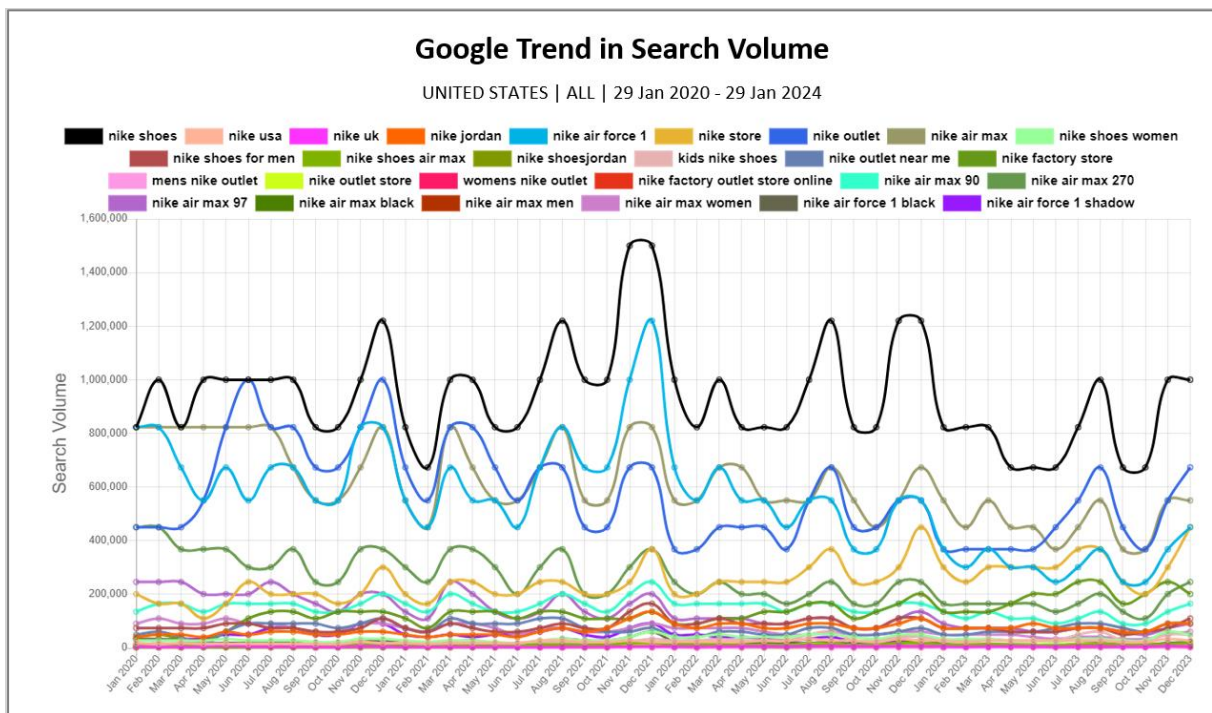
## SIMILAR TERMS

Similar Terms charts trends in Google relative search volumes and % share of search for search terms that are related (sourced from Google) to a single entered search term. Similar Terms provides insight into the kinds of information that people look for related to a search term; the questions they ask, their interests and intent, and associated topics and products. Users can:

- Select a country or choose worldwide.
- Select the start date (any date back four years) and end date (up to today).
- Select Narrow for related terms that include the entered search term, or Wide for a broader set of related terms.
- Enter a single search term (the system automatically retrieves related terms in the selected country).

Here are examples of charts generated by Similar Terms, in this case showing Narrow related terms for Nike in the USA.

Chart 1 shows trends in relative search volumes for each related search term.





## Share of Searching

Chart 2 shows the trend in % share of search (as a % of total volume across all search terms) for each related search term. The percentages add up to 100% in each week.

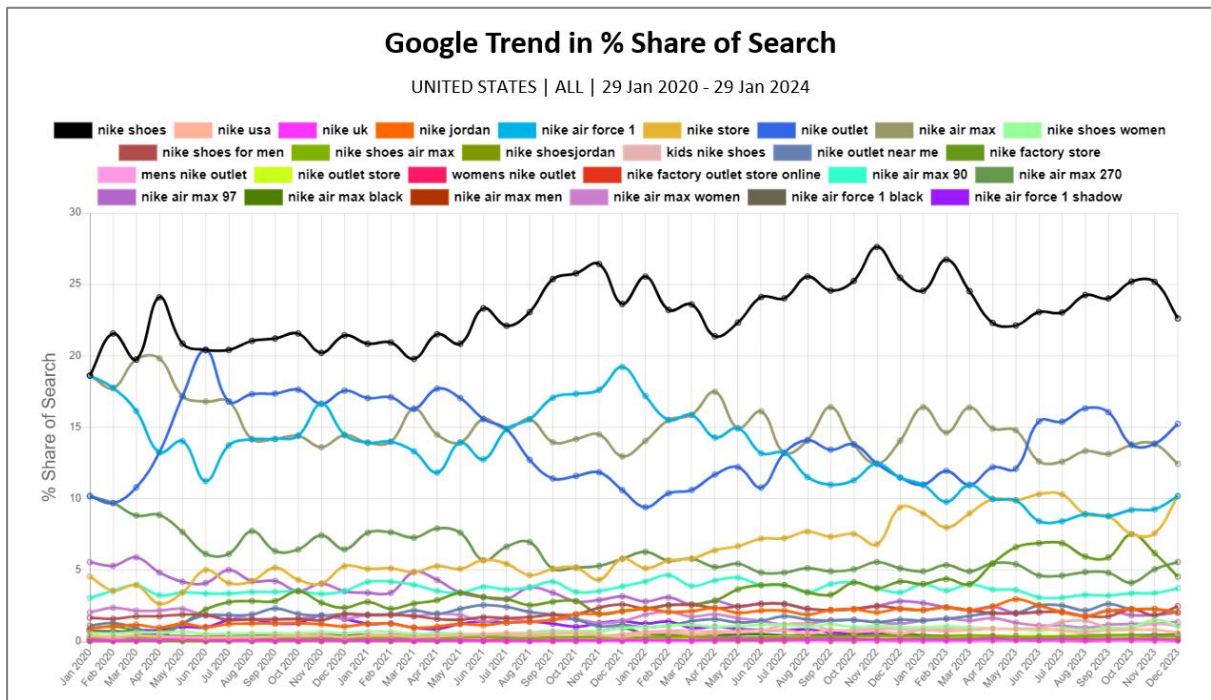
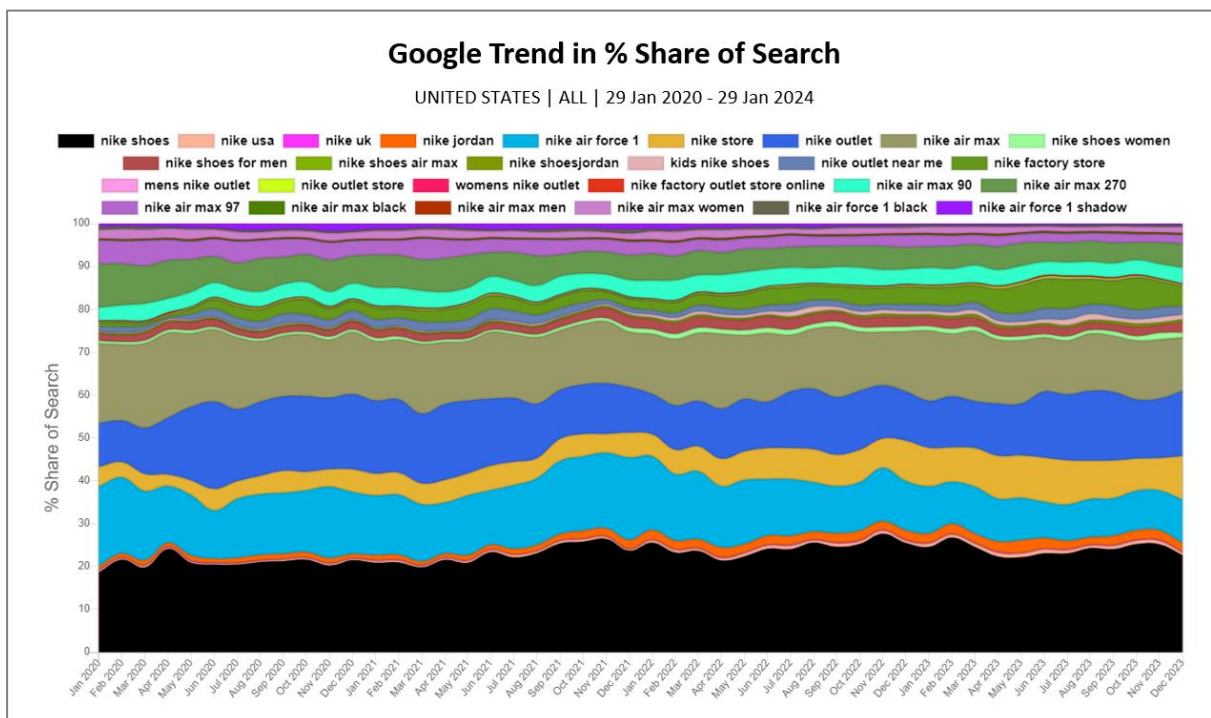


