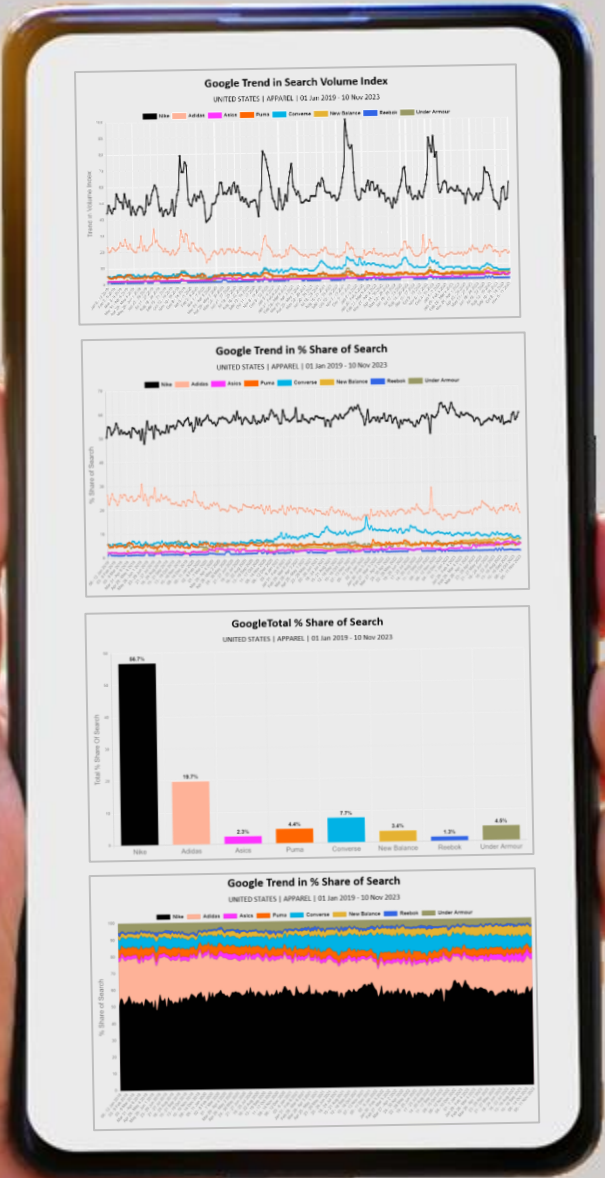


About Share of Searching



CROFT
ANALYTICS

About Share of Searching

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The volume of searching for something online - the number of times it is searched for – shows not only the level of interest in it but also, when compared to levels of search for other things, its' relative interest.

For brands in most categories, search volumes and % share of search reflects the relative likelihood to buy a product or service versus other brands in the category. Search trends are therefore useful to most marketers.

Share of Searching charts trends in Google search volumes for any list of search terms (such as a list of brands), and % share of search for each term. This paper summarises features available in Share of Searching and their benefits for users, particularly brand marketers.

OVERVIEW

There are three main options in Share of Searching:

1. **Volume Trends** – enter a list of up to 100 search terms at a time to see charts of monthly trends in search volumes, % share of search, year-on-year comparisons, and a seasonality heatmap of search volume for all the search terms. Volume data are sourced from Google Keyword Planner.
2. **Similar Terms** – enter a single search term to view charts of monthly trends in search volumes and % share for related terms that are sourced from Google. Volume data are sourced from Google Keyword Planner.
3. **My Reports** – create custom reports and schedule monthly emails for each report, automatically emailed with updated data.

The following pages provide an overview of user options and outputs from the system for each of these four options.

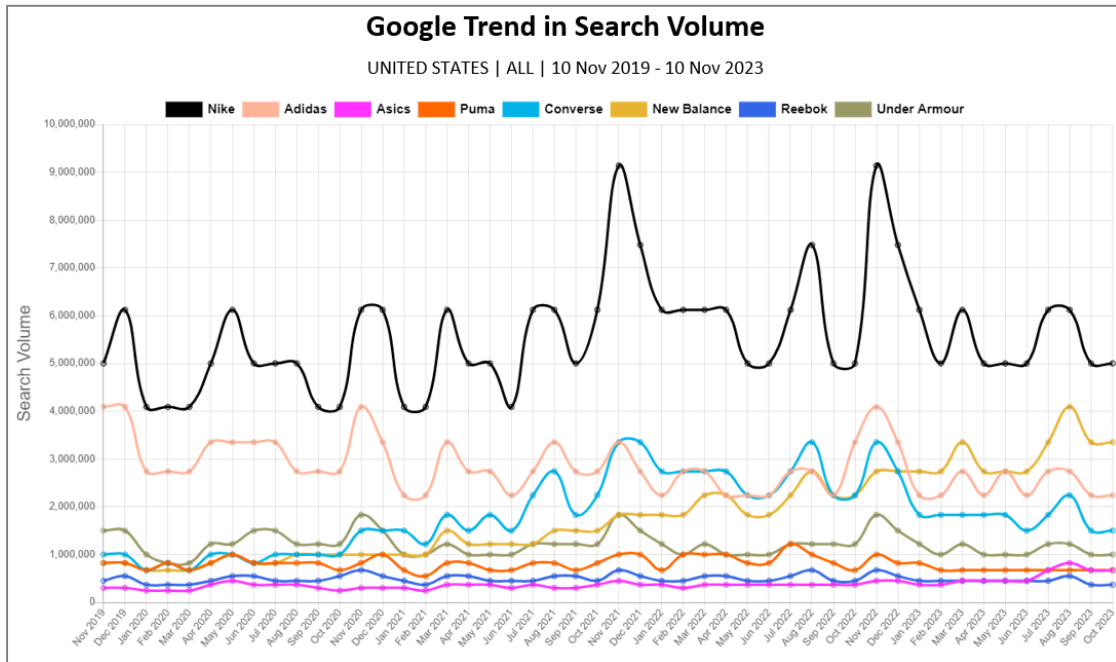
VOLUME TRENDS

Volume Trends charts Google trends in monthly search volumes and % share of search for up to 100 search terms at a time. To generate charts:

- Select a country (or region/city within the country) or choose a worldwide view.
- Select the start date (any date back four years) and end date (up to today).
- Enter a list of up to 100 search terms.
- Save/retrieve search criteria.

