

MeasureFest

A **brightonSEO**. fringe event



Share of Search: How to report, monitor and improve it

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Meet Les



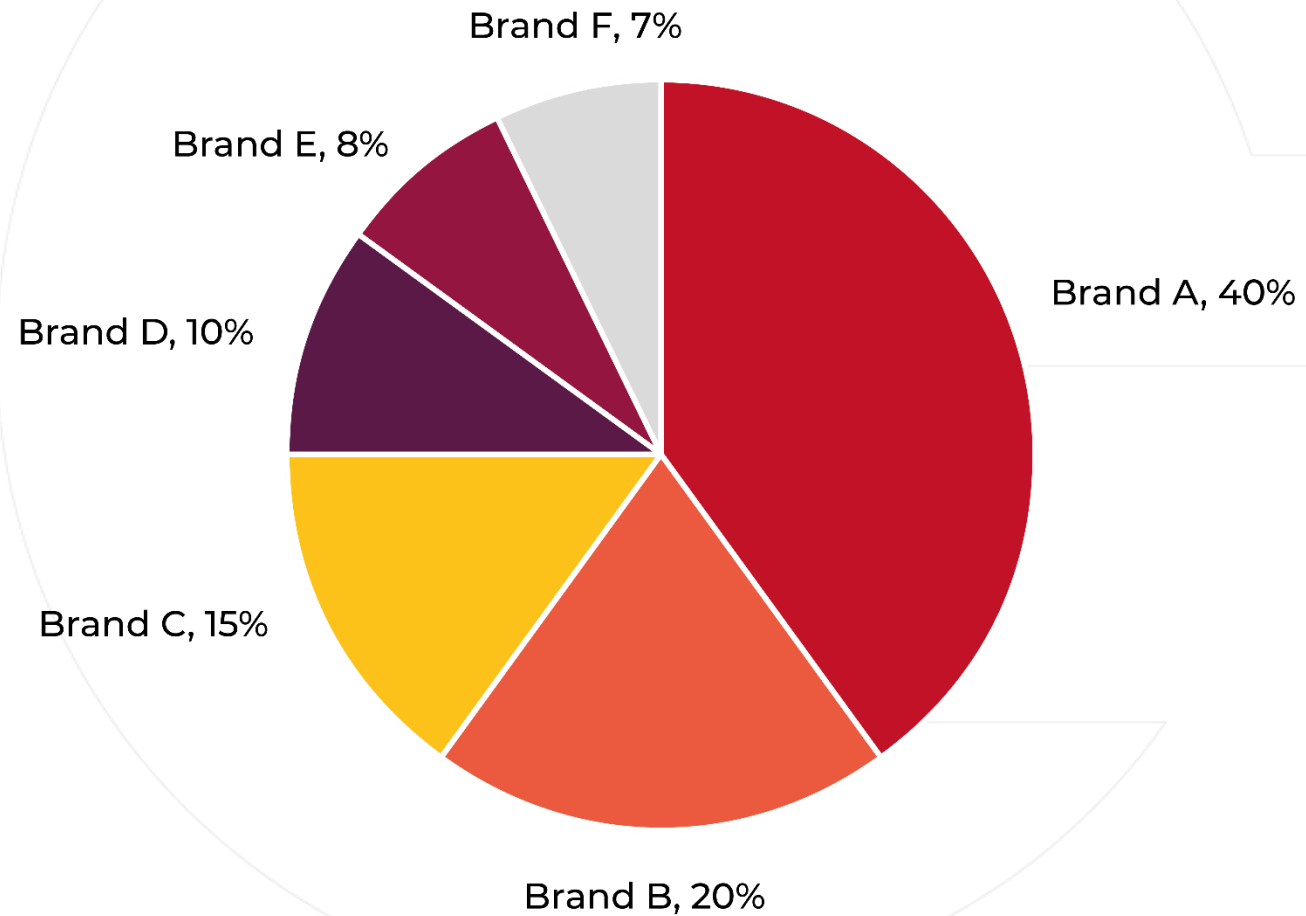
Credit: Renārs Koris



*‘We need a Share of Voice **for**
the digital era.’*

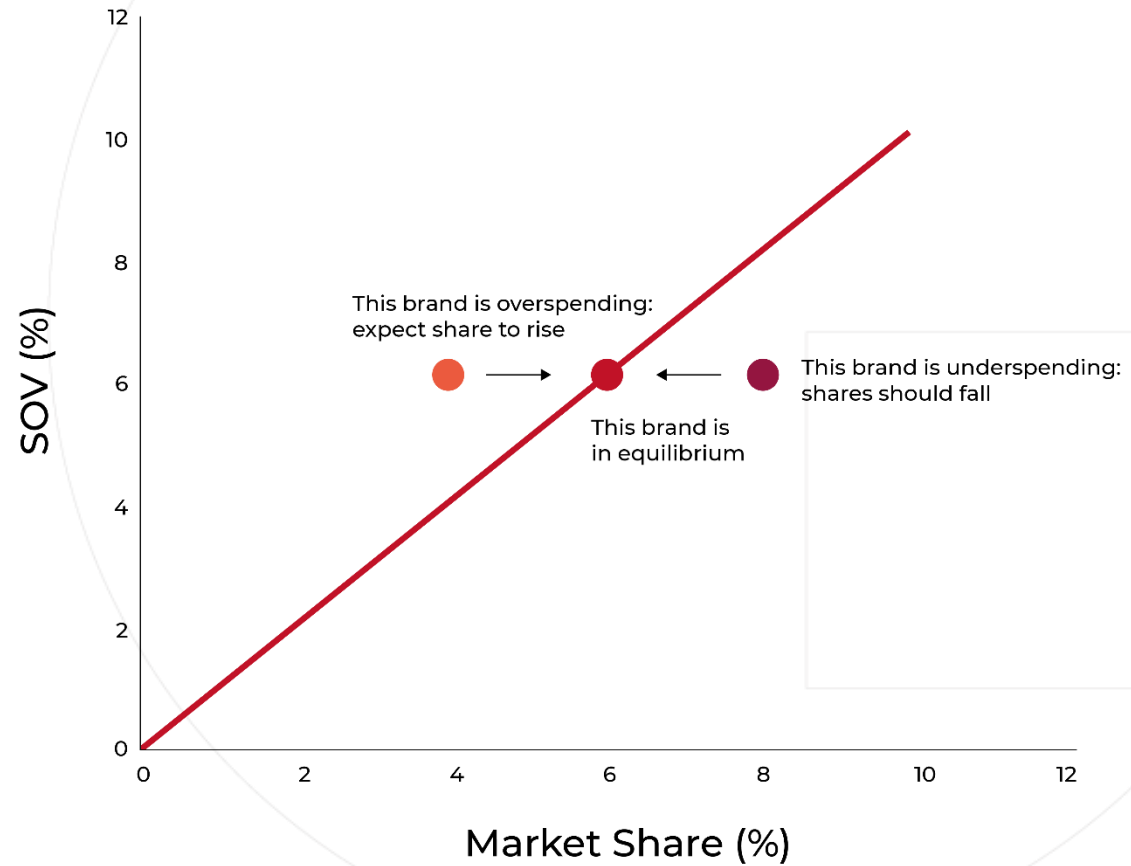


What is **Share of Voice**?





SoV = SoM



Source: Institute of Practitioners in Advertising (IPA), Marketing in the Era of Accountability



Why the **need for a digital SoV?**





1. An unpredictable world





2. Undefined categories



‘Roger does not walk out of his office looking for instant noodles.