Chart 3 shows the trend in % share of search (as a % of total volume across all search terms) for each related search term. The percentages add up to 100% in each week.





## Share of Searching

Chart 4 shows the % share of search (as a % of total volume across all search terms) and total volume for each related term across the whole period. The percentages add up to 100%.

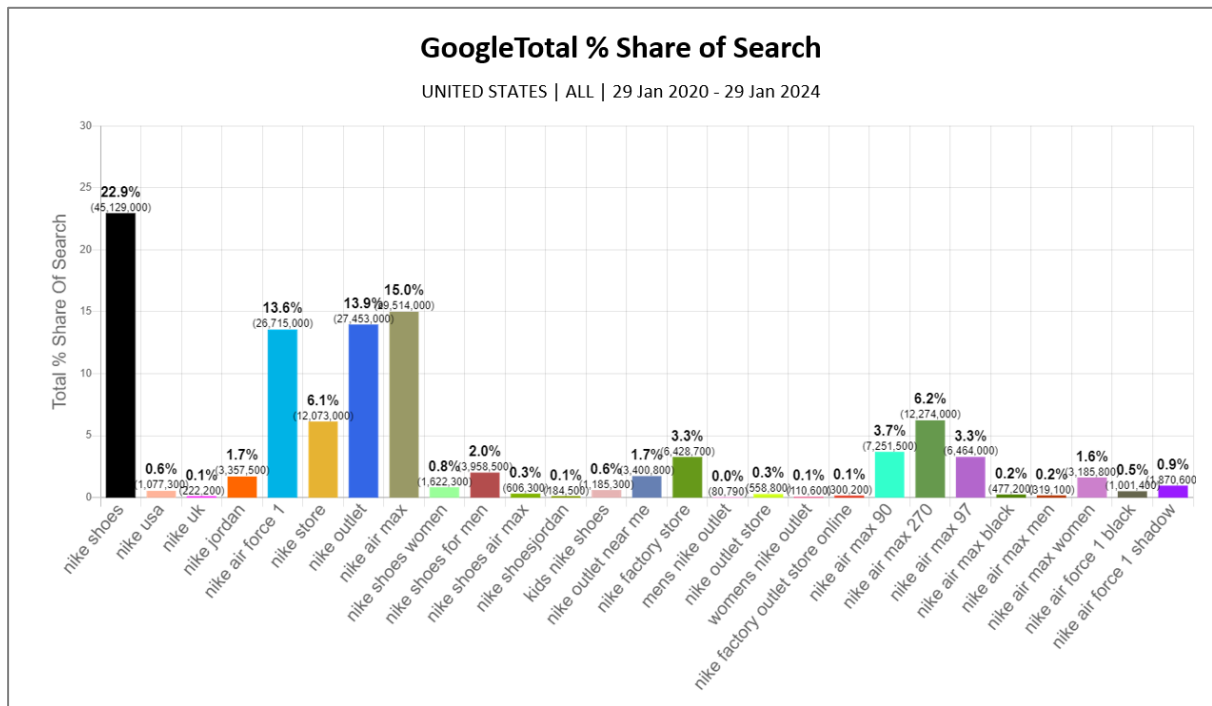
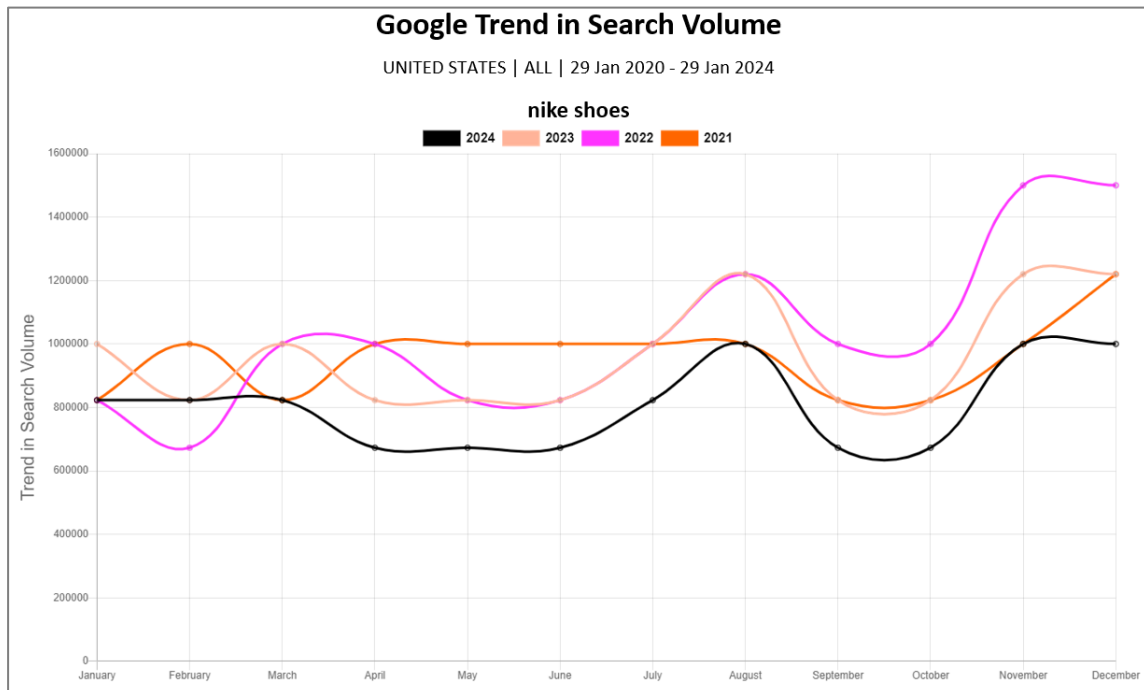