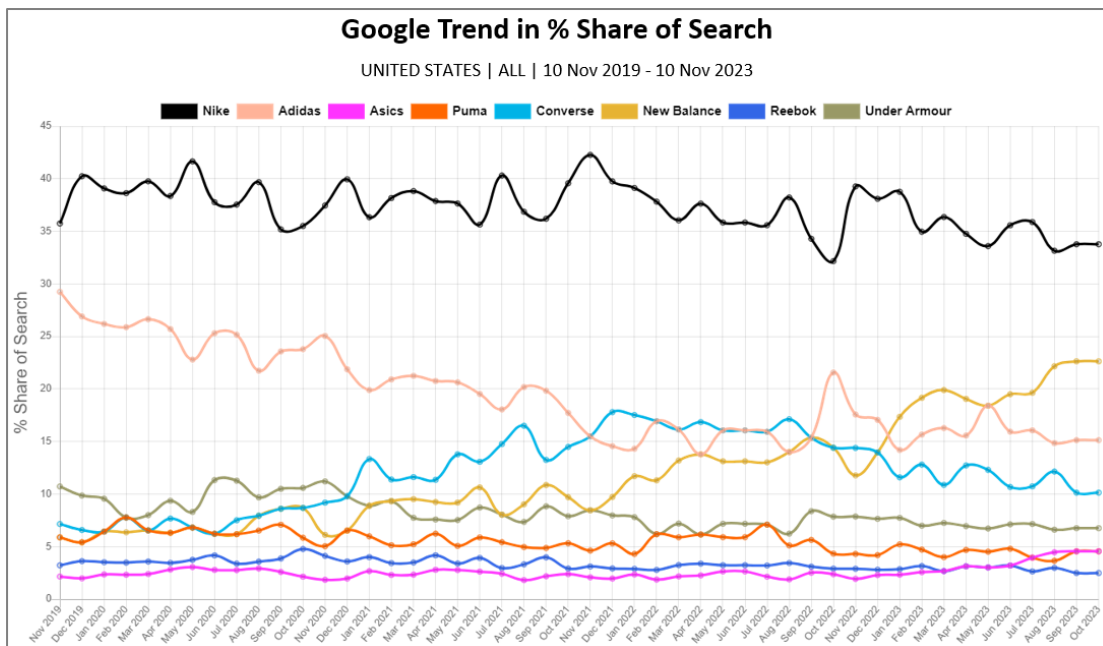
About Share of Searching

Here are examples of charts generated by Volume Trends. Chart 1 shows the trend in absolute search volumes for each search term.



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.