*He races out of his office with 10 minutes to **get something** to bring back to the office that **he can eat, fast,** before his meeting starts.’*



3. Channel overload





Les got to work



Credit: Renārs Koris



*“Share of
Buzz?”*



*'People don't talk about Ford
very much... and certainly not
Kia'*



Google

🔍 i need a share of voice for the digital era



Google Search

I'm Feeling Lucky



'A rich source of data for what people are going to do, what they think, how they feel, and what they're going to buy'



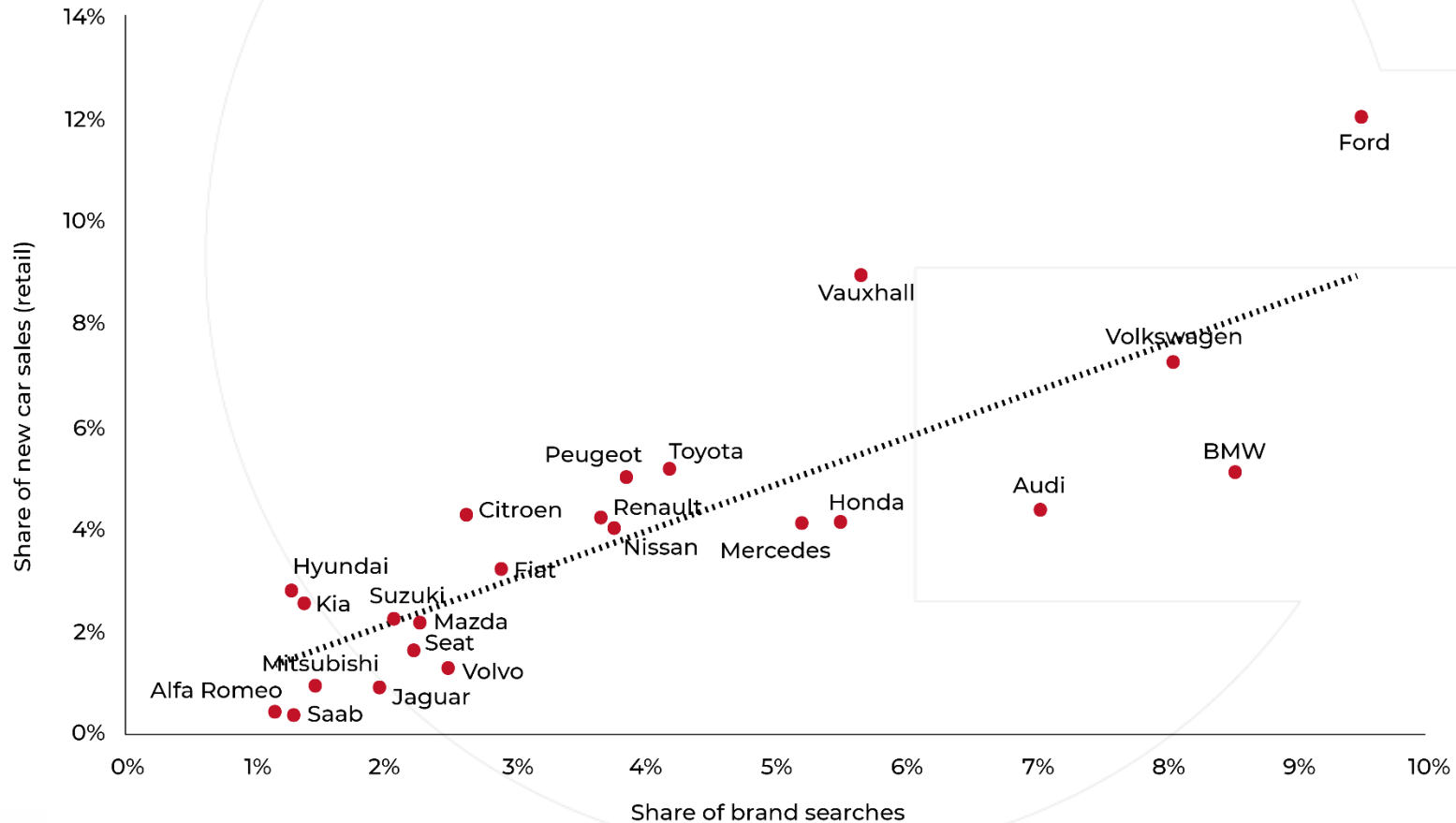
What he found.





