

- Search Trends - Asset Management



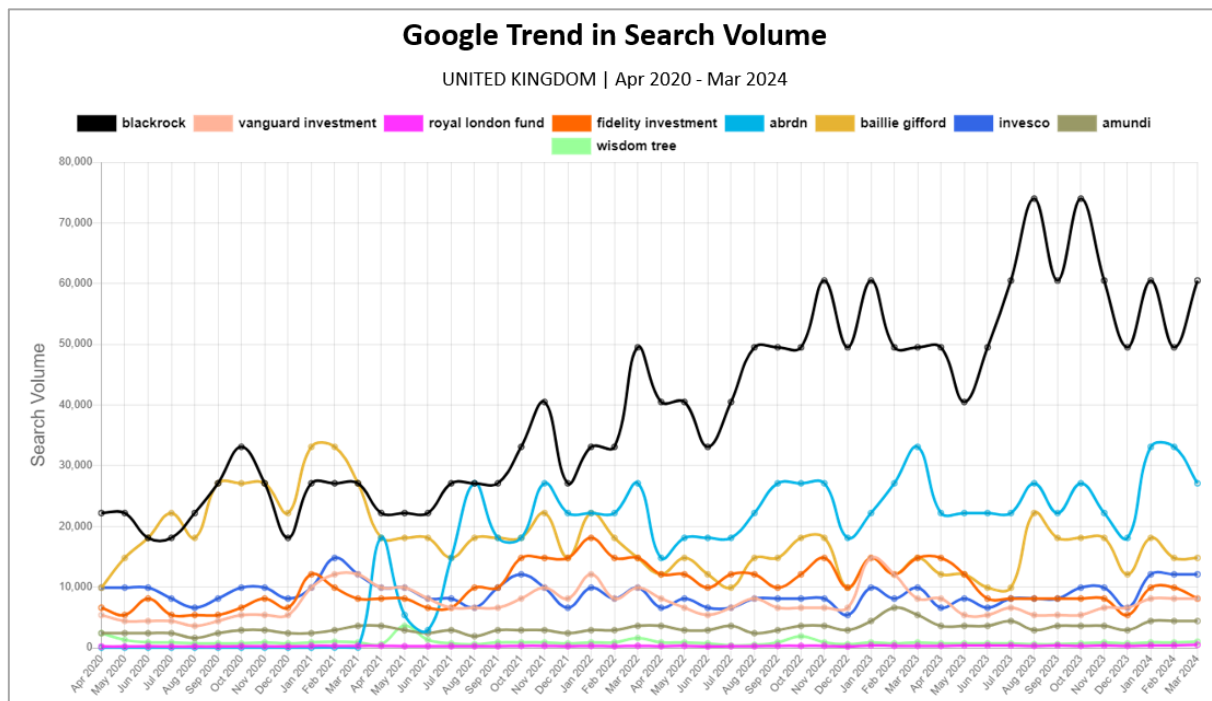
In this report we take a look at search trends in the asset management sector in the UK, the fifth largest wealth market in the world, with over £1.2 trillion of managed assets. We examine search trends, sourced from our [Share of Searching](#) search trends tool, for asset management companies (large and small) and for some of the topics related to two huge trends in the sector – generational wealth transfer and sustainable investing.

Large Companies

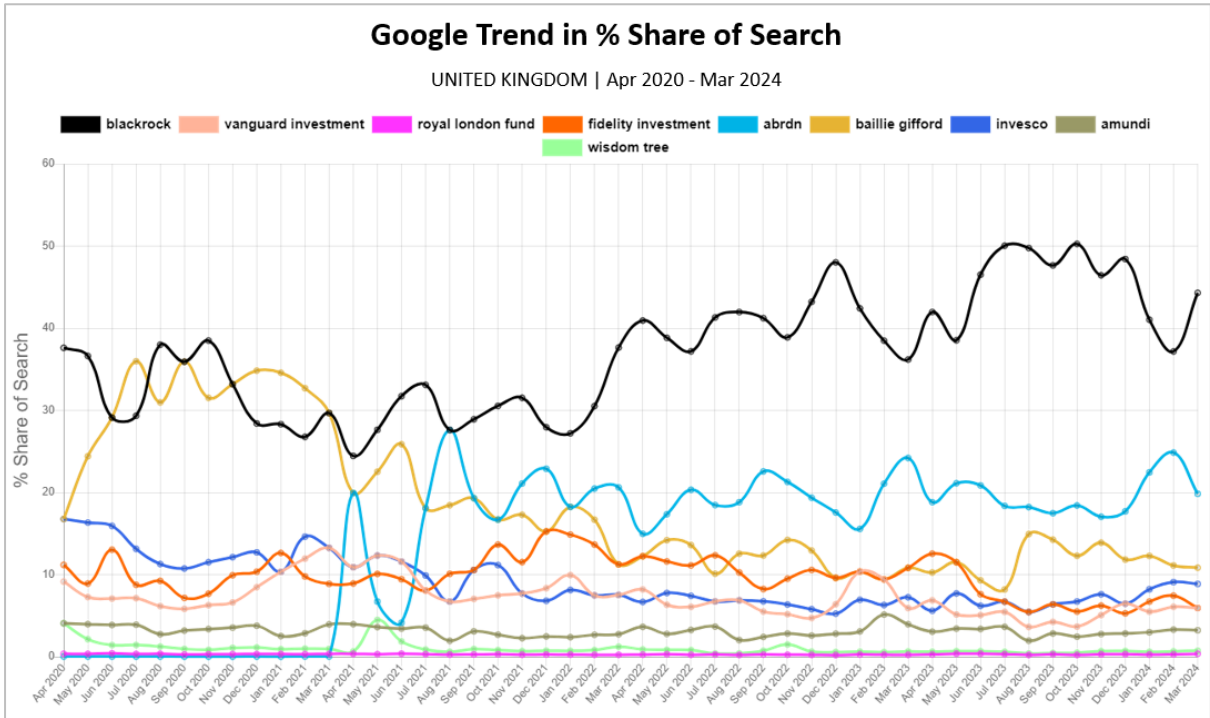
Here we reveal search trends for some of the largest companies in the asset management sector in the UK.