About Share of Searching

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

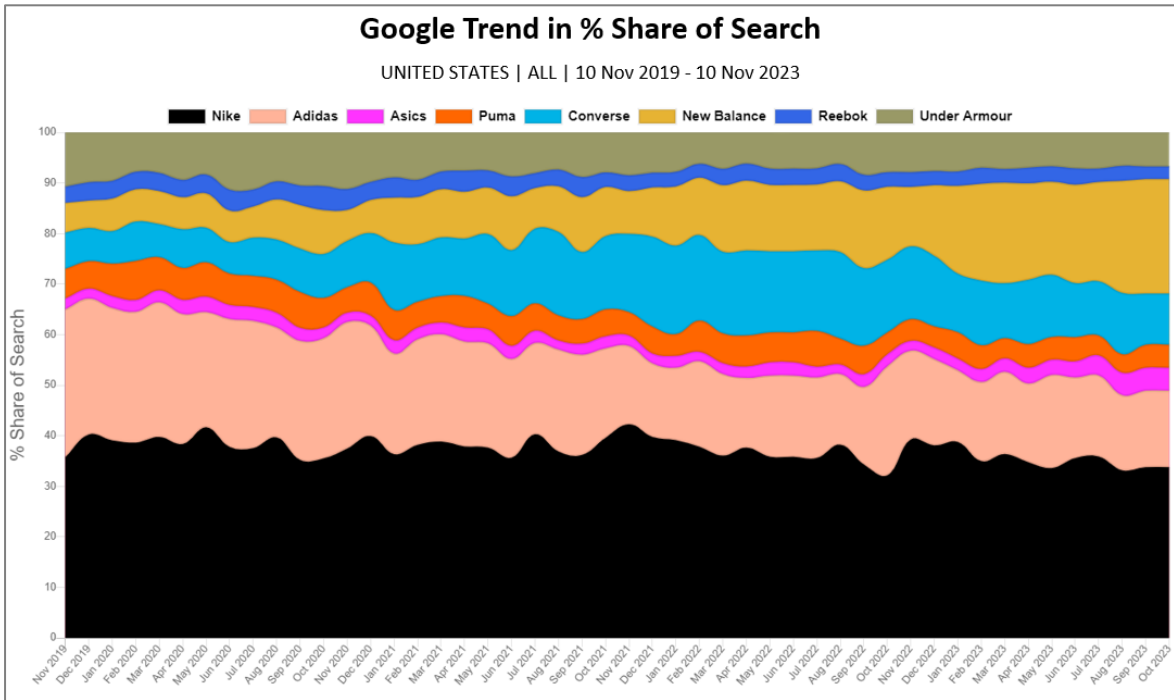
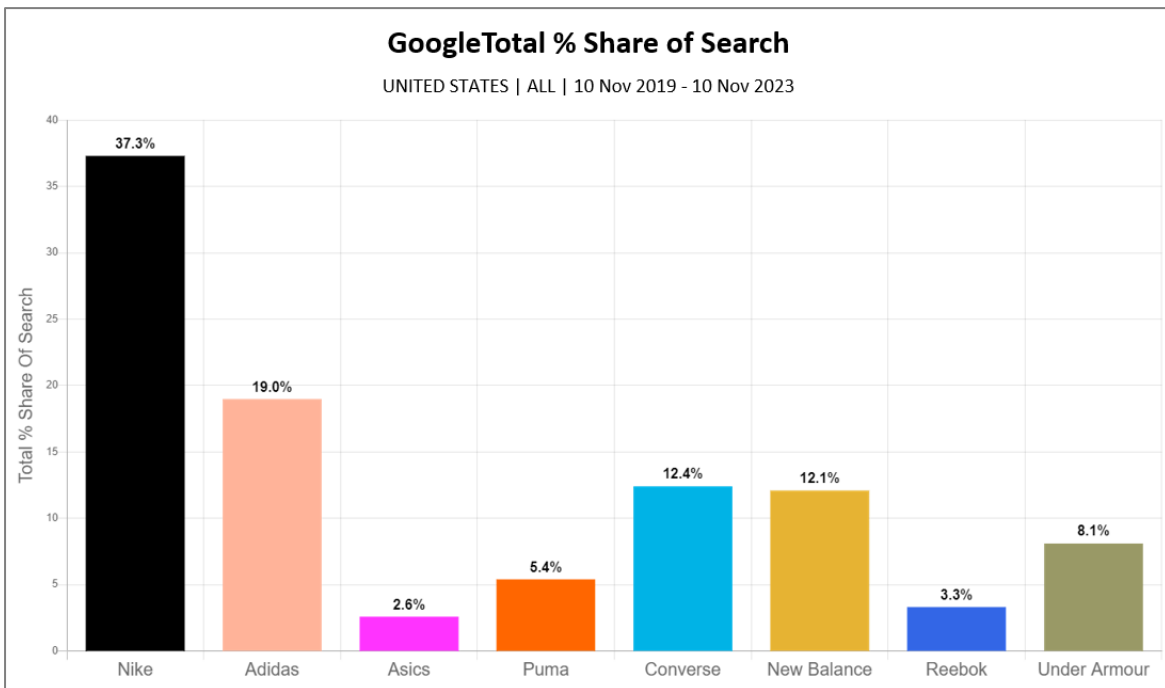


Chart 4 shows the % share of search (as a % of total volume across all search