Correlates with Market Share

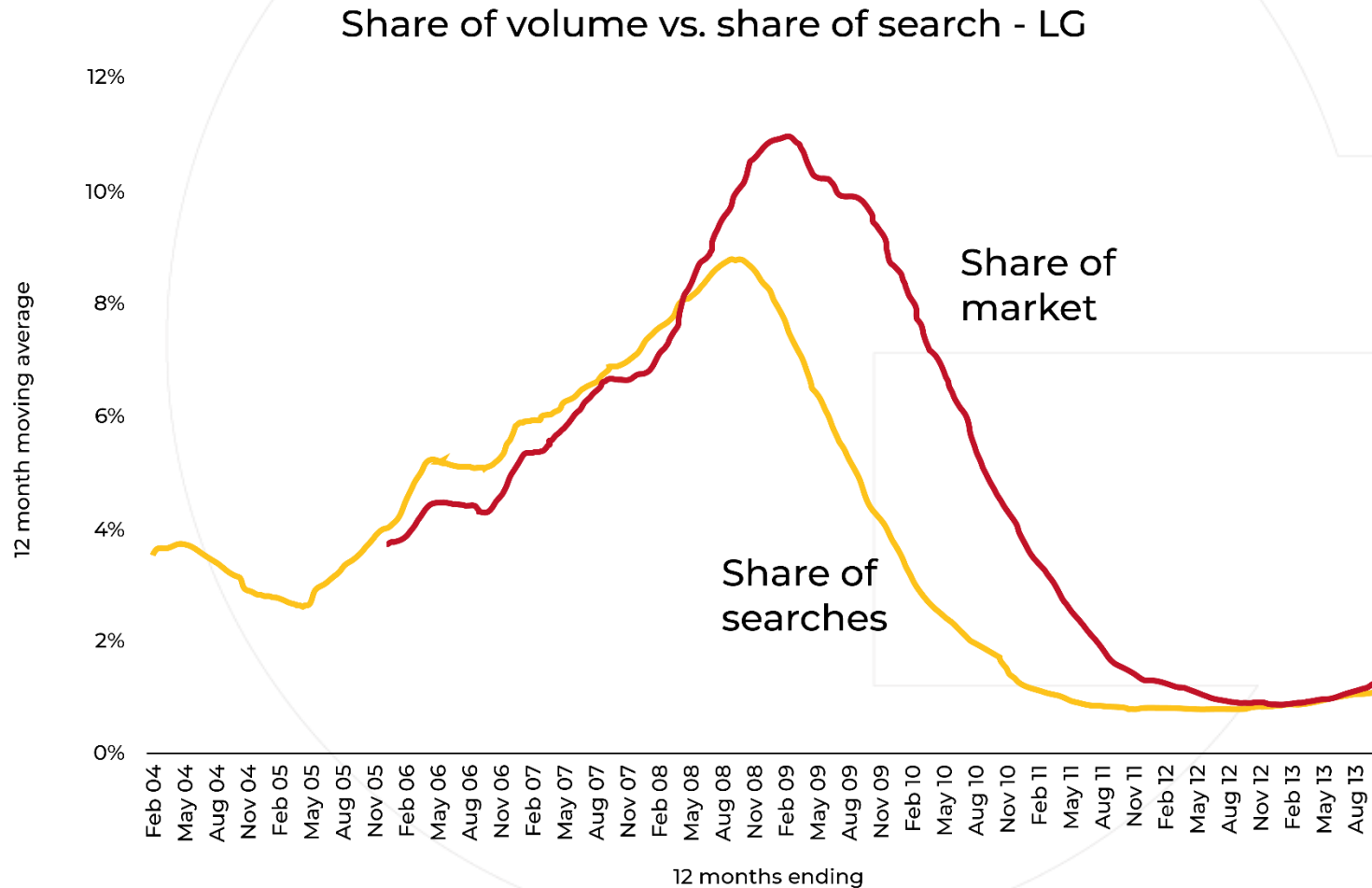
Share of market vs share of searches - automotive
Averages 2004-2014