We have looked at trends for nine of the largest asset management companies in the UK: BlackRock Investment Management, Vanguard Investments, Royal London Unit Trust Managers, Fidelity Worldwide Investment, Abrdn Fund Managers, Baillie Gifford & Co, Invesco, Amundi and Wisdom Tree.

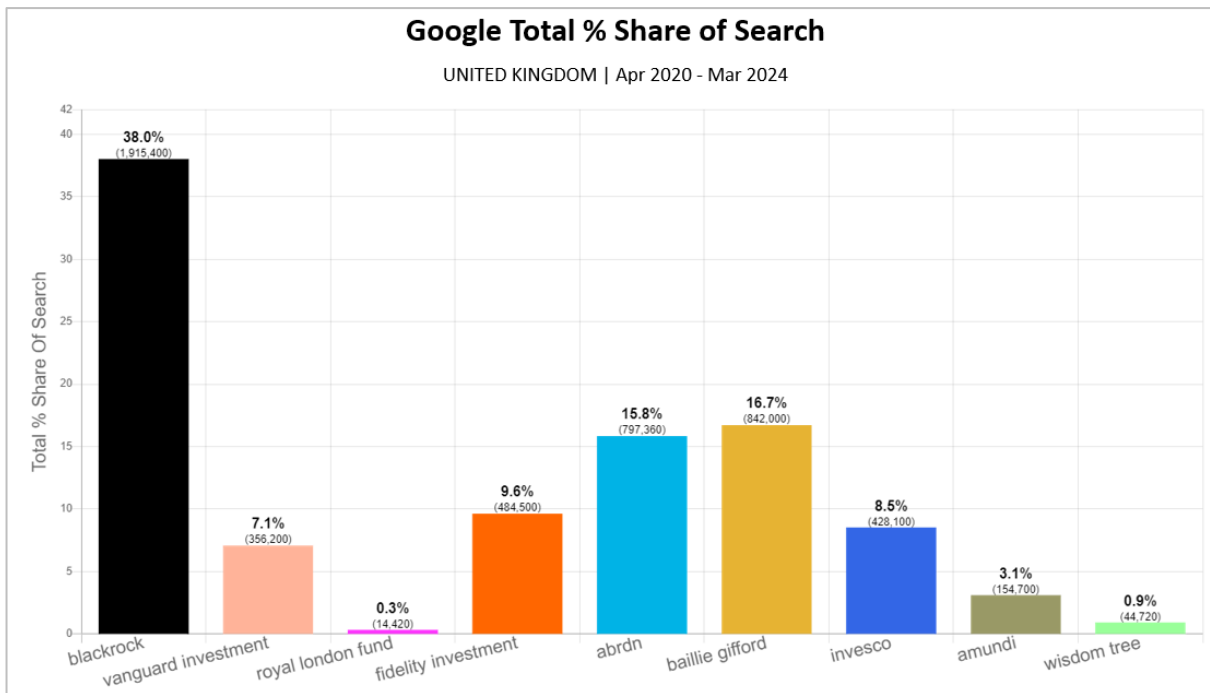
This chart shows the monthly trend in Google search volumes for each of these companies in the UK over the last four years:



This chart shows the % share of search (based on this group of companies) for each of the companies in each month:



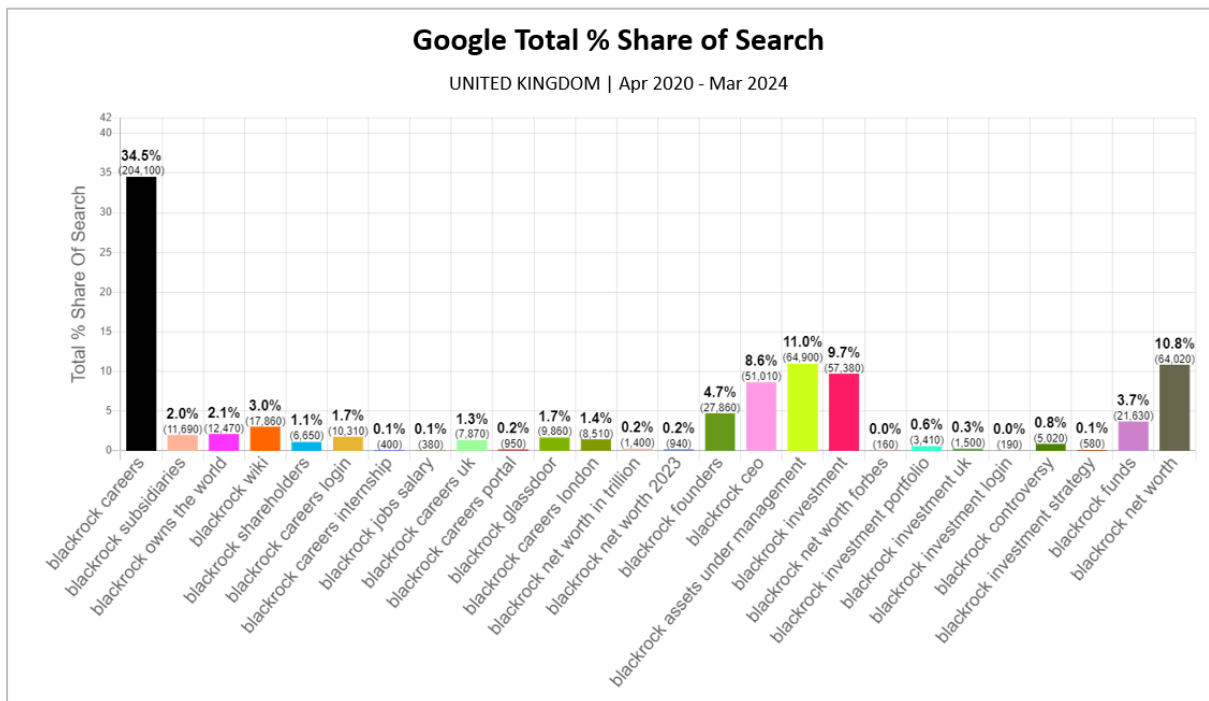
This chart shows the total volume of search and % share of search (based on this group) for each of the companies over the last four years:



The above charts show the following over the last four years:

- BlackRock attracts the highest level of search interest amongst the largest companies in the UK asset management sector, with 50-75,000 searches (40-55% share of search) each month, triple the level of four years ago. BlackRock’s share of search amongst this group rose from 28% in April 2021 to 44% in March 2024
- Since Standard Life Aberdeen changed its name to abrdn in 2021, search volumes for abrdn have risen to c.30,000 per month making it the second most searched for company in this group
- Search volumes for Baillie Gifford fell from 33k in January 2021 to 15k in March 2024 and share of search fell from 35% to 11%

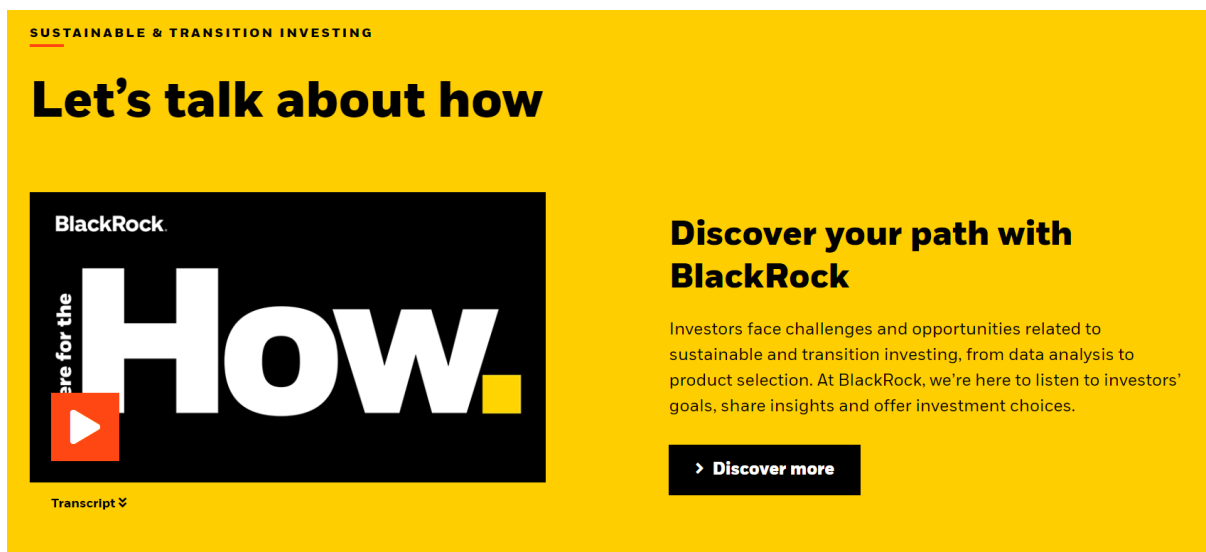
When people search for asset management companies, what are they looking for? The answer is that about 40% of searching is for jobs and c.30% relates to investing, as the next chart shows. In this chart we show search volumes and % share of search for the search terms that people most often use when searching for BlackRock.