terms) for each term across the whole period. The percentages add up to 100%.



About Share of Searching

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.

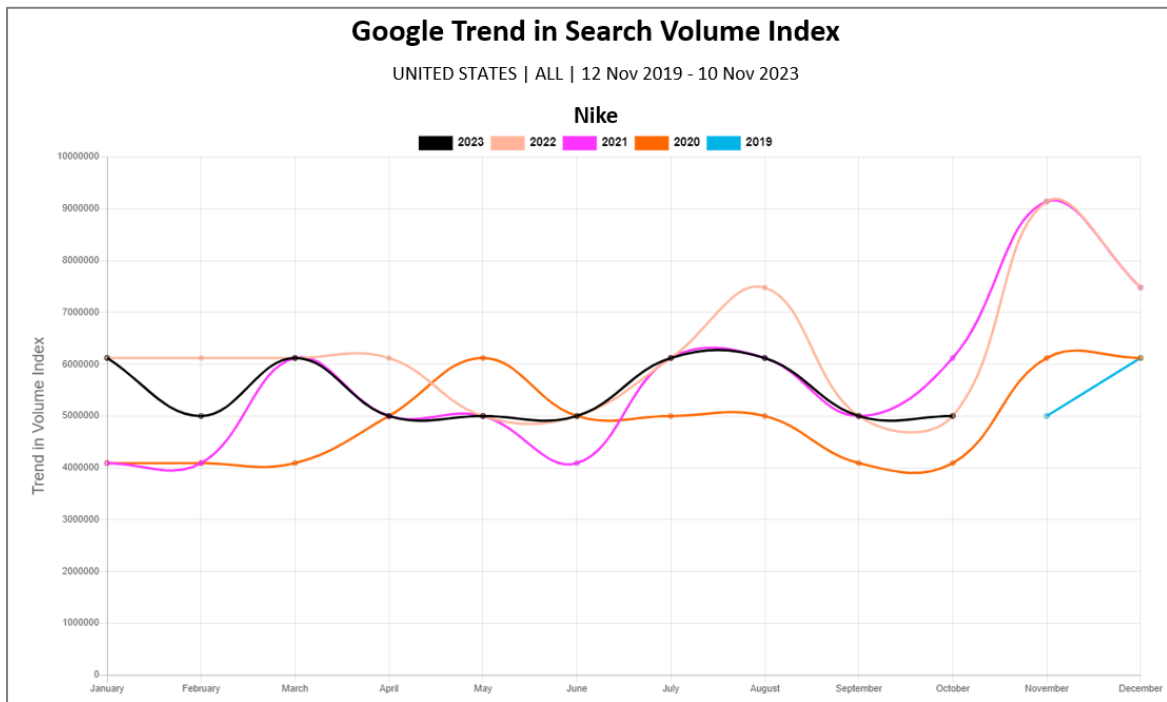
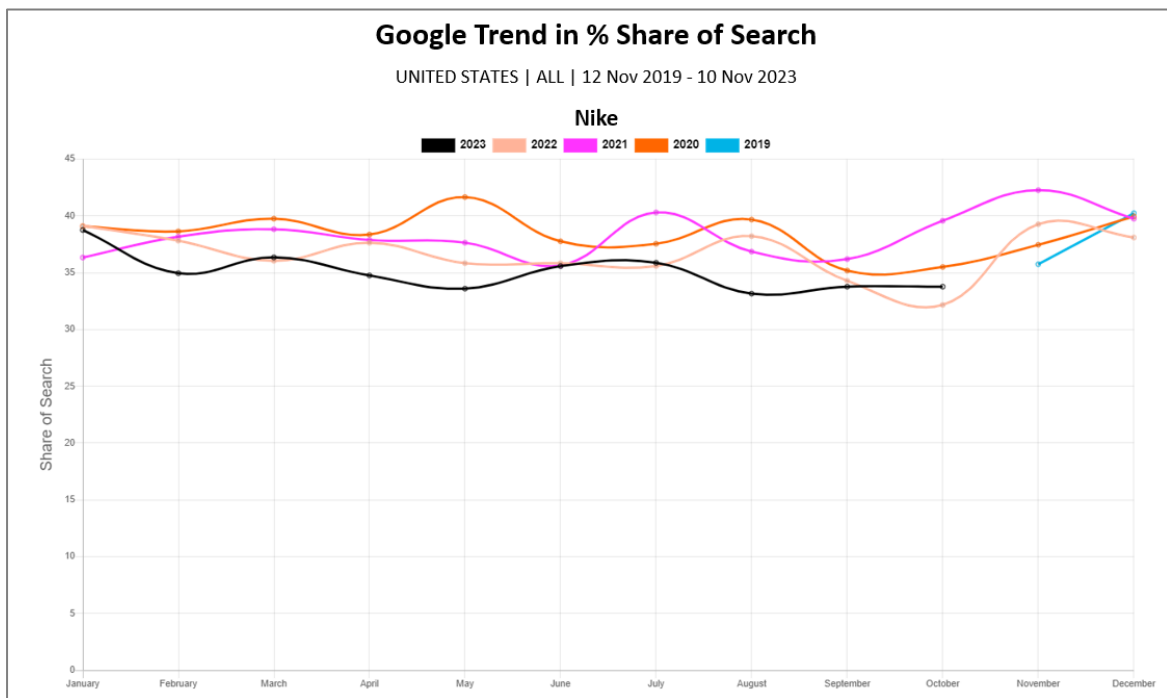


