

SHARE OF SEARCHING

INTRODUCTION

INTRODUCTION TO SHARE OF SEARCHING

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ABOUT SHARE OF SEARCHING

One of the challenges for marketers is to find trackable metrics that provide meaningful and timely insight for brand management. There is a lot of noise, much less signal. Amongst many metrics available from the torrent of data is one that has proved to be of high value for brand managers in many categories - share of search.

The % share of search for a brand is the volume of searching that people make for the brand as a % of total search volume across all brands in the category. In many categories the trend in brand share of search not only correlates with market share, but it can also be used to predict market share.

In 2021 Croft Analytics launched Share of Searching, a tool that charts trends in Google and YouTube search volumes and % share of search for up to 25 search terms at a time (for example, brands in a category), with trend data back to 2004. Marketers can use Share of Searching to see the trend in searching for their brands alongside competing brands in their categories in any country. In 2025 we have added estimated search volumes and % share of search for search terms in Amazon.

The following pages are an introduction to Share of Searching and its value for marketers.

Share of Searching is at <https://www.shareofsearching.com> (a free two-week trial is available).

For more on Croft Analytics, please visit <https://www.croftanalytics.com>.

THE VALUE OF SHARE OF SEARCHING FOR MARKETERS

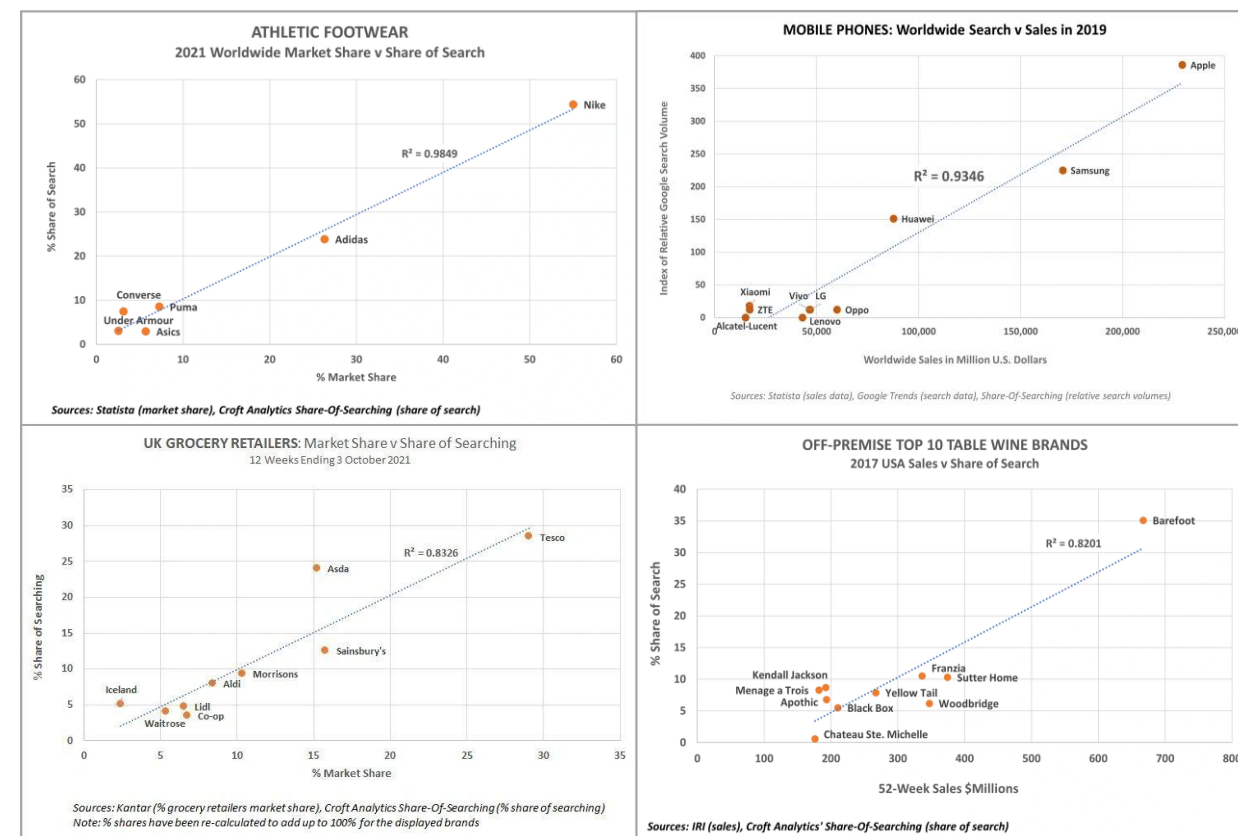
Marketers can use search trends to track search interest in their brands and competing brands, discover category-relevant trends, and find out what people search for related to their brand and category.