A snapshot of what Blackrock is doing well from an SEO perspective

Blackrock puts a focus on demonstrating Expertise, Experience, Trustworthiness and Authoritativeness (E-E-A-T) throughout their product pages and informational content on the website. They structure their solutions pages to meet keywords with both informational and commercial search intent, appealing to users at different stages of the marketing funnel. They answer common questions and demonstrate their experience and trustworthiness with social proofing and links to studies.

Blackrock also leverages other forms of media, with explainer video content embedded throughout the site and their very own podcast, “The Bid”, which “breaks down what’s happening in the world of investing...”. This utilisation of different content formats is helping Blackrock demonstrate they’re an authority in this space, whilst building brand awareness and dominating organic search share of voice.



SUSTAINABLE & TRANSITION INVESTING

Let's talk about how

BlackRock

are for the **How.**

Transcript ↕

Discover your path with BlackRock

Investors face challenges and opportunities related to sustainable and transition investing, from data analysis to product selection. At BlackRock, we're here to listen to investors' goals, share insights and offer investment choices.

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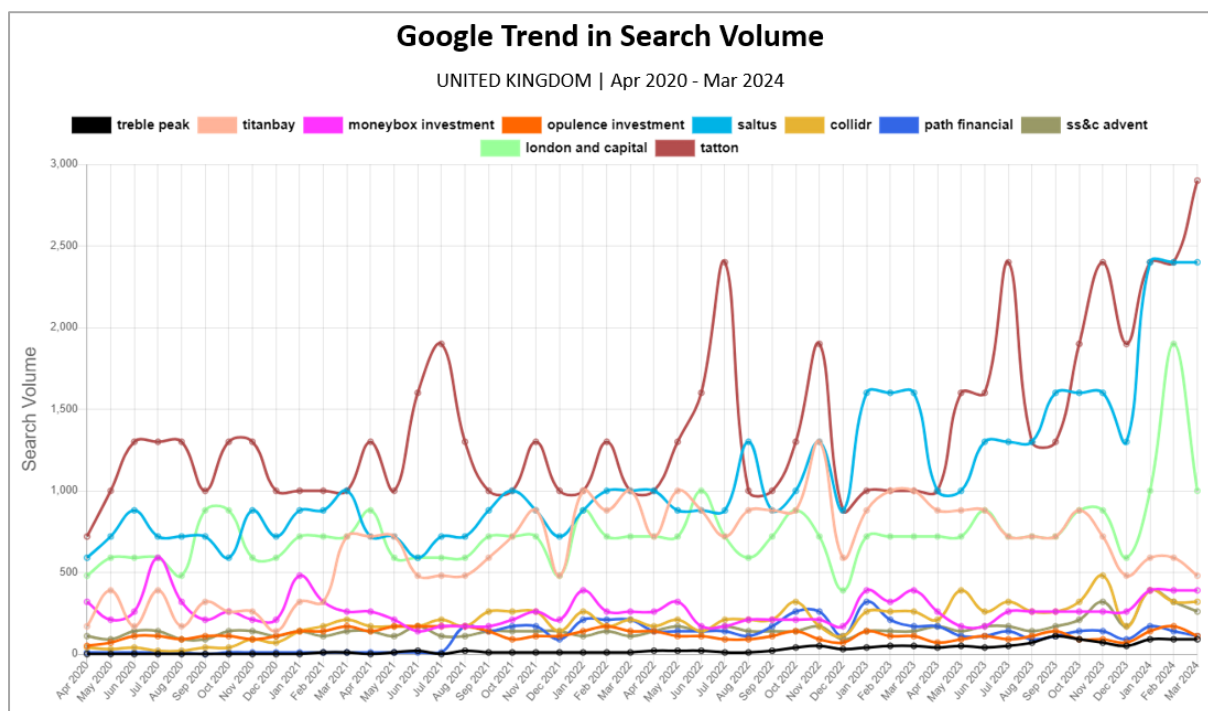
Source: <https://www.blackrock.com/uk>

Smaller Companies

It is also interesting, for comparison, to take a look at search trends for some of the smaller companies in the asset management sector in the UK.