Credit: Les Binet



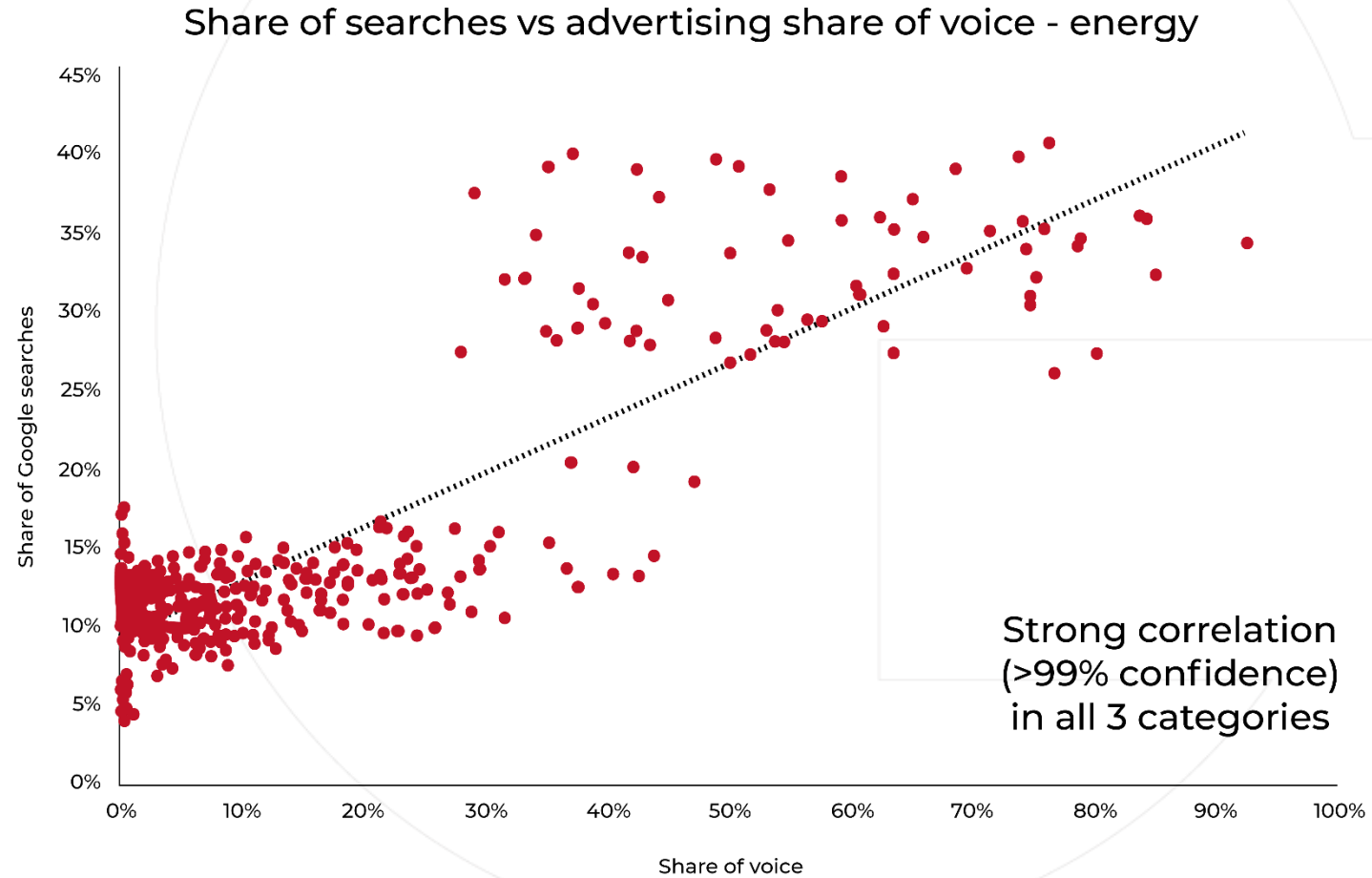
Leading indicator of SoM



Credit: Les Binet