Chart 5 shows a comparison of each year's trend in search volume for the selected related search term (in this case 'nike shoes') over the period.



## Share of Searching

Chart 6 shows a comparison of each year's trend in % share of search for the selected related search term (in this case 'nike shoes') over the period.

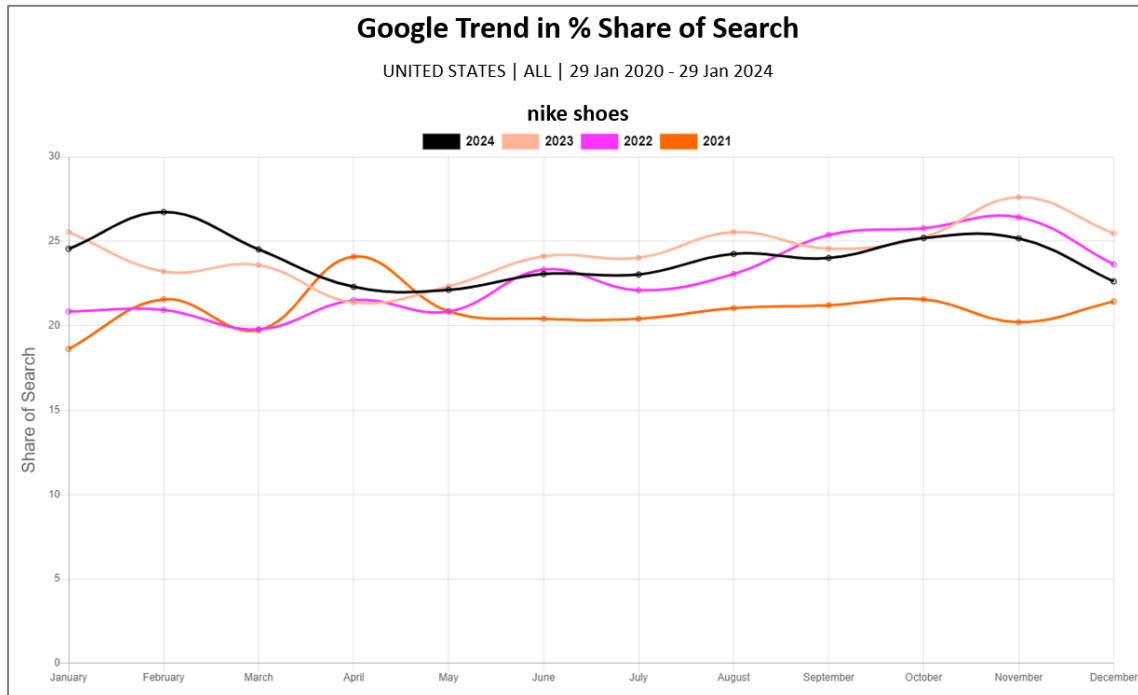
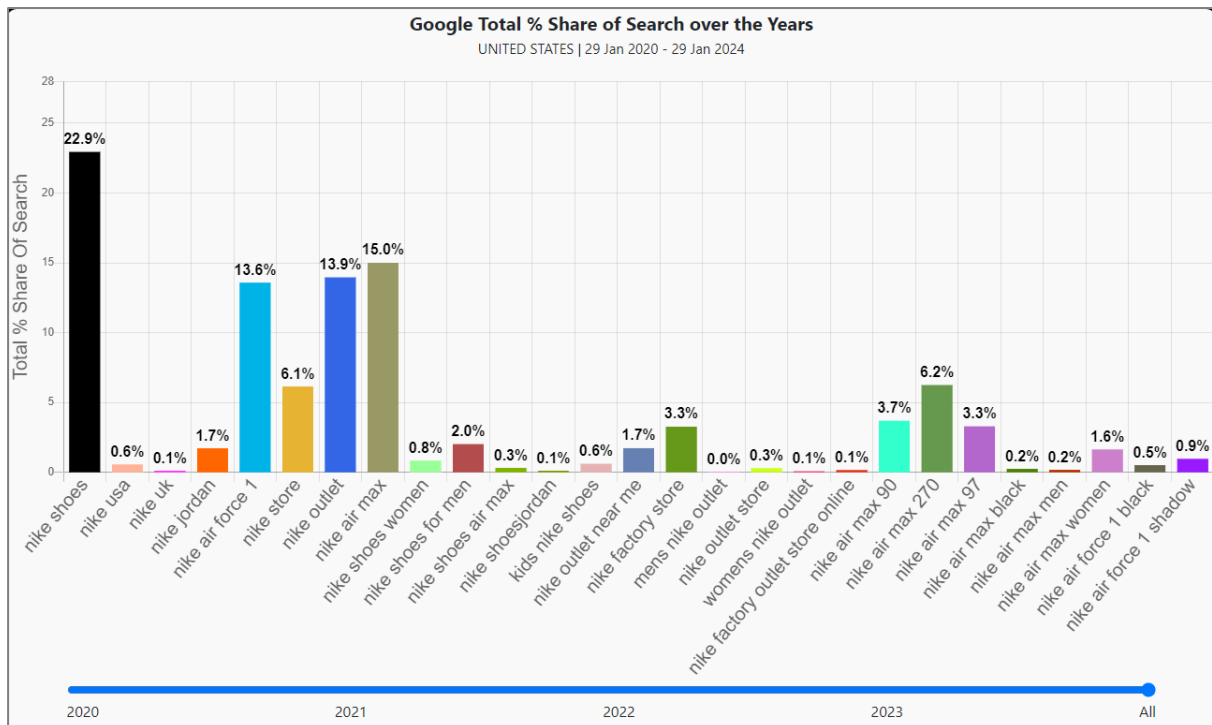


Chart 7 shows each year's % share for the related search terms. Users can click on the blue line to see the share data for that year or drag the blue dot to animate share changes.