Share of Searching, a web tool developed by Croft Analytics, generates dashboards showing Google, YouTube, and Amazon search trends for up to 25 search terms entered at a time. Charts show comparable trends in search volumes and % share of search for entered terms, with trend data back to 2004 for any country or worldwide. Marketers can discover % share of search trends for all brands in their categories and explore trends for other terms such as events, influencers, sports teams, topics, companies etc.

Share of Searching sources Google and YouTube search volume data from Google, and models estimates of search volumes for Amazon.

In many categories there is a close, often predictive, relationship between a brand's share of category search and its market share. For example, share of search for car brands can be used to predict new car sales. 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.

To download a booklet with category use case examples from Share of Searching, showing the link between search and sales in nine categories, [click here](#).



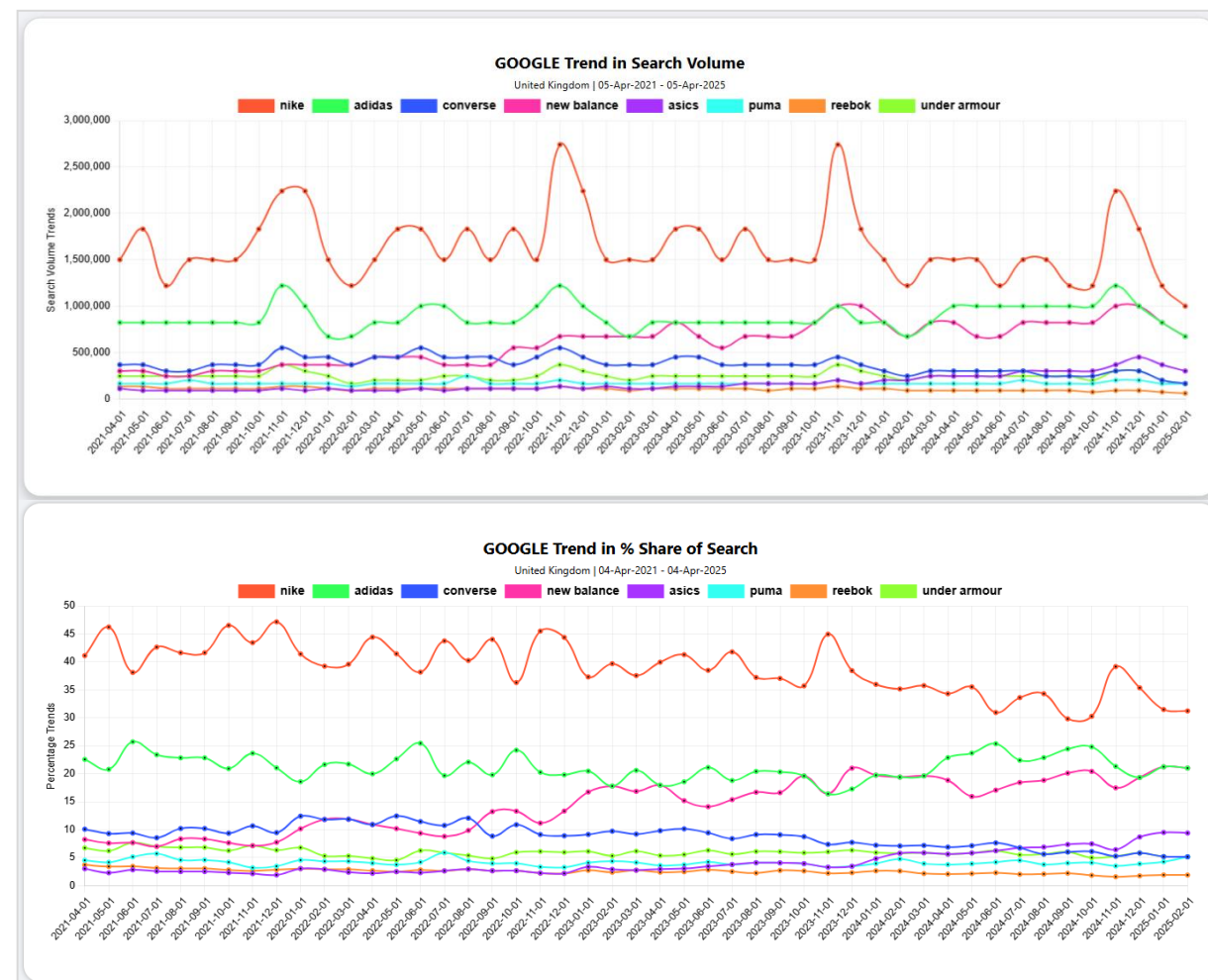
GOOGLE SEARCH **VOLUME** - DATA AND METHODOLOGY

Search volume data in Share of Searching is sourced from Google Keyword Planner, with monthly data back four years on a rolling monthly basis. Data are monthly absolute total search volumes for entered search terms in the selected country (or worldwide). 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 the 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.

Share of Searching shows trends in search volumes and % share of search for up to 25 entered search terms at a time. These data can be filtered by country and by date period.