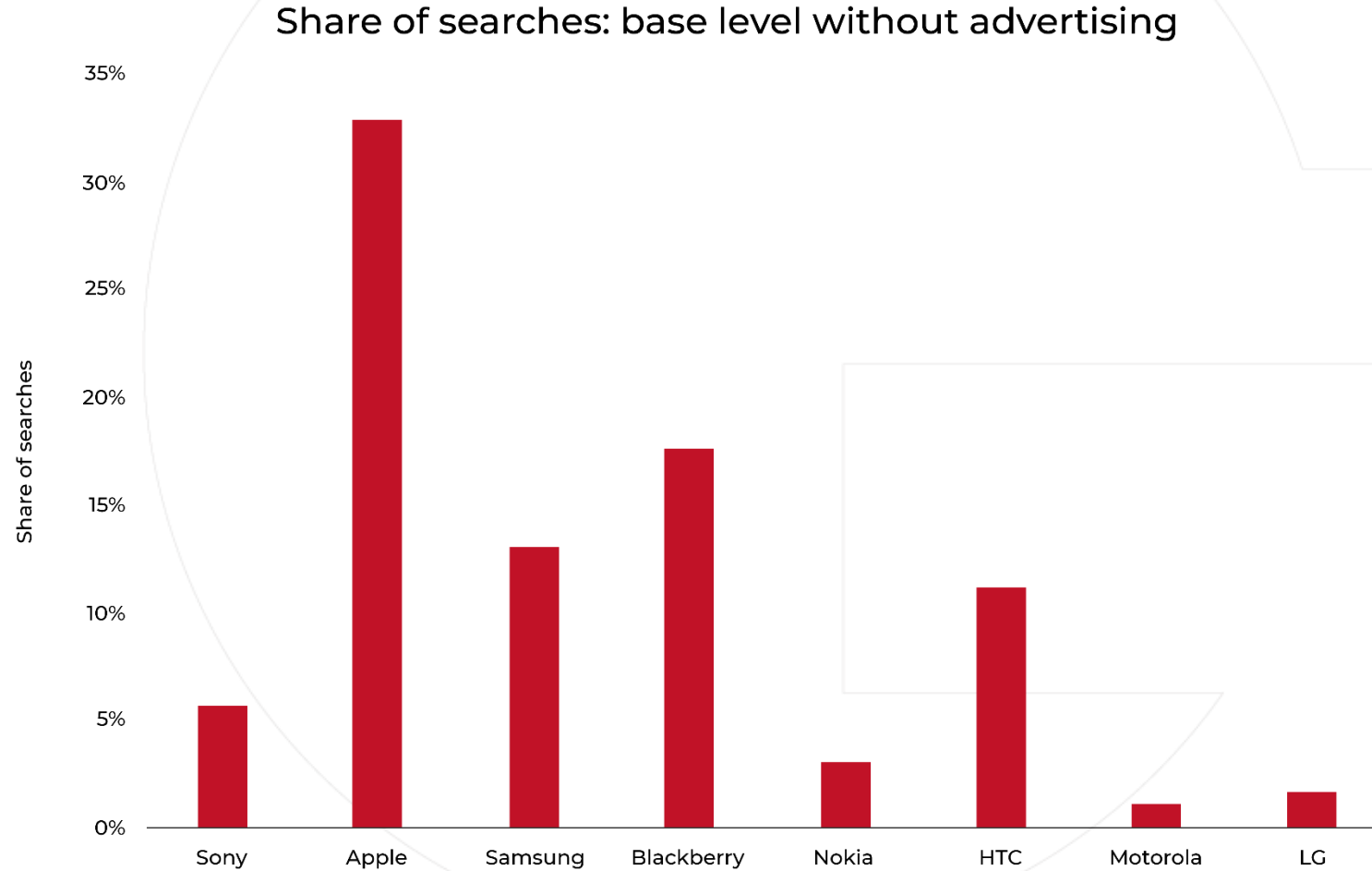


Correlates with **Share of Voice**





Not all searches are driven by ads