### MY REPORTS

Use My Reports to create/manage custom reports and receive monthly emails for each report with updated data. Reports can be customised as follows:

- Select an existing saved search, or create a new custom search
- Enter/edit a list of search terms (up to 30 terms)
- Select a country, or choose worldwide
- Select the reporting date period for the report's data: last 3 months, last 6 months, last 12 months, last 24 months, last 36 months, or last 48 months.
- Save the report

Custom reports are emailed automatically every month with an attached CSV file (that can be loaded into Excel) with updated search volume and % share of search data for the list of search terms.

### INDEX TRENDS

Index Trends charts trends in Google or YouTube relative search volumes and % share of search for up to 30 search terms at a time. To generate charts:

- Select a country or choose worldwide.
- Optionally select a category for the charts or choose all categories.
- Select a start date (any date back to January 2004) and end date (up to today).
- Choose either Google or YouTube.
- Enter a list of up to 30 search terms for comparison in the charts.
- Save/retrieve search criteria for use at any time.

Here are examples of charts generated by Index Trends showing search trends for a list of athletic footwear brands in the USA. While the charts below show Google search data, the same charts can be generated for YouTube search data.

Chart 1 shows relative search volumes for each search term as an index from 0 to 100 where the search term with the highest volume at any point during the period is scored as 100 (in this case Nike in the week November 21-27, 2021) and all other volumes are shown as an index relative to that highest volume.

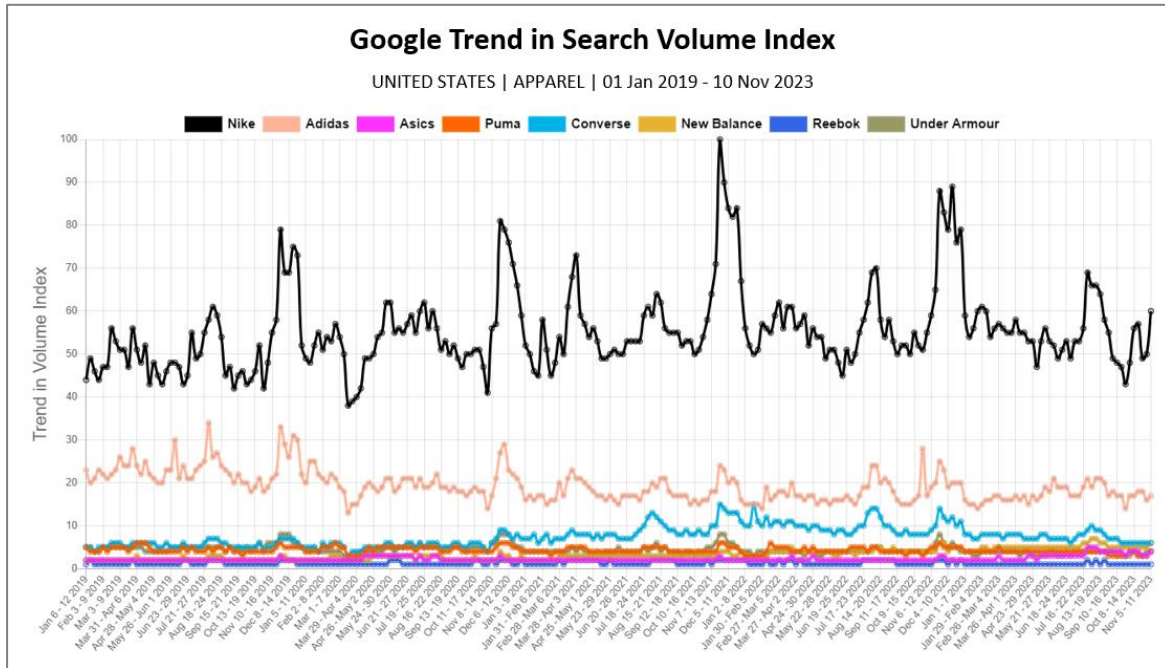
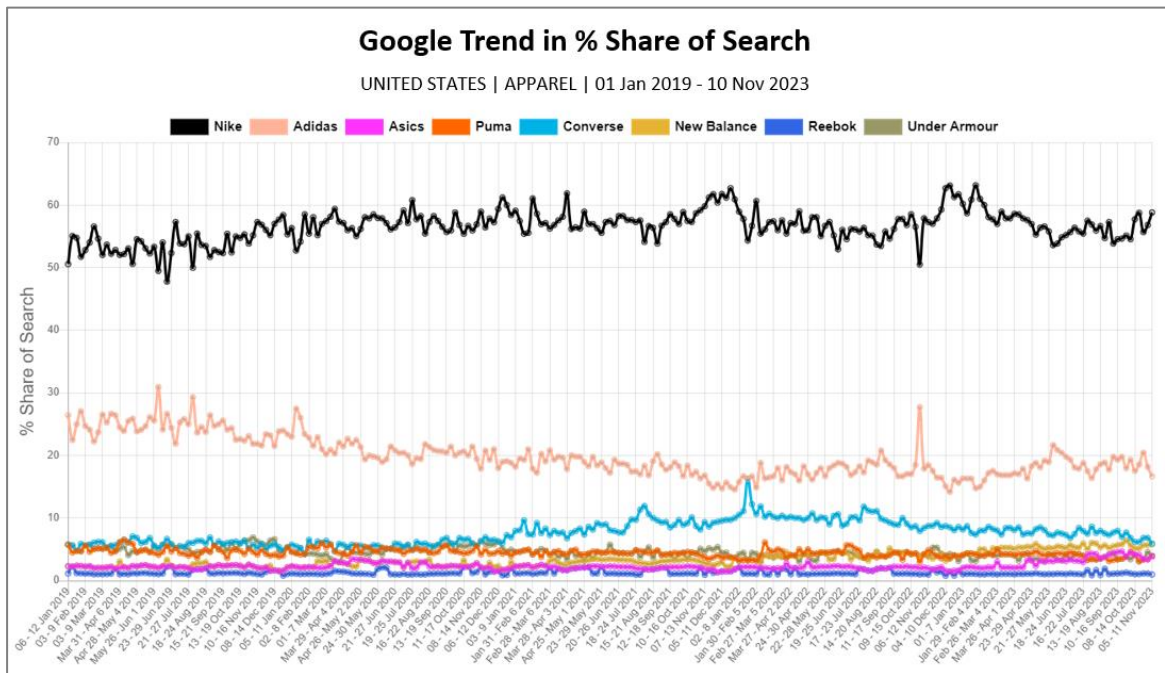


Chart 2 shows the trend in % share of search (as a % of total volume across all the entered search terms) for each term. The percentages add up to 100% in each week.