Chart 6 shows a comparison of each year's trend in the % share of search for the selected search term (in this case Nike) over the period.



About Share of Searching

The following table 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 |

SIMILAR TERMS

Similar Terms charts trends in Google relative search volumes and % share of search for search terms that are related 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 a worldwide view.
- Select the start date (any date up to four years back) 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).

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

About Share of Searching

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

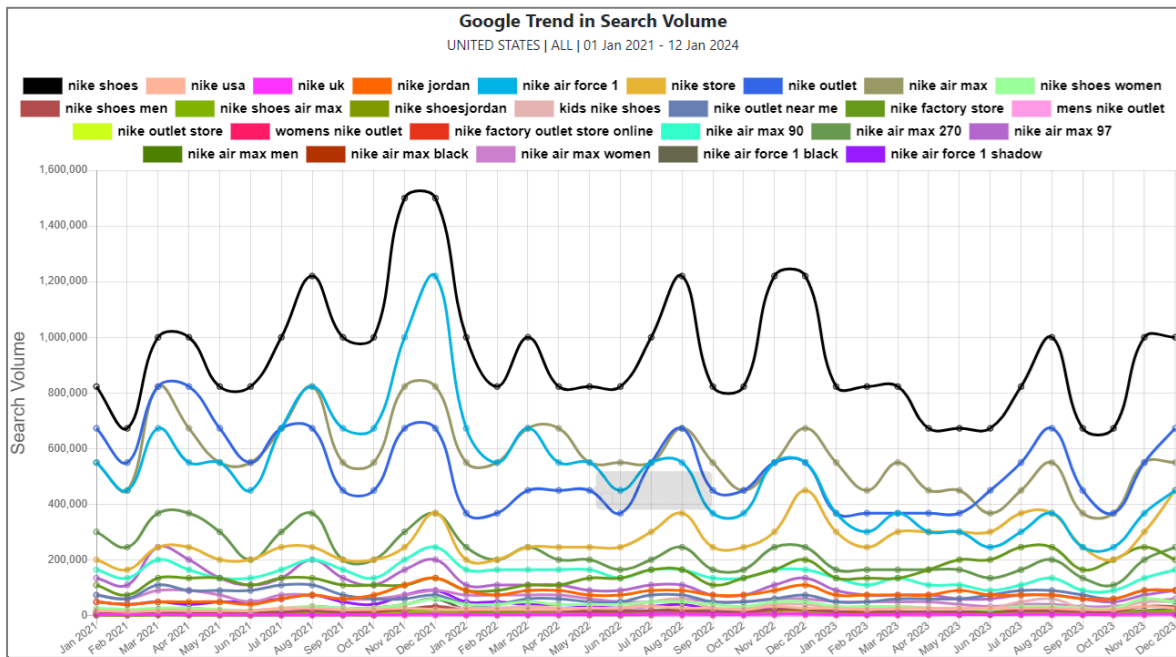
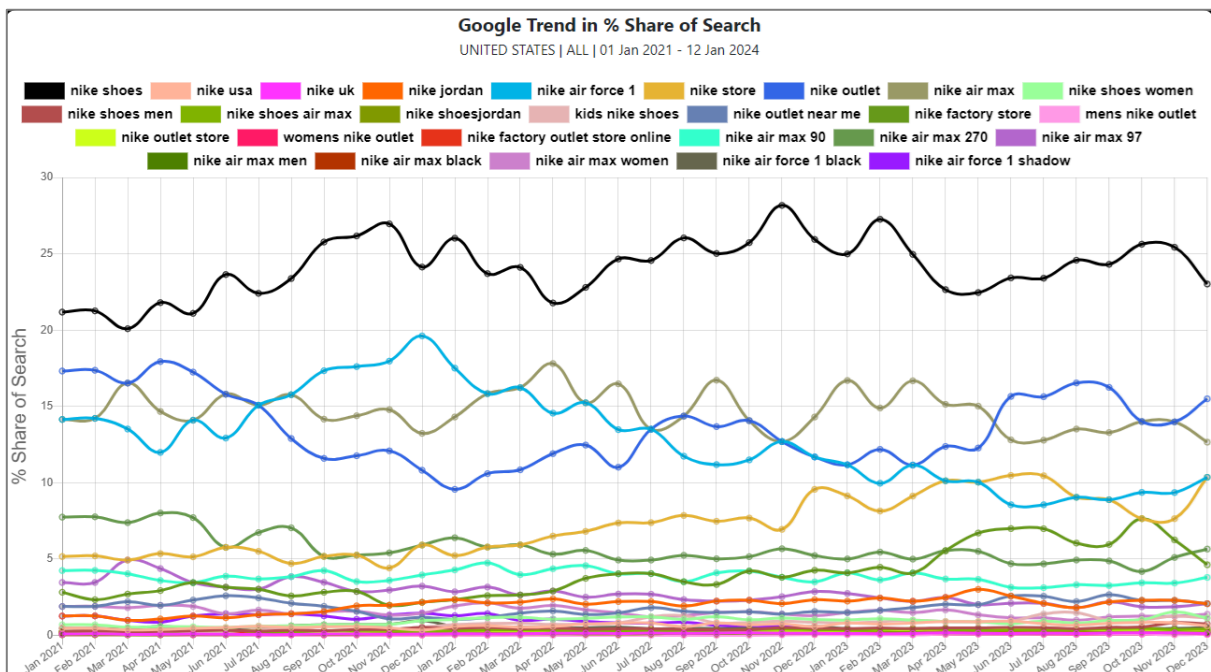