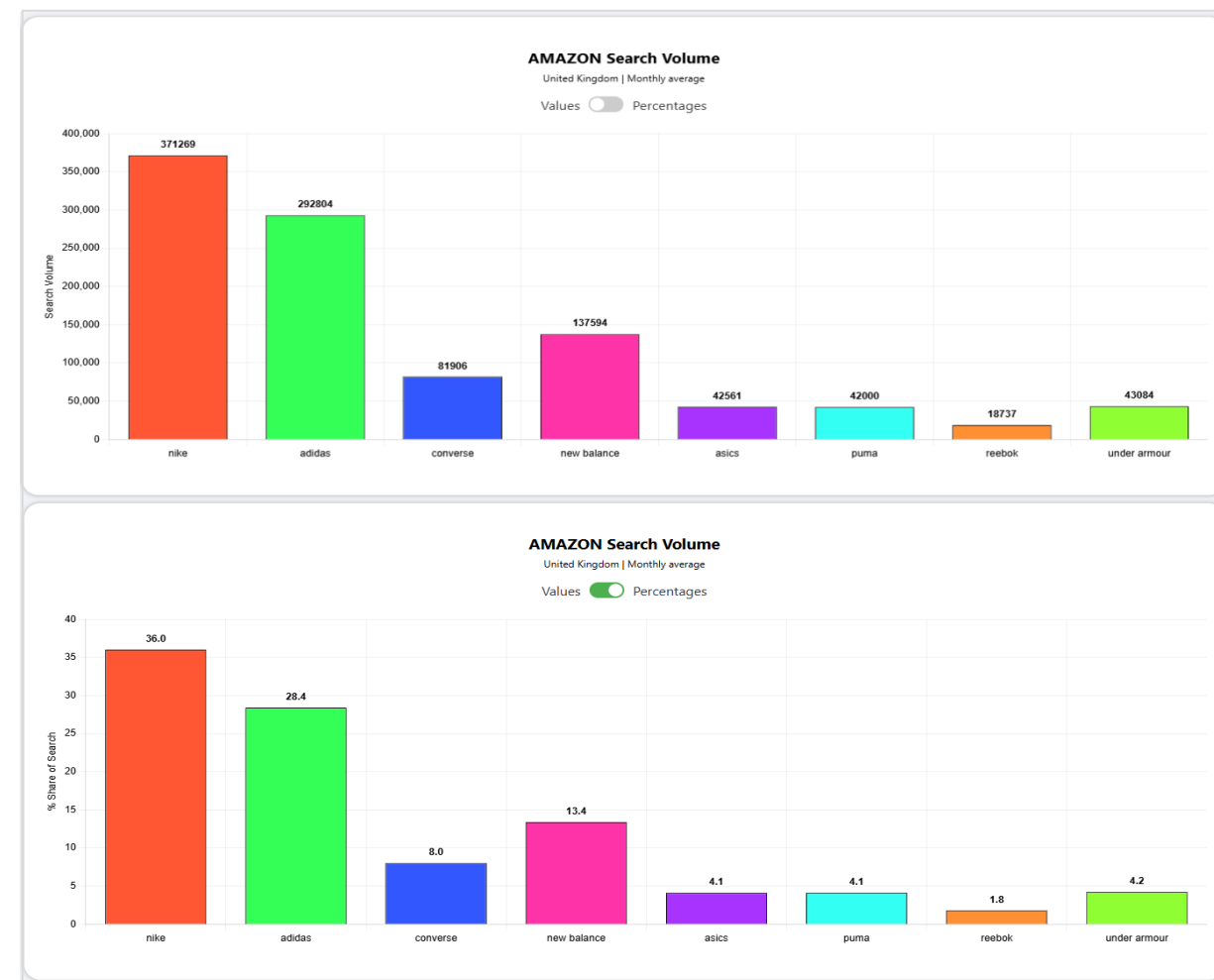


AMAZON SEARCH **VOLUME** - DATA AND METHODOLOGY

Amazon does not provide any official search volume data, so search volumes are estimated in Share of Searching and shown as a monthly average for the most recent month.

The methodology for calculating search volumes is based on the prevalence of the term in related queries on Amazon relative to other search terms. If a keyword appears frequently in related queries it is estimated to have a higher search volume than a keyword with a lower frequency.

Up to 25 search terms can be compared in a selected country (where Amazon operates) at a time. Search volume estimates are updated each month.