## Share of Searching

Chart 3 shows the trend in % share of search (as a % of total volume across all search terms) for each term. The percentages add up to 100% in each week.

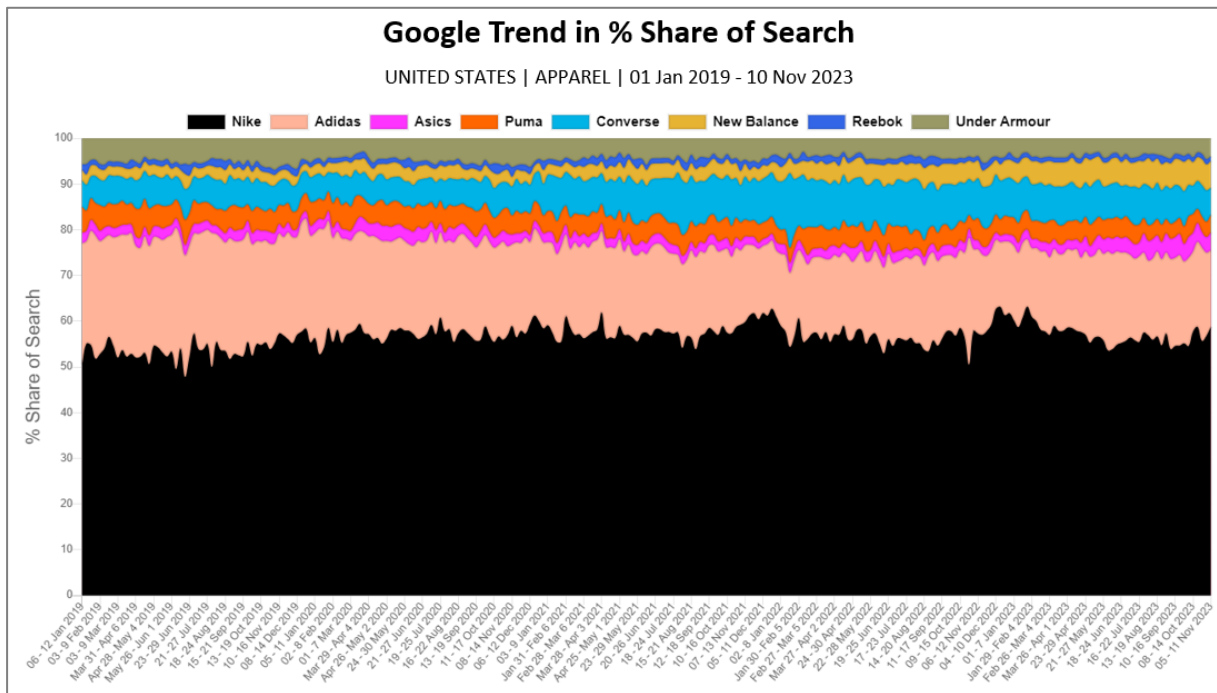


Chart 4 shows the % share of search (as a % of total volume across all search terms) for each term across the whole period. The percentages add up to 100%.

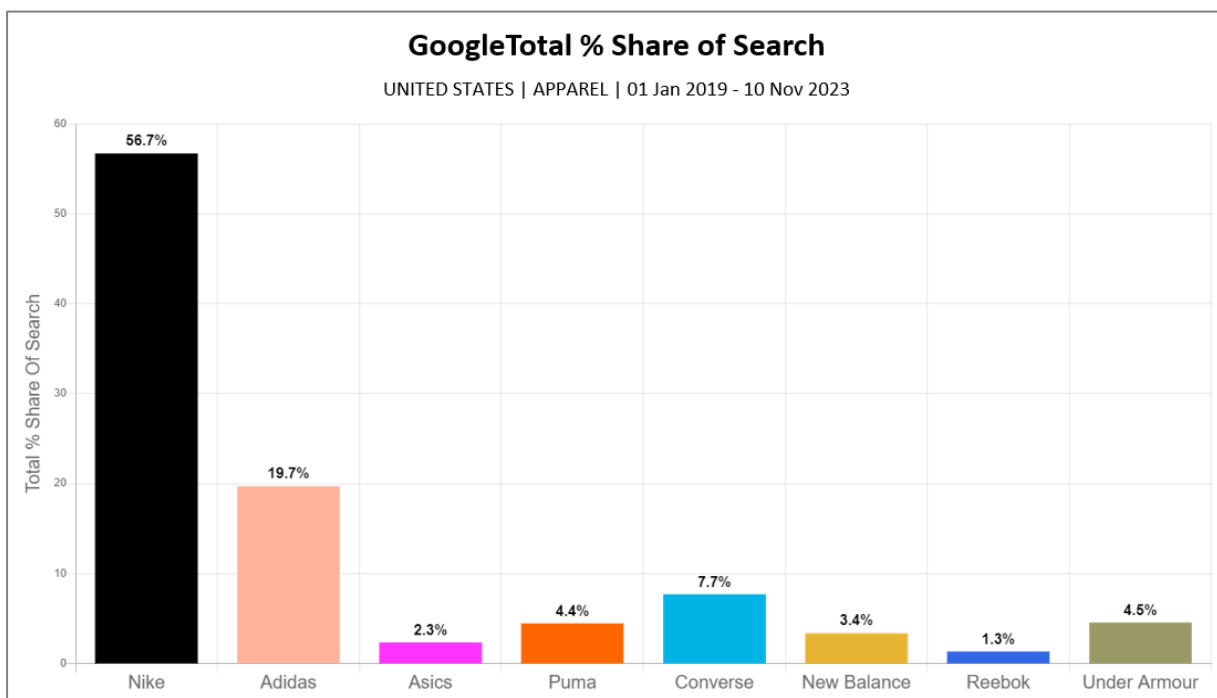


Chart 5 shows a comparison of each year's trend in the search volume index for a selected search term (in this case Nike) over the period. The search term is selected online in the chart.