Chart 2 shows the trend in % share of search (as a % of total volume across all search terms) for each related search term. The percentages add up to 100% in each week.



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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.

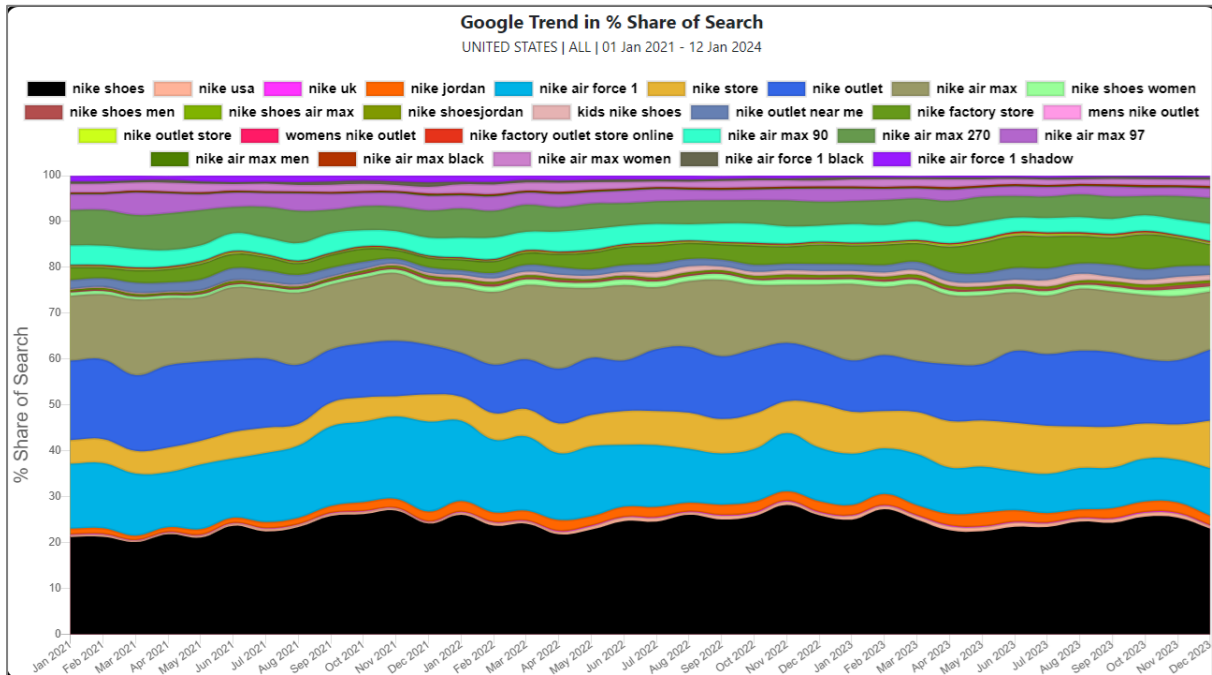
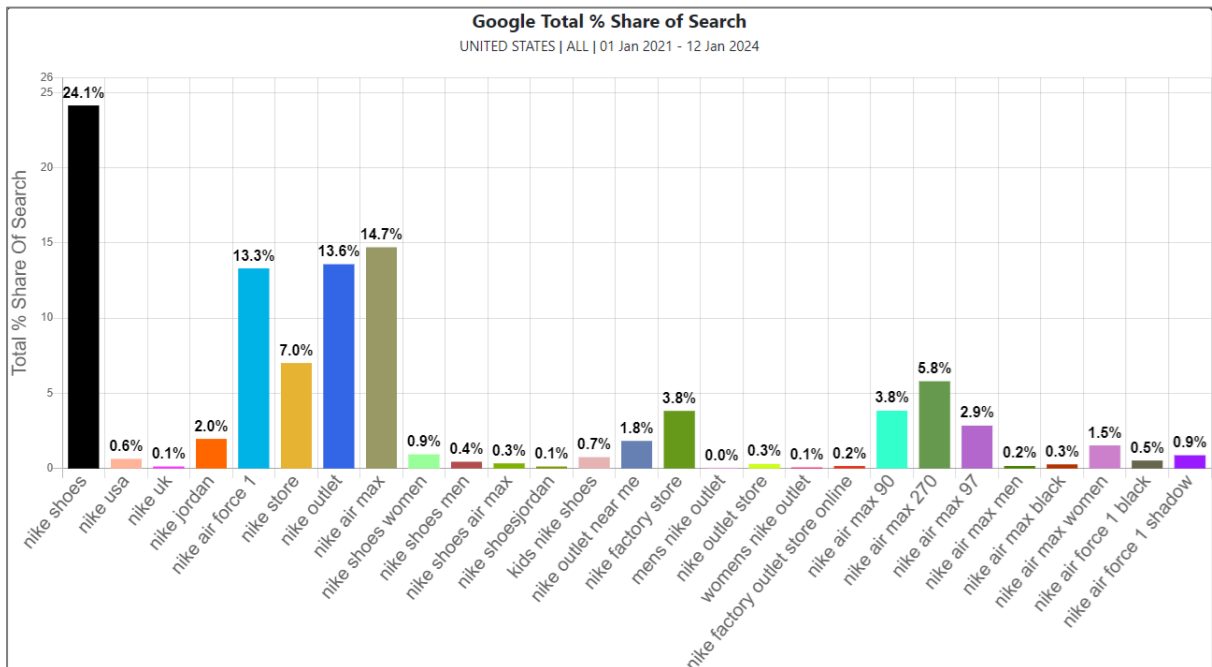