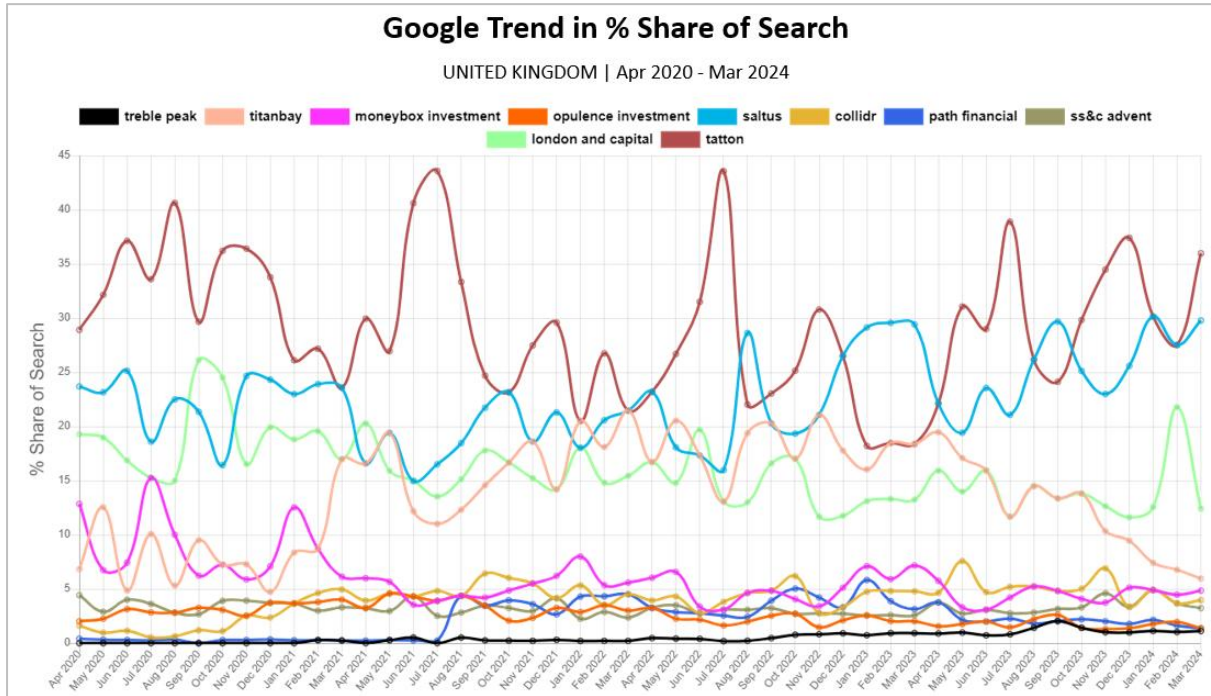
Here we examine UK search trends for ten of the smaller asset management companies: Treble Peak, Titanbay, Moneybox, Opulence, Saltus, Collidr, Path Financial, SS&C Advent, London & Capital and Tatton Asset Management.

This chart shows the monthly trend in Google search volumes for each of these companies in the UK over the last four years:

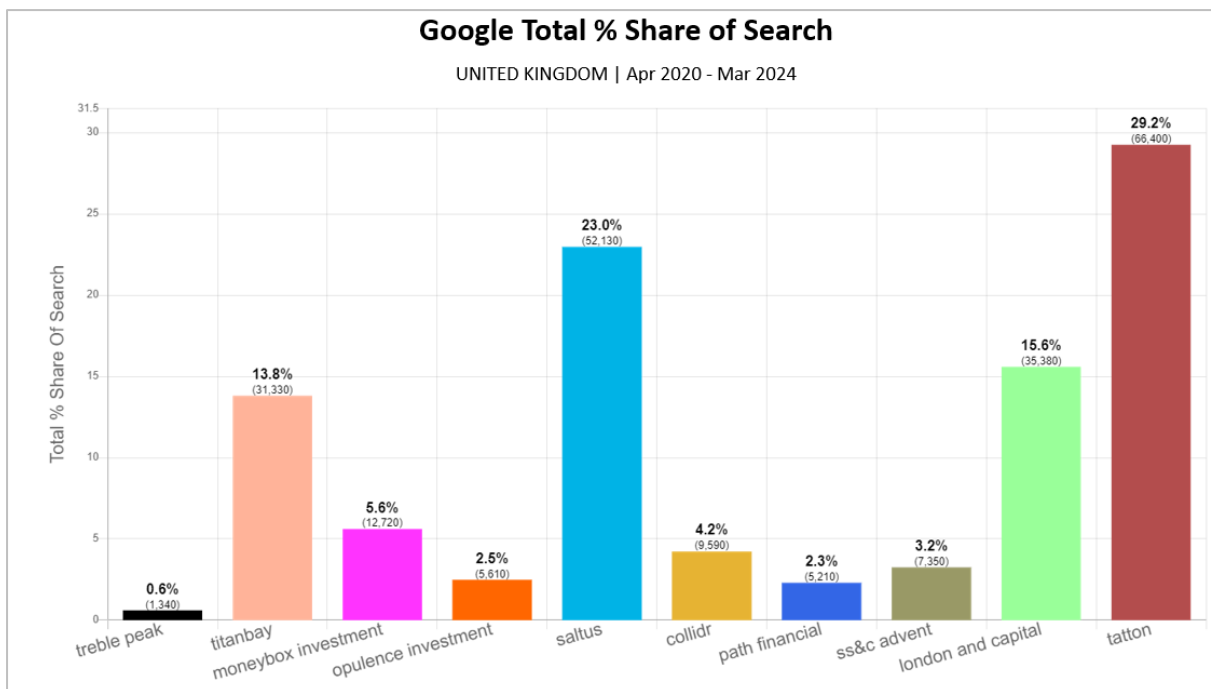


Search Trends – Asset Management

This chart shows the % share of search (based on this group of asset management companies) for each of the companies in each month:



This chart shows the total volume of search and % share of search (based on this group) for each of the companies over the last four years:



The above charts show the following over the last four years:

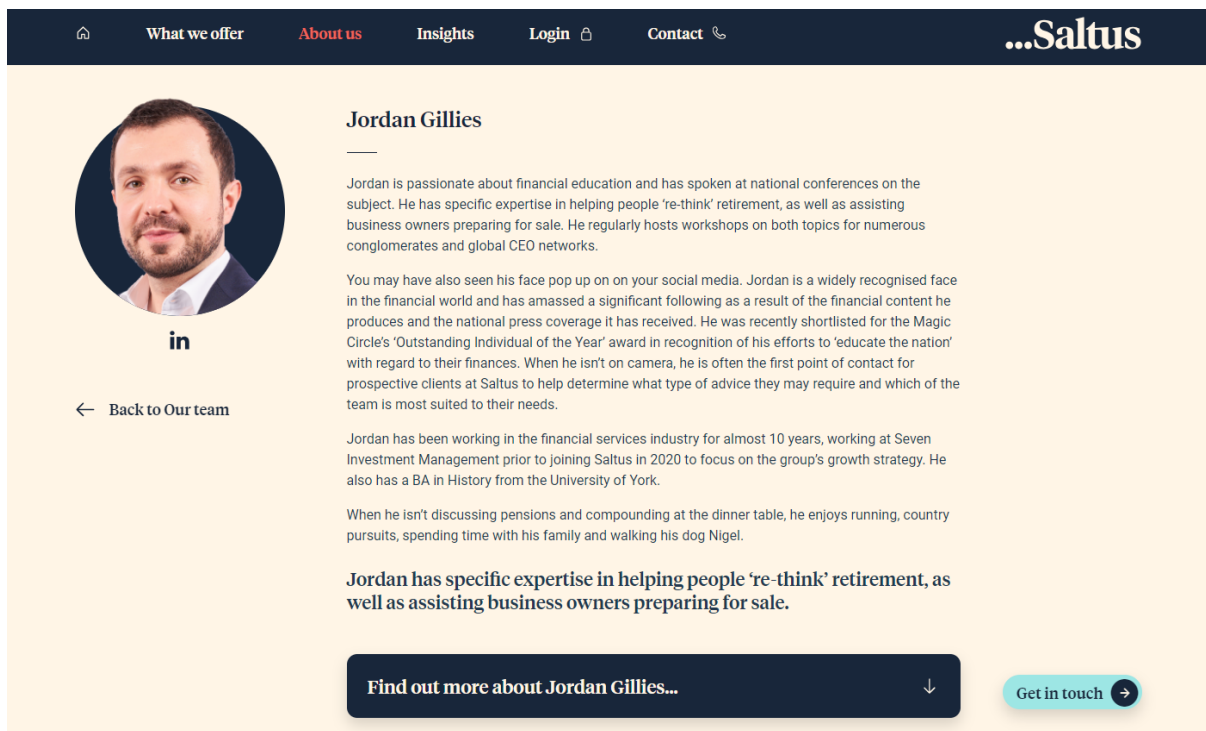
- Tatton attracted the highest level of search interest amongst these smaller companies in the UK asset management sector, with volumes rising from 700 searches in April 2020 to 2,900 by March 2024 (c.30-40% share of searching across this group) each month
- Saltus attracted the second highest level of search interest, with volumes rising from 600 searches in April 2020 to 2,900 by March 2024 (c.30-40% share of searching across this group) each month
- London and Capital attracted the next highest level of search interest, with between 500 and 1,000 searches in most months. It has seen a steady decline in share of search amongst this group, from 38% in October 2020 to 19% in March 2024
- Titanbay has seen search volumes decline recently, from 1,300 in November 2022 to 480 last month
- Search volumes for the other companies in the group are below 500 searches per month for each company

A snapshot of what Saltus is doing well from an SEO perspective

Saltus' rise in search interest can be partly credited to their efforts to provide helpful content to their users. Focussing on E-E-A-T signals throughout their site, they create informational content around different questions or considerations that their target audiences might have. Tackling these pain points with solutions is a great way to appeal to their target audiences, but **what makes their content helpful?**

Saltus uses author pages, which are linked to from their informational content to give users (and Google) more information about the author behind the content. This includes their education, qualifications and their expertise. This information lets their users know that the content is from a credible source and can be considered as 'helpful' to Google. This is

particularly important for YMYL (Your Money Your Life) websites, where E-E-A-T is pivotal to organic search success.



