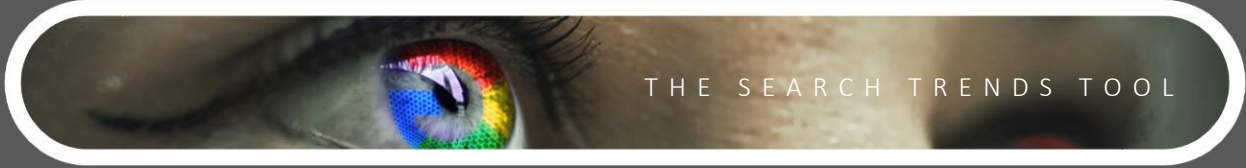


SHARE-OF-SEARCHING



INTRODUCTION

JUNE 2022

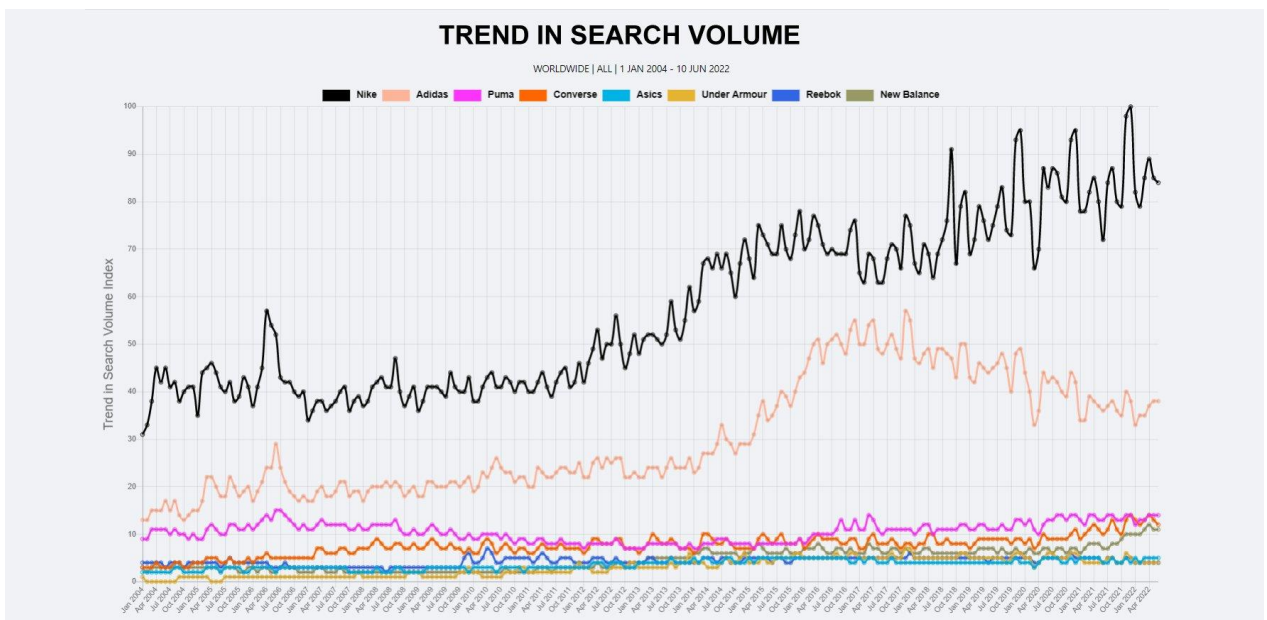


CROFT
ANALYTICS

THE SEARCH TRENDS TOOL

Share-Of-Searching generates dashboards of Google search trends for up to 100 search terms entered at a time, showing trends in search volumes and % share of search for all terms. 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.

This example chart shows global search volumes for athletic footwear brands from 2004 to 2022:



DATA AND METHODOLOGY

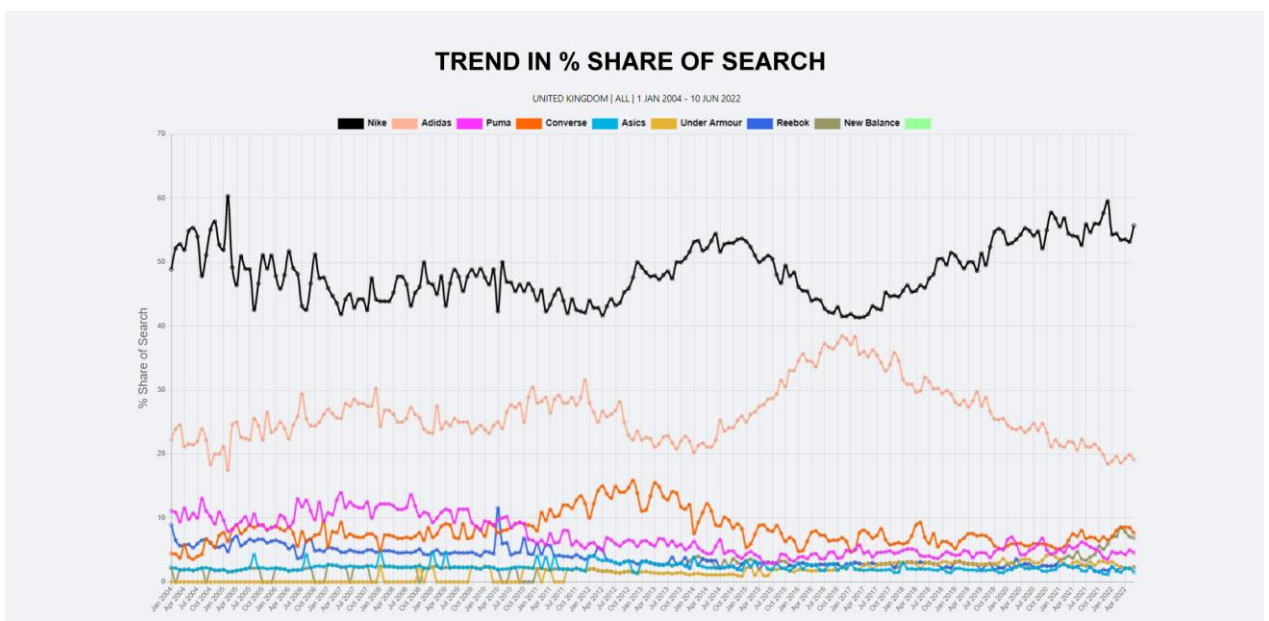
Share-Of-Searching sources search volume data directly from Google. There are two types of data for search terms – index trends and volume trends.

INDEX TRENDS: Google reports search volume indices based on a random sample of search queries on its platform that shows 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 data reported by Google 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 better (more robust and reflective of the universe of all Google searches) when looking at search terms that have high search volumes.

Searches on the Google platform are categorized by Google into macro-categories and sub-categories that are available in Share-Of-Searching. This means you can contextualise the volumes for a search term to the category you are interested in. For example, you can see search volumes for 'Orange' in the 'Food & Drink' category and separately in the 'Internet & Telecom' category. You can also filter the results by any country and by region within a country.

Having retrieved the index data, Share-Of-Searching calculates % share of search for each of the reported days/weeks/months and also for the whole period. Here is an example of % share of search for athletic footwear brands in the UK:

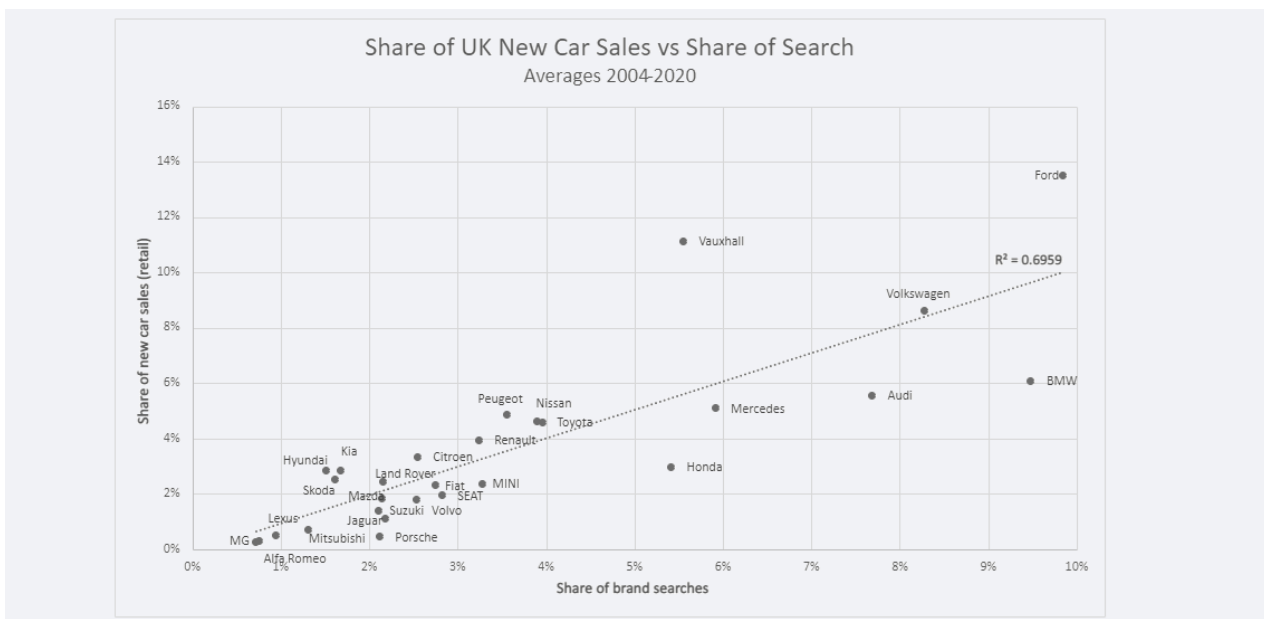


VOLUME TRENDS: Google also reports average monthly volumes for search terms. Share-Of-Searching shows up to four years of historic volume trends and % share of search for up to 100 entered search terms. These data can be filtered by country and by date period (within the last four years).