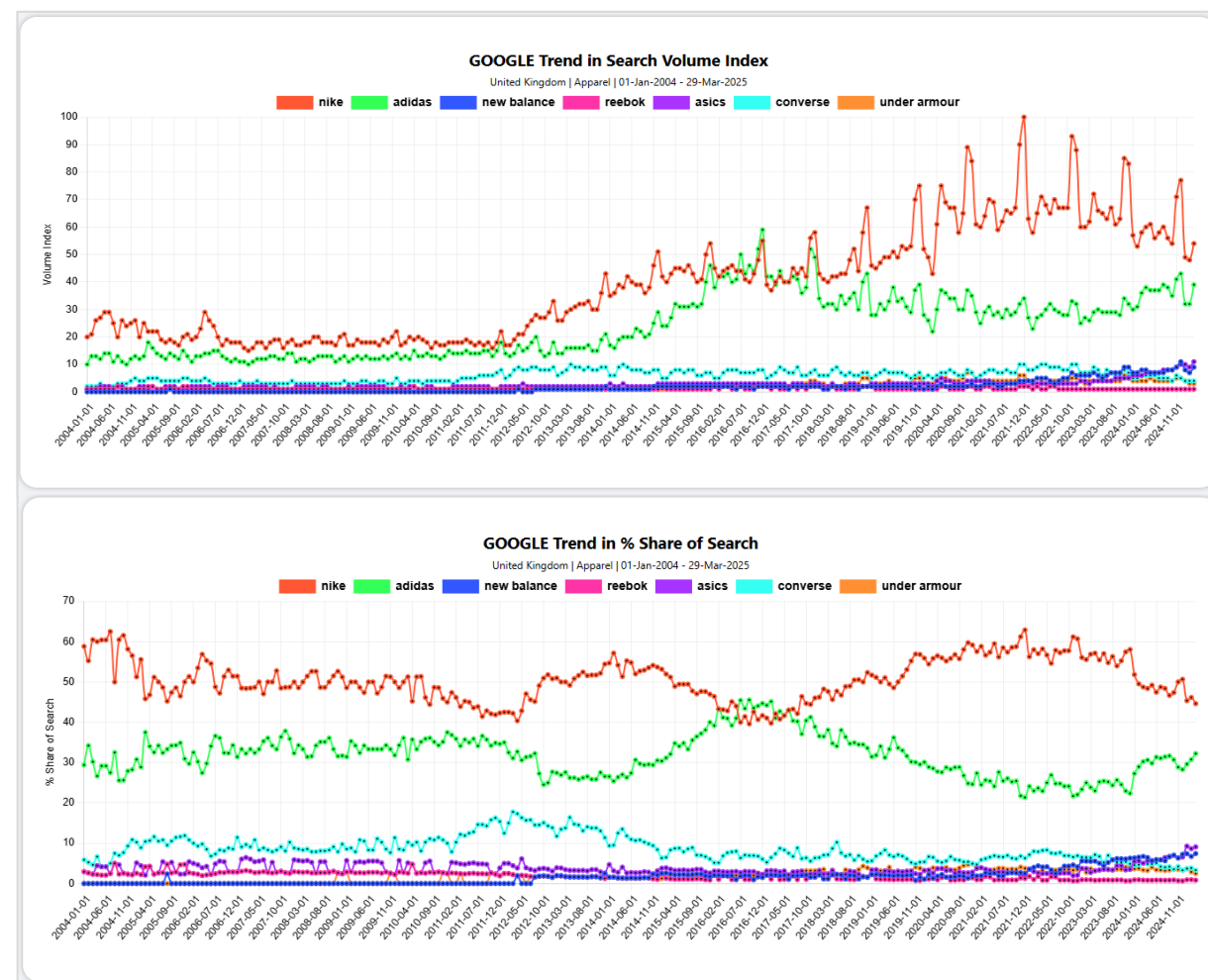
GOOGLE / YOUTUBE SEARCH INDEX - DATA AND METHODOLOGY

Search index data for Google and YouTube in Share of Searching is sourced from Google Trends, with data back to January 2004. Daily, weekly, and monthly trends are available. Google reports search volume indices based on a random sample of search queries showing the relative volume of search for each search term during a defined period.

Published data show the relative pattern of search volumes for each of the search terms as an index. The base for the index is the term that attracted the highest volume (versus the other terms) on any date within the selected period - indexed at 100. All other volumes are shown as an index relative to the search term volume that is 100.

Because the data 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 when looking at search terms that have high search volumes.

Searches are categorized by Google into macro and sub-categories that are available in Share of Searching. Search volumes can therefore be contextualized to a category. For example, search volumes for 'Orange' in the 'Food & Drink' category can be separated from those in the 'Internet & Telecom' category.



