

**Did you
know**



**148 terms account
for 15% of all Google
searches? 🌐**

Here are the top 10 searched terms:

1. **YouTube**
2. **Gmail**
3. **Amazon**
4. **Facebook**
5. **ChatGPT**
6. **Google Translate**
7. **WhatsApp Web**
8. **Google Maps**
9. **Pornhub**
10. **Google Docs**

Google searches are classified by intent:

- Informational: 52.65%**
- Navigational: 32.15%**
- Commercial: 14.5%**
- Transactional: 0.69%**

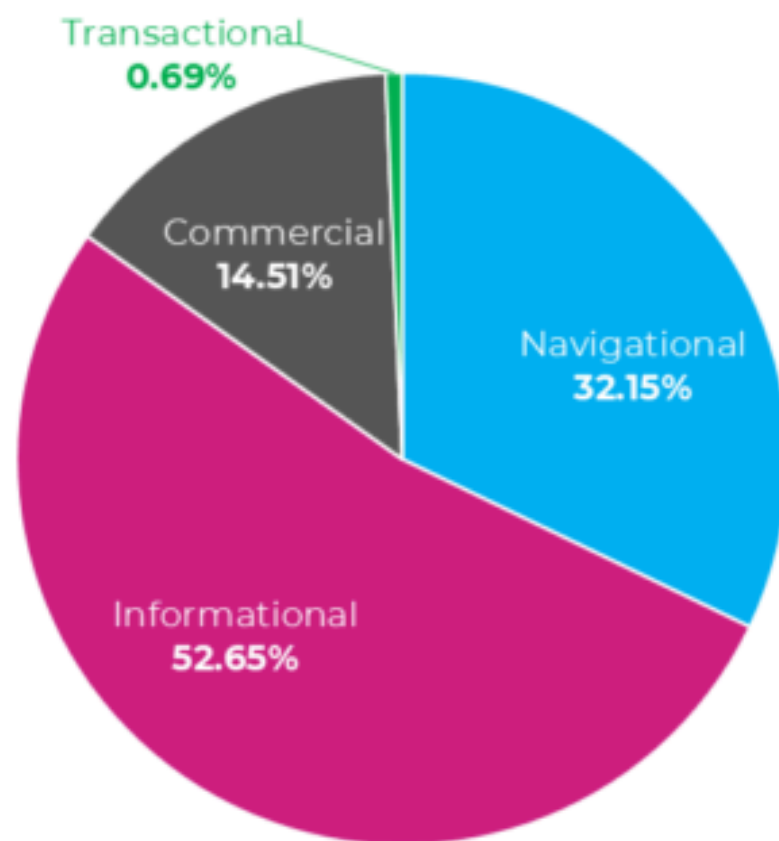
What is the Distribution of Search Intent on Google?

Navigational vs. **Informational** vs.
Commercial vs. **Transactional** Searches

Examples of query terms # of unique searches
01/23–09/24

TikTok	352,334
Carl Jung	3,240
Verizon Business	2,124
Pho Near Me	3,041
Quotex Login	238
Obviously Synonym	239
BIC Camera	285
Ahegao Hoodie	285

Search Intent by Volume of Queries



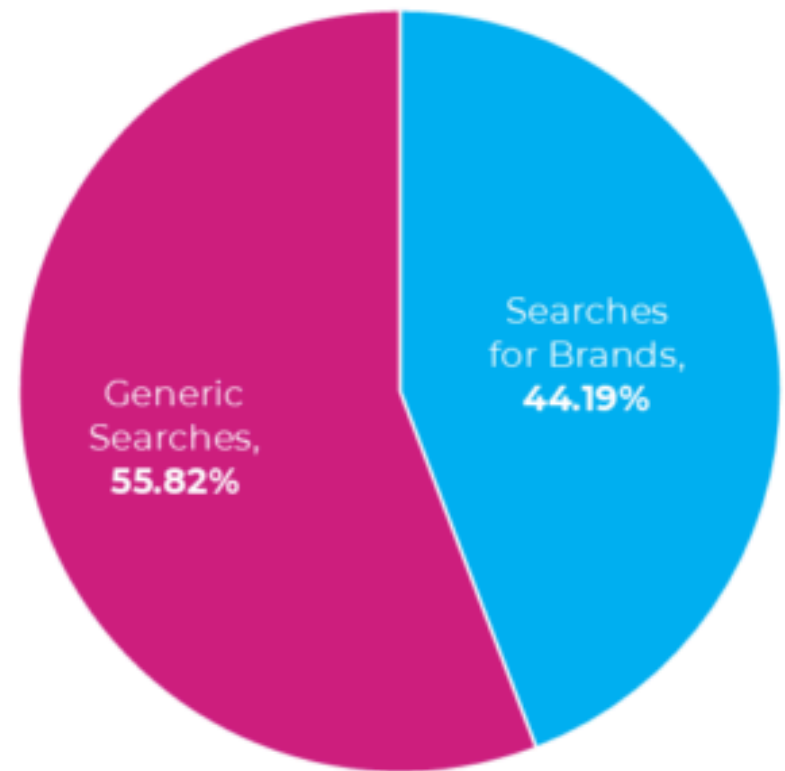
**44% of searches are for
branded terms, while
the rest are
unbranded, generic
queries. 🏷️**

What % of US Google Searches are for Brands?

Branded vs. Generic Searches

Examples of query terms	# of unique searches 01/23–09/24
Yahoo Fantasy Football	15,823
Fantasy Football	5,040
Darn Tough Socks	2,384
Socks	2,074
Navy Federal Credit Union	8,502
Credit Union	3,126
Rick Steves	1,277
Flights to Italy	216

Branded vs. Generic Google Searches (by % of total search volume)



The 'Long Tail' of search terms, with fewer than 11 searches per month, represents only 3.6% of total search demand. 🦒

Although long-tail keywords seem to be less searched for, the audience searching for these show higher intent and are therefore more valuable for brands in some instances. 

With fewer searches going to a broader array of terms, big brands are gaining more visibility. 🔍

Imagine

Better.



Powered by Search



x