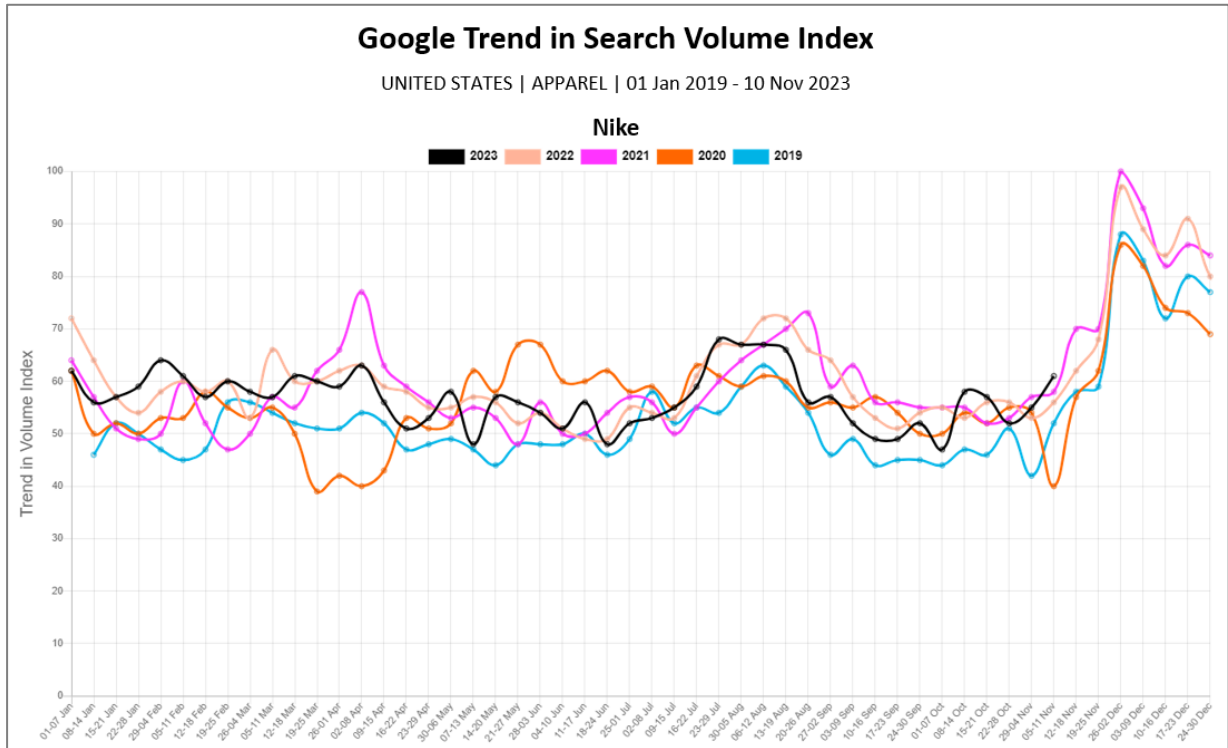
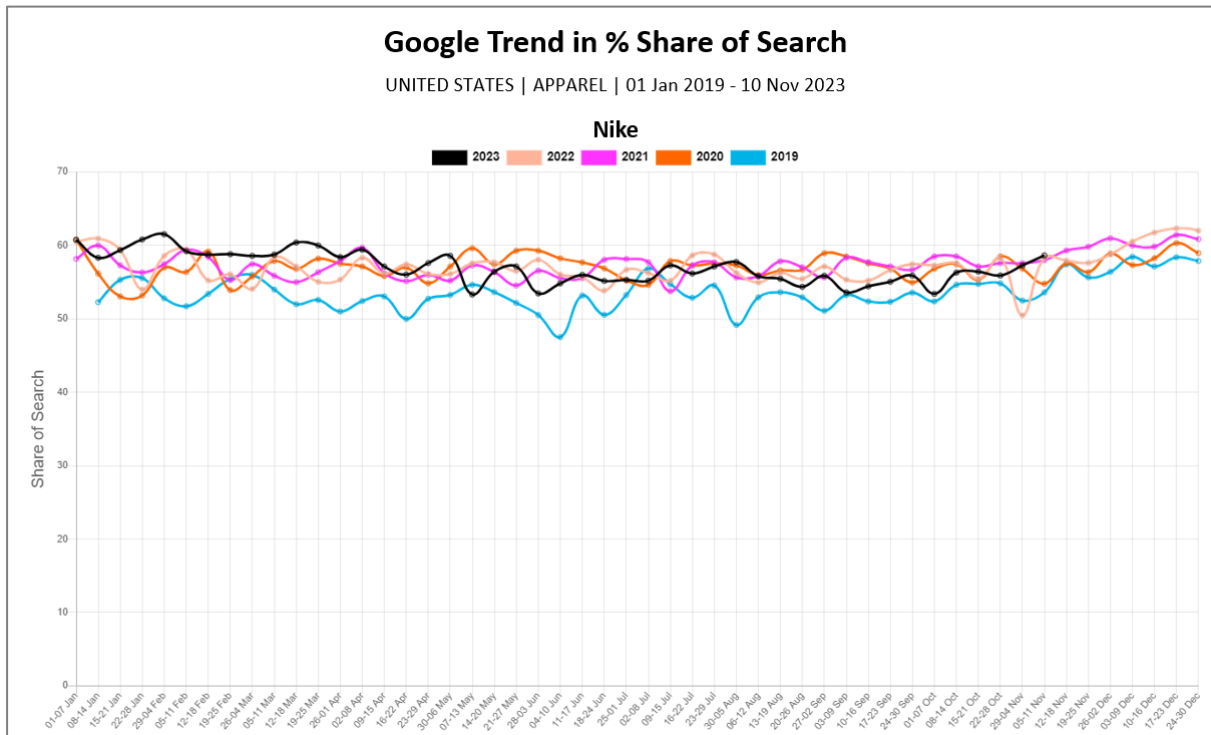
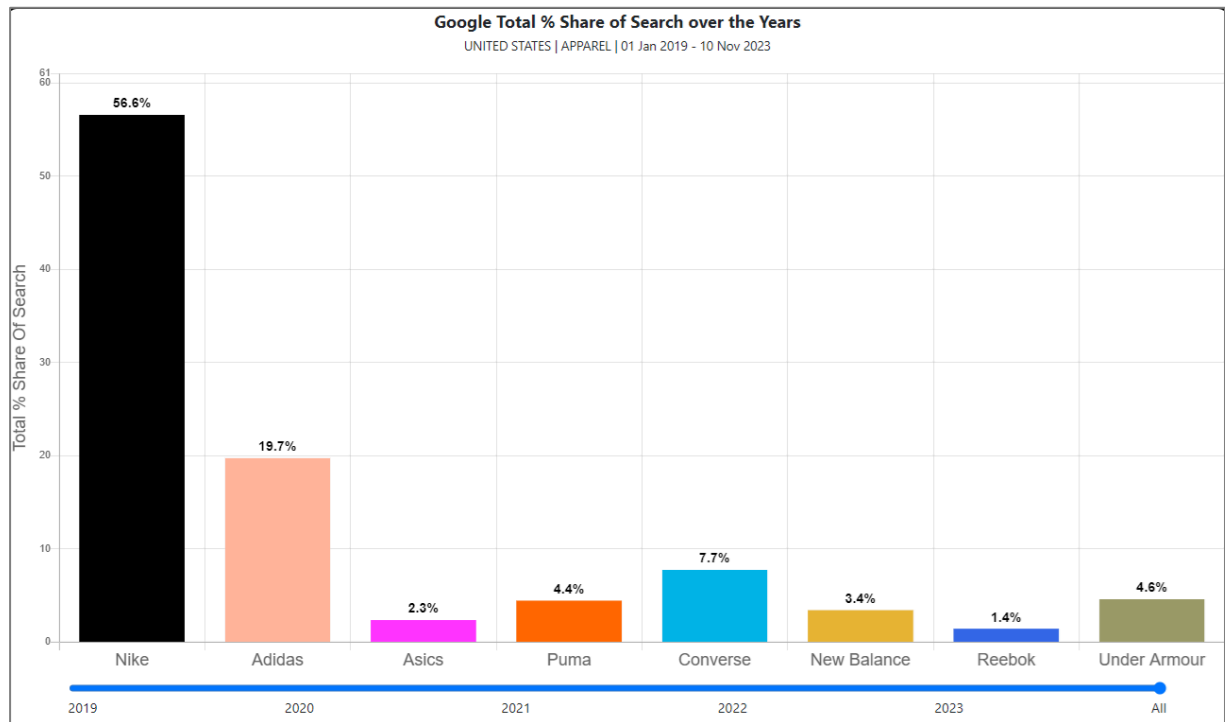