Chart 4 shows the % share of search (as a % of total volume across all search terms) for each related term across the whole period. The percentages add up to 100%.



About Share of Searching

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

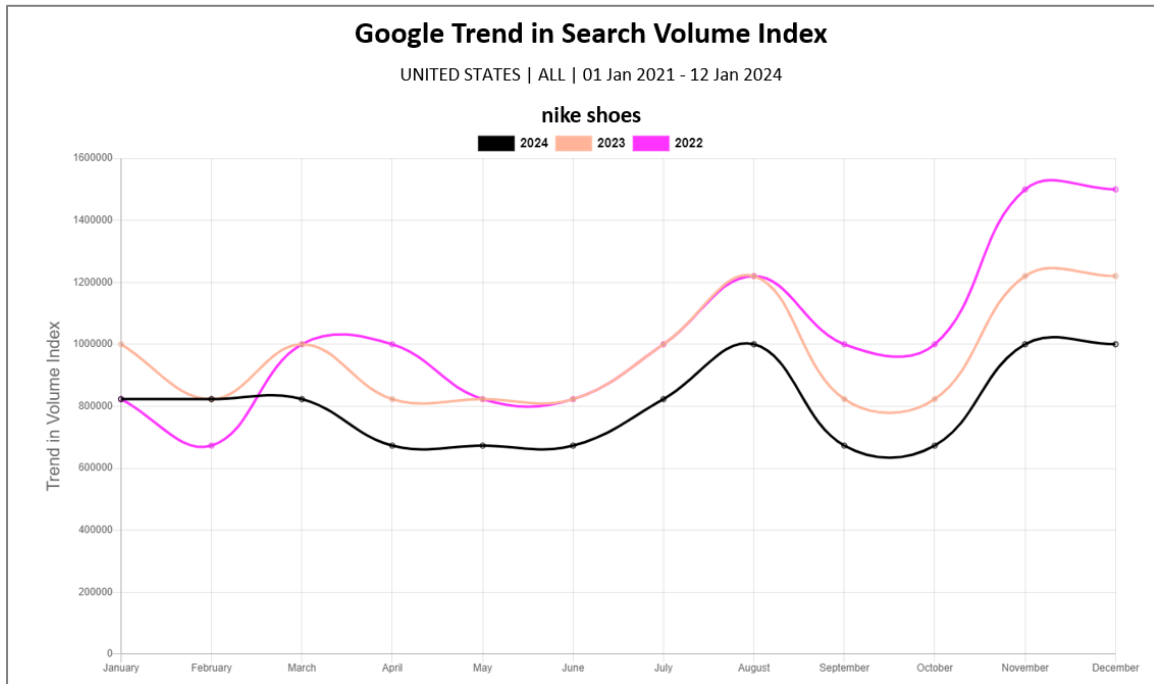
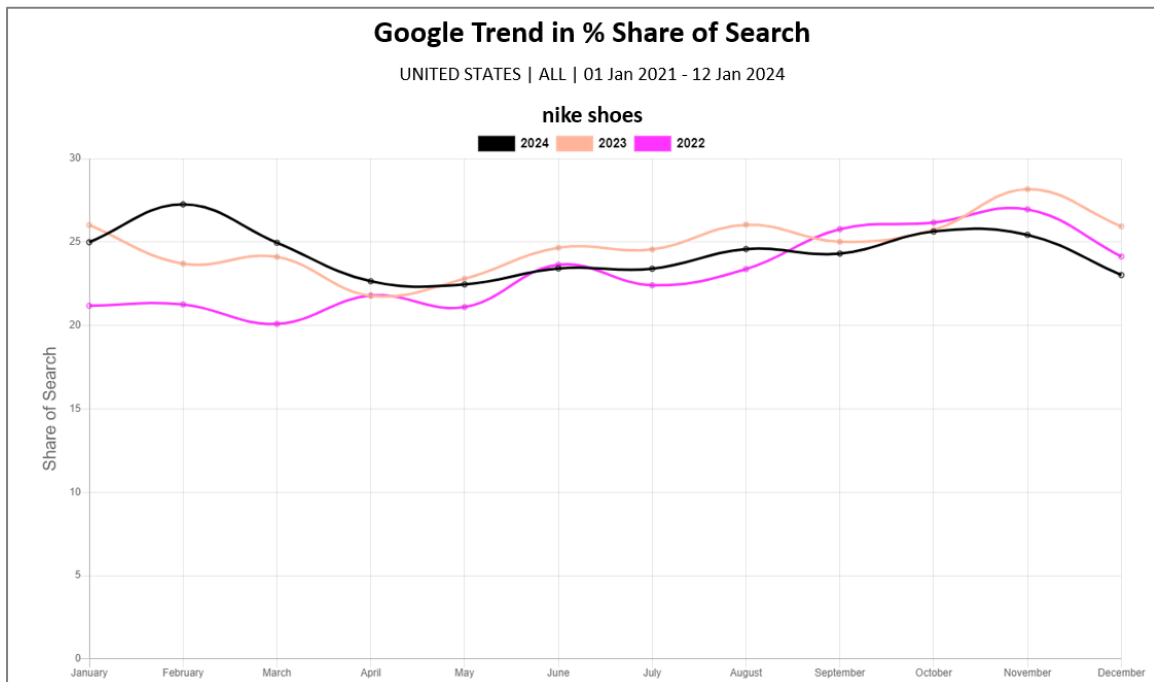
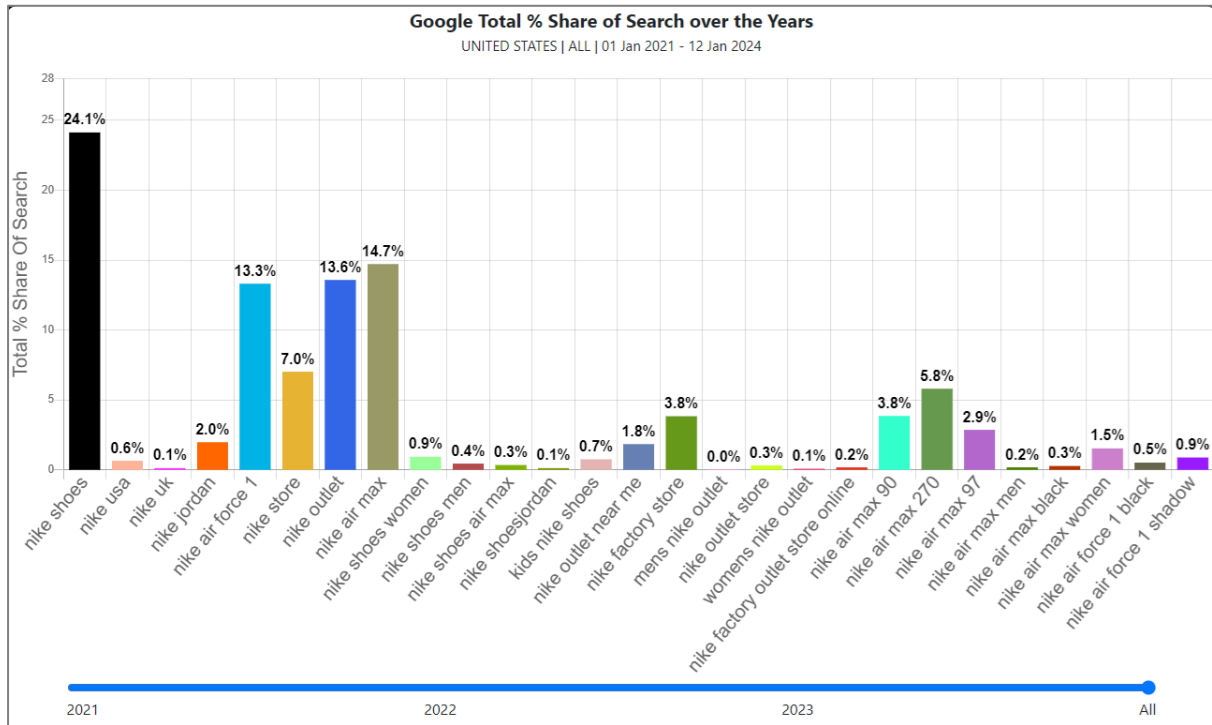


Chart 6 shows a comparison of each year's trend in % share of search for the selected related search term (in this case 'nike shoes') over the period.



About Share of Searching

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/save/edit custom reports and schedule monthly emails for each Volume Trends 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 100)
- Select a country, or choose Worldwide
- Select the reporting date period for the report's data: last week, last month, last 6 months, last 12 months, last 24 months, last 36 months, last 48 months
- Save the report

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

DATA AND METHODOLOGY

Share of Searching sources Google search volume data directly from Google Keyword Planner. 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 100 entered search terms. Search data, available for any period back four years, can be filtered by country.