The screenshot shows a team profile for Jordan Gillies on the Saltus website. The navigation bar includes 'What we offer', 'About us', 'Insights', 'Login', and 'Contact'. The profile features a circular headshot of Jordan, an 'in' icon, and a 'Back to Our team' link. The text describes his expertise in financial education, retirement planning, and business preparation for sale. It also mentions his recognition by the Magic Circle and his background in the financial services industry. At the bottom, there are two buttons: 'Find out more about Jordan Gillies...' and 'Get in touch'.

Source: <https://www.saltus.co.uk/our-team/jordan-gillies>

Sector Trends

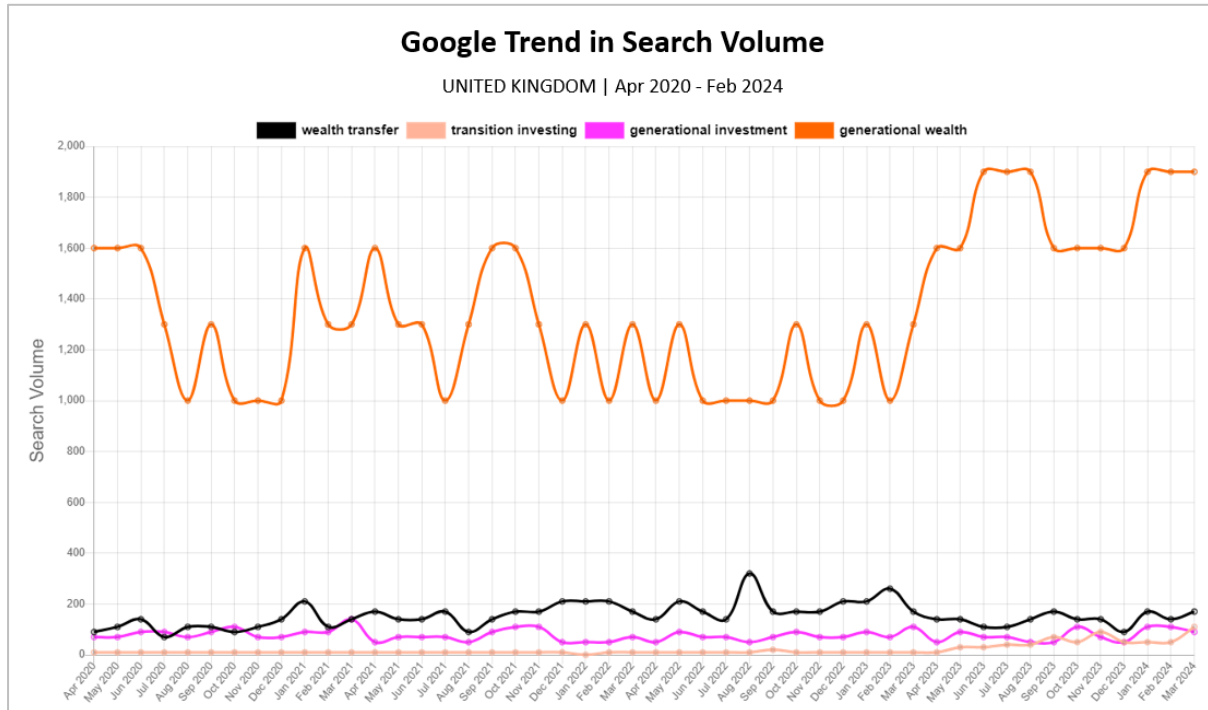
There are two widely reported and interconnected, major trends that are underway in the asset management sector. Both of these trends are likely to persist over coming decades: generational wealth transfer and sustainable investing.

Here we reveal UK search trends for some of the topics related to these two asset management sector trends.

Generational wealth transfer

Over the coming years, a large transfer of wealth is expected from the baby boomer generation (currently aged 60 to 78) to their children, the millennial generation (aged 28 to 43).

Asset Managers need to adapt their services to appeal to the investment philosophies and goals of this burgeoning younger clientele who are more tech-savvy and sustainability-focused than their parents.