Chart 6 shows a comparison of each year's trend in the % share of search for the selected search term (in this case Nike) over the period.



## Share of Searching

Chart 7 shows each year's % share for the search terms. Users can click on the blue line to see the share data for that year or drag the blue dot to animate share changes.





### DATA AND METHODOLOGY

Share of Searching sources search volume data directly from Google. There are two types of data for search terms – Volume Trends and Index Trends.

#### VOLUME TRENDS

Google reports actual monthly volumes for search terms in Google Keyword Planner. Share of Searching shows up to four years of historic volume trends and % share of search for up to 30 entered search terms at a time for any selected country. The monthly data are published by Google normally around the middle of the month following the published month.

In Google Keyword Planner search volumes for close variants of an entered search term are combined by Google to produce a total search volume for that search term. Google does not disclose the close variants that are included in the total volume. There may be none, or there may be several variants.

Additionally, Google uses a (quite complex) method for rounding the published monthly volume for a search term. In brief, the higher the volume of the search term the greater the level of rounding. This can make trend data for some search terms appear to be quite flat as monthly variances are smoothed by the rounding method.

#### INDEX TRENDS

Google reports volume indices (relative index of volume) for search terms in Google Trends. Share of Searching shows historic volume trends back to 2004 and % share of search for up to 30 entered search terms at a time for any selected country. These data are published daily.

Google reports search volume indices in Google Trends based on a random sample of search queries on its platform showing the relative volume of search for each search term during a defined period. The term that attracted the highest search volume on any date in the reported period is used to determine the volume indices. This highest volume is reported as 100 for the term, with other volumes indexed against the volume for that search term on that date.

Because the volume data reported by Google Trends are based on a random sample of search requests, each time the sample is taken the results can be slightly different. The larger the search volume the smaller the variation in the sample results. This means the data are more robust and reflective of the universe of all Google searches for search terms that have high search volumes.

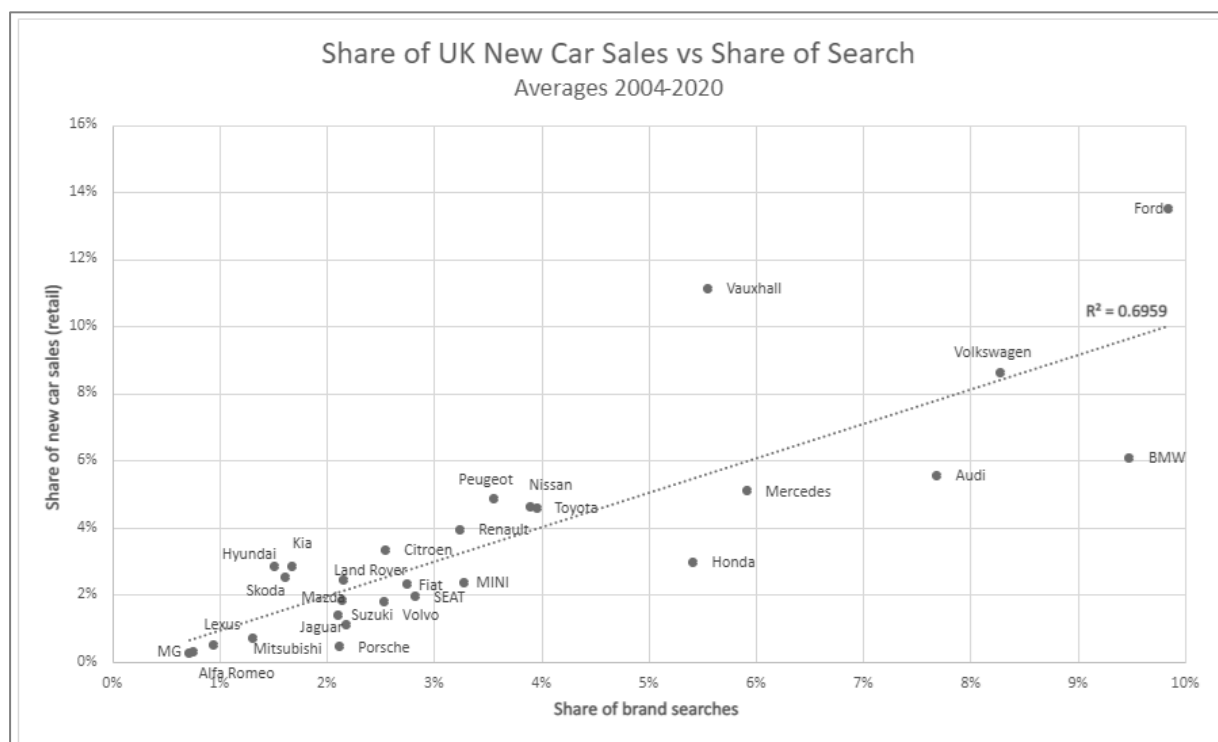
Searches on the Google platform are categorized by Google into categories that are available in Share of Searching. This means search term volumes can be contextualised to a relevant category if necessary, for example if a search term has multiple meanings..