The pattern of volume trends is typically similar to index trends but can differ, particularly for terms with lower search volumes. Index data is based on a random sample while volume data is based on monthly averages of actual volumes for search terms.

THE VALUE OF SHARE-OF-SEARCHING FOR MARKETERS

Share-Of-Searching can be used to discover trends in relative search interest for all brands in a category, and to calculate percent share of total category searching for each brand. While purchase interest searching varies by category, in many categories there is a close and predictive relationship between a brand's share of category search and its market share in many categories. The greater the level of search interest for brands 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, particularly those where search plays a significant part in consumer consideration and comparison of available brands, for example: financial services, airlines, apparel, beauty, electronic goods, healthcare, movies, travel, telecoms, retail, and utilities.

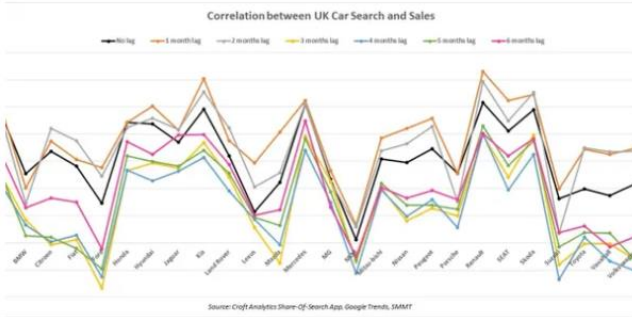


SHARE-OF-SEARCHING USE EXAMPLES

Share-Of-Searching can be used to chart comparable trends in search interest for brands in a category, and 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.

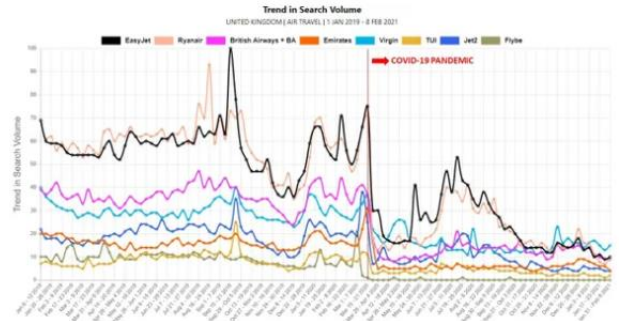
Here are some use examples showing how Share-Of-Searching can provide valuable insights for companies in different categories. Click on the charts to see the use examples:

CARS



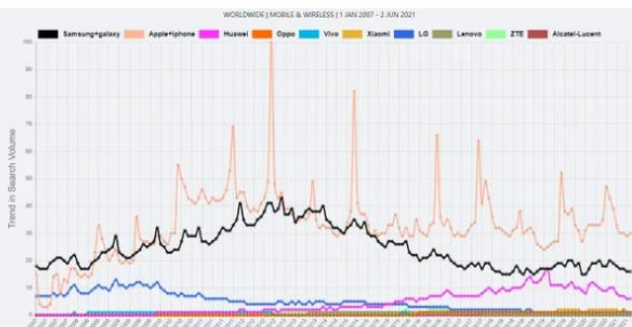
[CLICK HERE](#) - to find out how share of search data can be used to predict sales for car brands

AIRLINES



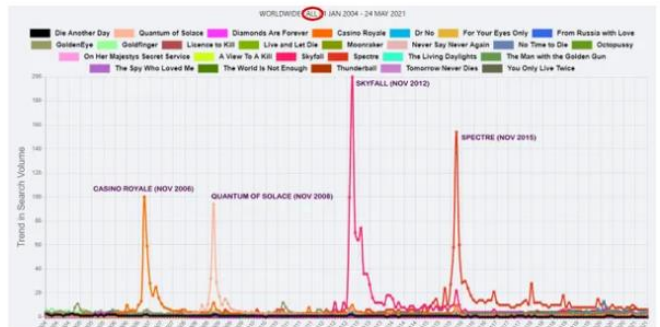
[CLICK HERE](#) - to discover how the COVID-19 pandemic has impacted search interest for airlines