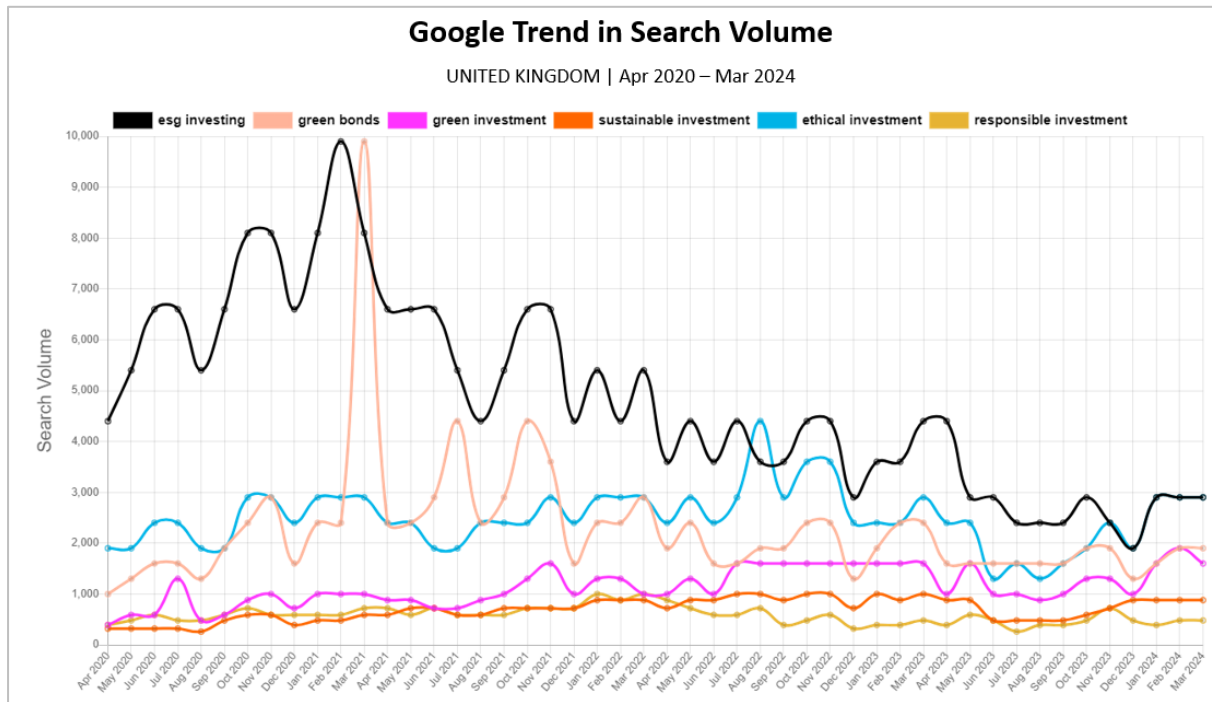


The chart above shows that there is a steadily rising search interest in generational wealth transfer, with “generational wealth” attracting around 2,000 search queries each month.

Sustainable investing (ESG)

This second trend is tied to generational wealth transfer as the millennial generation, the recipients of wealth transfer, look for sustainability in many aspects of their lives, including investing.

Investors – particularly the younger generations – are increasingly interested in Environmental, Social and Governance (ESG) factors when making investment decisions. Asset management firms are looking for ways to incorporate ESG metrics and strategies into their offerings.



The chart above shows trends in the level of search interest in sustainable investing.

- Search interest in “esg investing” and “green bonds” peaked during the COVID-19 pandemic in February 2021 when there were 10,000 searches for those terms in that month.
- Since then, monthly volumes for “esg investing” have tailed out and are around 3,000 each month, but there is rising search interest for “green investment” and “sustainable investment”. “Ethical investment” has fluctuated a lot in the last years but seems to be picking up again

Key Takeaways by Cecilia De La Viesca

The asset management industry has historically been perceived as traditional and relationship-driven. However, there has been a notable shift towards digitalisation in recent years.

Many firms have implemented digital platforms for account management, investment tracking and client communication. However, the level of adoption and sophistication varies across the industry.

Firms that have embraced digital tools effectively are better positioned to meet the evolving needs of clients, particularly tech-savvy millennials and Gen Z investors.

Based on our research and experience in the sector and the success stories we hear from clients, there are a few things brands in the asset management sector can do to stay ahead of the curve:

- *Harness your E-E-A-T: Keep pace with Google and ensure you are following best practice for helpful and reliable content that will please both your audience and search engines. Be like Saltus and Blackrock who do this well*
- *Embrace personalisation: Utilise data analytics and consumer insights to personalise client experiences. Tailored investment recommendations and communication strategies can enhance client engagement and satisfaction*
- *Enhance digital offering: Continuously invest in digital platforms, tools and digital channels to improve accessibility, online visibility and provide value-added services. This includes mobile apps and online educational content and resources*
- *Integrate ESG considerations: Given the increasing interest in sustainable, green and ethical investing, asset management firms should integrate ESG factors into their investment strategies and client offering. This demonstrates alignment with client values and long-term sustainability goals*
- *Focus on education and transparency: Provide transparent information about investment options, fees and performance metrics. Educating*

clients about financial planning, risk management and investment principles fosters trust and confidence, and helps with your E-E-A-T.

In summary, the asset management industry's digital maturity presents both opportunities and challenges for brands. By fostering trust, embracing digital innovation, personalisation and ESG considerations, firms can differentiate themselves, attract new clients and retain existing ones in an increasingly competitive landscape.

Contributors

With thanks to:

- The Research team at Croft Analytics, a marketing consultancy led by Frank Harrison that empowers clients to unlock scientific principles for brand growth
- Cecilia de la Viesca and Edward Currie from Passion Digital, a proudly independent digital marketing agency that inspires brands to Imagine Better

Want to know more?



Frank Harrison

Director at Croft Analytics
frank@croftanalytics.com



Cecilia de la Viesca

Joint Managing Director at Passion Digital
marketing@passiondigital.co.uk



Edward Currie

SEO Account Manager at Passion Digital
enquiries@passiondigital.co.uk