### THE VALUE OF SHARE OF SEARCHING FOR MARKETERS

Marketers can use Share of Searching to view trends in relative search interest for all brands in their categories, and to calculate % share of total category search for each brand.

While purchase interest searching varies by category, in many categories there is a close, often predictive, relationship between a brand's share of category search and its market share. The greater the level of search interest that is part of the consumer purchase process, the higher the predictive link from search to sales. For example, share of search for car brands can be used to predict new car sales, with a lag from searching to sales of up to three months. This is also the case in many other categories, for example: financial services, airlines, apparel, beauty, electronic goods, healthcare, movies, travel, telecoms, retail, and utilities.

This chart shows the high  $R^2$  correlation between share of search and market share for car brands in the UK.

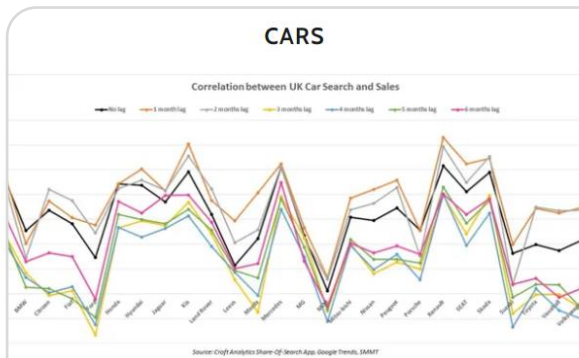


### SHARE OF SEARCHING USE EXAMPLES

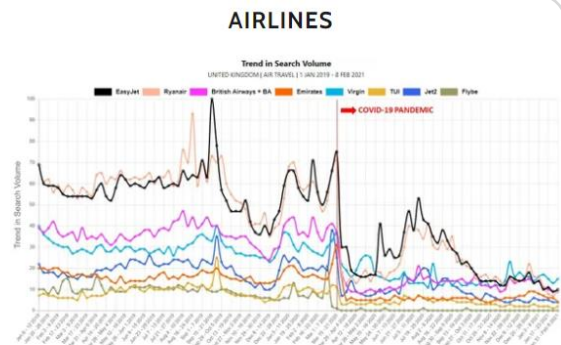
Share of Searching can be used to chart comparable trends in search interest for brands in a category, and the category-relevant topics that consumers search for. Investigating the relationship between levels of searching and sales of brands in categories is, as described, of particular interest for marketers as there is often a predictive link between searching and sales.

## Share of Searching

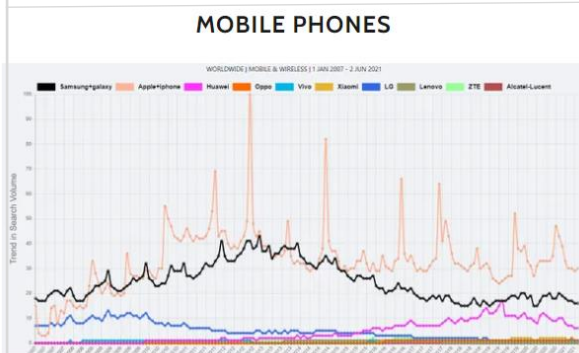
Here are some use examples showing how Share of Searching can provide valuable insights for companies in different categories. Click on the charts to see the use examples:



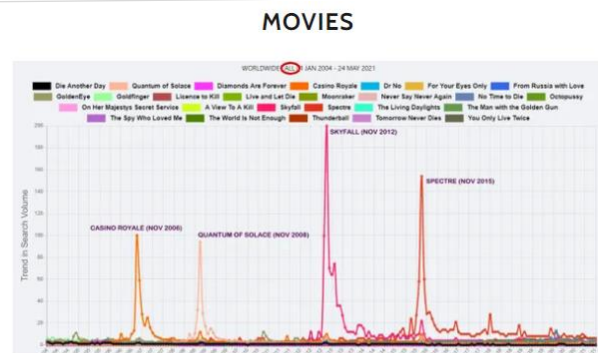
[CLICK HERE](#) - to find out how share of search data can be used to predict sales for car brands



[CLICK HERE](#) - to discover how the COVID-19 pandemic has impacted search interest for airlines



[CLICK HERE](#) - for the link between search and sales in the mobile phones category



[CLICK HERE](#) - to see how search trends can be used to predict box office revenues for movies

For use examples in other categories, such as apparel, FMCG/CPG, utilities, and retail, take a look [here](#).

### SHARE OF SEARCHING COMPARED TO GOOGLE TRENDS

There are three significant differences between Share of Searching and Google Trends:

#### 1. Number of comparable search terms

- Share of Searching shows comparable trends in search volumes for up to 30 search terms at a time.
- Google Trends limits reported trends to a maximum of only 5 search terms at a time (making it impossible to look at comparable index trends for brands in categories with more than 5 brands).

#### 2. Share of search data

- Share of Searching shows % share of search trends for up to 30 search terms at a time.
- Share of search data are not available in Google Trends or in Google Keyword Planner.

#### 3. Related terms data

- Share of Searching shows search trends (volume and % share) for terms related to a search term in Similar Terms.
- Search trends for related terms are not included in Google Trends.

Additionally, Share of Searching provides users with the ability to save/retrieve search criteria and to create and schedule emails of custom reports.

## FREE TRIAL AND PRICING

### Free Trial

Share of Searching is available free to use without any obligation for two weeks.

To start a free trial click here: <https://www.shareofsearching.com/createaccount>

### Subscription

A one-year unlimited use subscription for one user costs GBP £500.

To start a subscription, firstly create and log in to a free trial account then click on the My Account icon (top right, then click on the Subscription button.

Multi-user subscriptions, with rising discounts per user, are available on request. Please contact [frank.harrison@croftanalytics.com](mailto:frank.harrison@croftanalytics.com)



**Frank Harrison** (<https://www.linkedin.com/in/frharrison>)

Following many years in senior research and development roles at Publicis Groupe companies, I founded Croft Analytics in 2020, providing unique tools that track brands and topics in search and social media, alongside a marketing and media advisory service.

Previously I was Global Research Lead at Publicis Media where I worked with agency teams and clients across many categories and countries.

Since 1996 I have been a Fellow of the UK's Institute of Practitioners in Advertising (IPA).



**Croft Analytics** (<https://www.croftanalytics.com>)

Croft Analytics is a marketing consultancy, combining advice with software that tracks brands and topics in search and social media.

- Subscription software for tracking and analysing brands and topics across search and social media.
- Share of Searching <https://www.shareofsearching.com> - global search trends tool for tracking search volumes and % share of search.
- Projects, webinars, reports on marketing and media topics. Marketing advisory services.

#### **The Croft Collection**

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