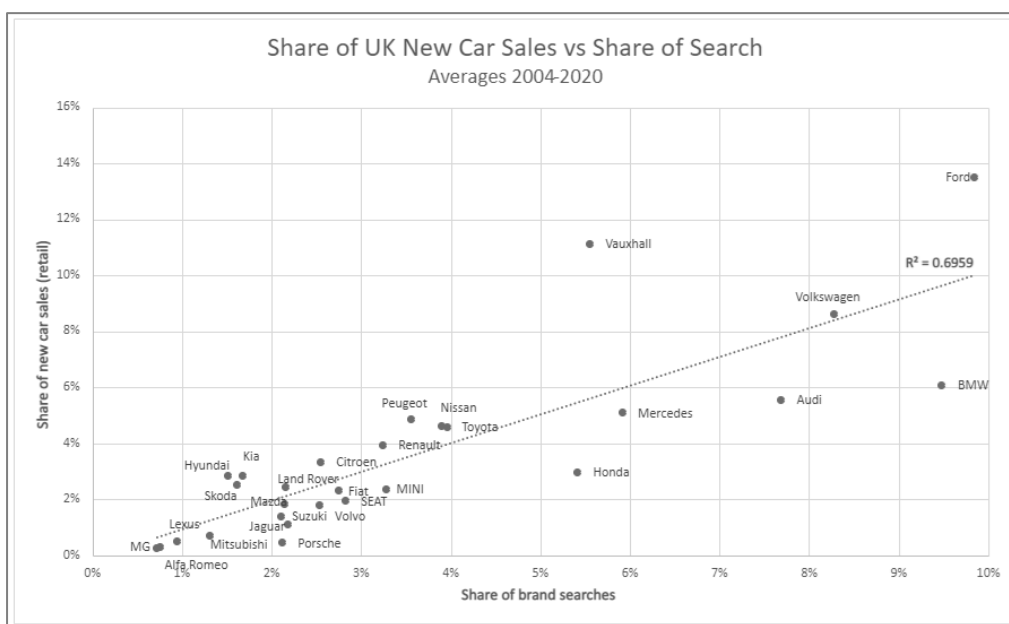
Volumes published by Google Keyword Planner are rounded by Google, the larger the volume the greater the level of rounding. This can result in quite flat trend data, particularly for larger volume search terms.

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.

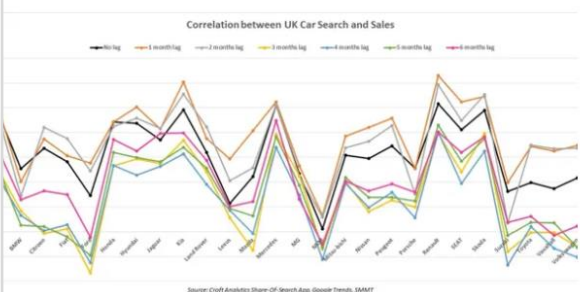
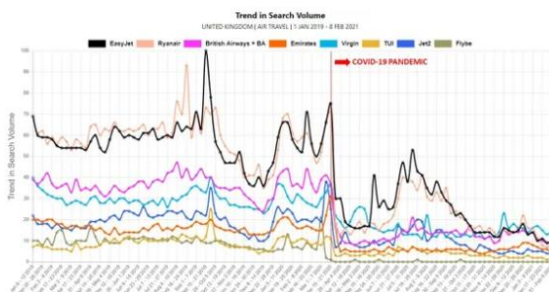
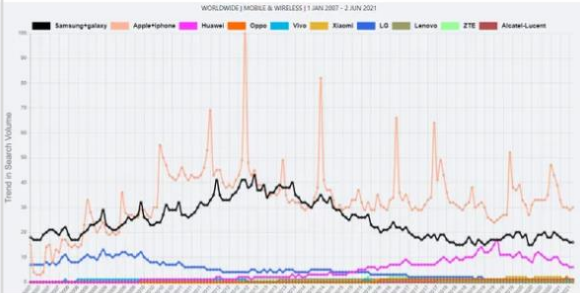
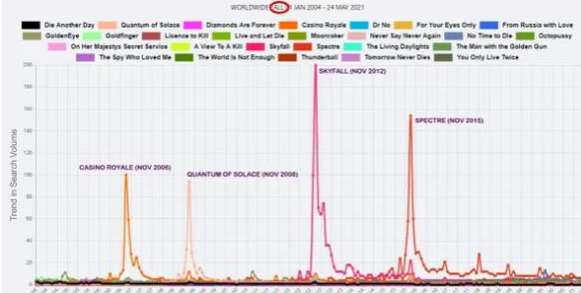
This chart shows the high R^2 correlation between share of search and market share for car brands in the UK.



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.

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:

| | |
|---|--|
| <h3 style="text-align: center;">CARS</h3>  <p style="text-align: center; font-size: small;">Source: CROFT Analytics Share of Search App, Google Trends, JAMFF</p> <p style="text-align: center;">CLICK HERE - to find out how share of search data can be used to predict sales for car brands</p> | <h3 style="text-align: center;">AIRLINES</h3>  <p style="text-align: center;">CLICK HERE - to discover how the COVID-19 pandemic has impacted search interest for airlines</p> |
| <h3 style="text-align: center;">MOBILE PHONES</h3>  <p style="text-align: center;">CLICK HERE - for the link between search and sales in the mobile phones category</p> | <h3 style="text-align: center;">MOVIES</h3>  <p style="text-align: center;">CLICK HERE - to see how search trends can be used to predict box office revenues for movies</p> |

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's Volume Trends module shows comparable trends in relative search volumes for up to 100 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 100 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, with data back over the last four years.
- Search trends for related terms are not (automatically) included in Google Trends.

Additionally, Share of Searching provides users with the ability to save/retrieve search criteria (lists of search terms, country, period) 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 subscription for one user costs GBP £500.

To start a subscription, click here: <https://croftanalytics.com/shareofsearchingpaypal>

Multi-user subscriptions, with rising discounts per user, are available on request. Please contact 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. We provide unique tools that track brand interest online in search and social media.

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).

The Croft Collection

For papers and posts from Croft Analytics visit The Croft Collection [here](#).



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

Croft Analytics is a marketing consultancy, with software that tracks the competitive performance of brands in search and social media:

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

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