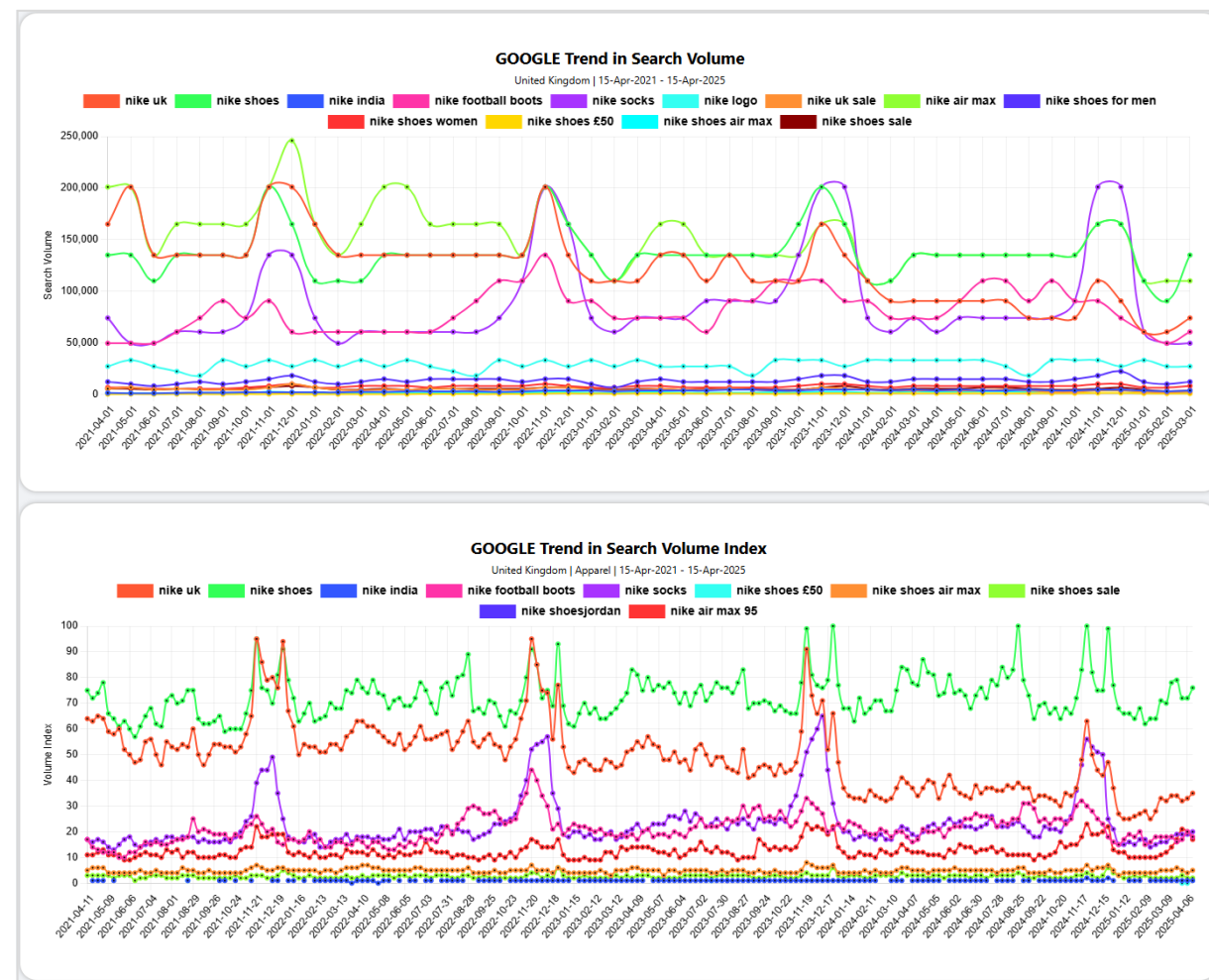
SIMILAR TERMS - DATA AND METHODOLOGY

Similar Terms provides insight into the kinds of information that people are currently looking for related to a search term; the questions they ask, their interests and intent, and associated topics and products.

Similar Terms charts search volumes and % share of search for a Google-sourced list of search terms that are related to a single entered search term.

Related terms can be filtered to be 'narrow', where the list is for related terms that all include the entered term, or 'wide' for a broader set of related terms.

The list of currently related terms is sourced from Google Search and can then be used to view search volume and % share of search data for Google, YouTube, and Amazon.



SEARCH VOLUME AND INDEX DATA COMPARISON

	SEARCH VOLUME DATA		SEARCH INDEX DATA
Data source	Google Keyword Planner	Estimated	Google Trends
Search platforms	Google	Amazon	Google & YouTube
Data method and type	Rounded monthly search volume (inc. close variants)	Estimates based on relate queries	Random sample, relative index
Number of search terms comparable at a time	Up to 25 terms per query	Up to 25 terms per query	Up to 25 terms per query