MOBILE PHONES



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

MOVIES



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

SIMILAR TERMS FEATURE

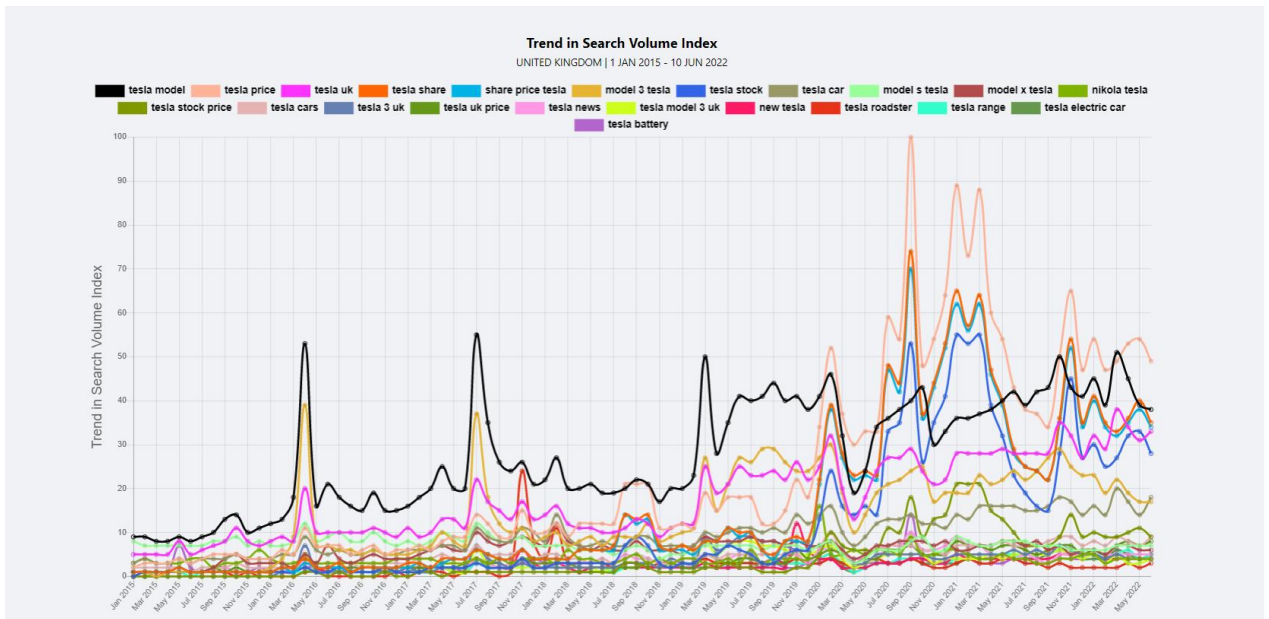
Share-Of-Searching includes a 'Similar Terms' feature where users can enter a single search term to view search interest volume and % share of search trends for terms that are related to or associated with (as determined by Google) the search term. Users can select a country to source the similar terms and search interest trends from Google.

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.

In the native Google platform there is no indication of relative search volume for related terms. Nor is there an indication of the trend in search interest for related terms. Knowing relative levels of search, and trend in interest for related terms is key for discovering which terms are more important than others. Share-Of-Searching provides this information, delivering relative search

volumes and trends over time for similar/related search terms. These trend data can be charted by country and by date period back to 2004.

Here is an example of a Similar Terms chart showing the trend in relative search volumes of the similar terms for a search term - in this case 'Tesla' in the UK:



There is also a free **Google Chrome Extension**, available [here](#), providing a single click option from the Chrome toolbar to generate a chart showing % share of search over the last year for an entered search term alongside its similar terms.

SHARE-OF-SEARCHING COMPARED TO GOOGLE TRENDS

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

- Share-Of-Searching shows trends in relative search volumes for **up to 40 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 trends for brands in categories with more than 5 brands).
- Share-Of-Searching shows **% share of search trends** for up to 40 search terms at a time. Share of search data/trends are not available in Google Trends.
- Share-Of-Searching shows search **trends (volume and share) for terms related to a search term** in the Similar Terms feature. Trends for related terms are not included in Google Trends.

PRICING

Free Trial: Share-Of-Searching is available free to use without any obligation (no credit card required) for two weeks. To start your free trial, click on the 'Free Trial' button at <https://www.shareofsearching.com>

Subscription: a one year subscription costs GBP £500 for a single user. To subscribe, log in to your free trial account (either during or after your trial) and select the displayed link to subscribe. Payment can be made by credit card or by bank transfer.

Multi-user discounts, with rising discounts per user, are also available – contact frank@croftanalytics.com for information.

CONTACT

Share-Of-Searching is owned and developed by [Croft Analytics](#)

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