Data frequency	Monthly	Most recent month	Daily, Weekly, Monthly
Country, region filter	Worldwide, up to five countries	15 countries	Worldwide, country
Category filter	-	-	Google category
Period option	Any period back four years	Most recent month	Any period back to 1 January 2004
Search term combinations	Available using '+' between entered terms	Available using '+' between entered terms	-
Similar Terms	Yes	Yes	Yes
Save/retrieve search criteria	Yes (for subscribers)	Yes (for subscribers)	Yes (for subscribers)
Schedule monthly updates by email	Using Reports (for subscribers)	-	-

SHARE OF SEARCHING PRICING

Number of users	Subscription period	Subscription fee GBP £	= £ per user per year	= £ per user per month	= Discount per user
1 user	One year	£500	£500	£42	-
2 users	One year	£900	£450	£38	10%
3 users	One year	£1,275	£425	£35	15%
4 users	One year	£1,600	£400	£33	20%
5 users	One year	£1,875	£375	£31	25%
6 users	One year	£2,100	£350	£29	30%
7 users	One year	£2,275	£325	£27	35%
8 users	One year	£2,400	£300	£25	40%
9 users	One year	£2,475	£275	£23	45%
10 users	One year	£2,500	£250	£21	50%
11-49 users	One year	Increasing discounts per user, contact frank@croftanalytics.com			
50 users	One year	£7,500	£150	£13	70%



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