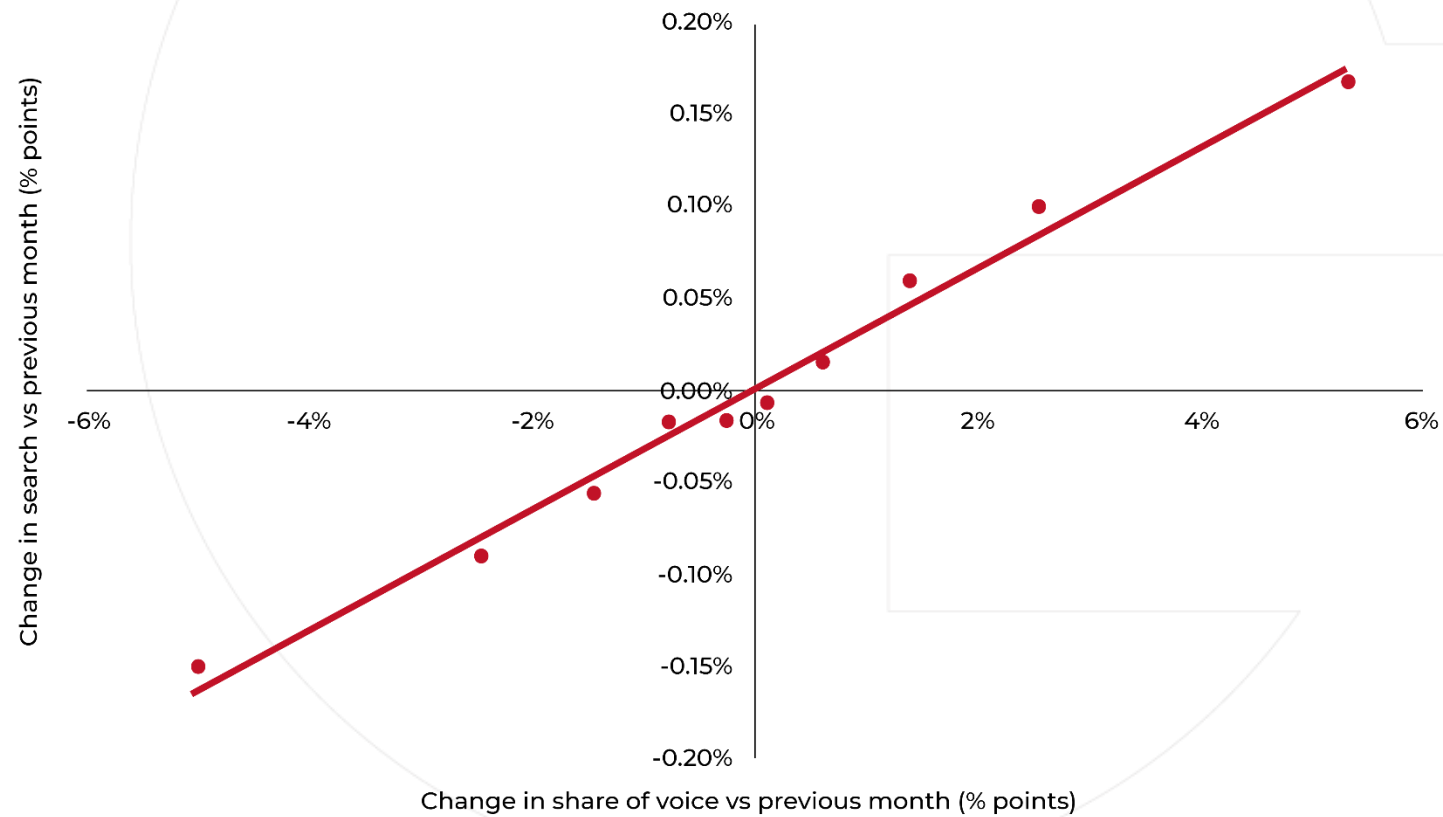


Credit: Les Binet



But, advertising **does increase** SoS

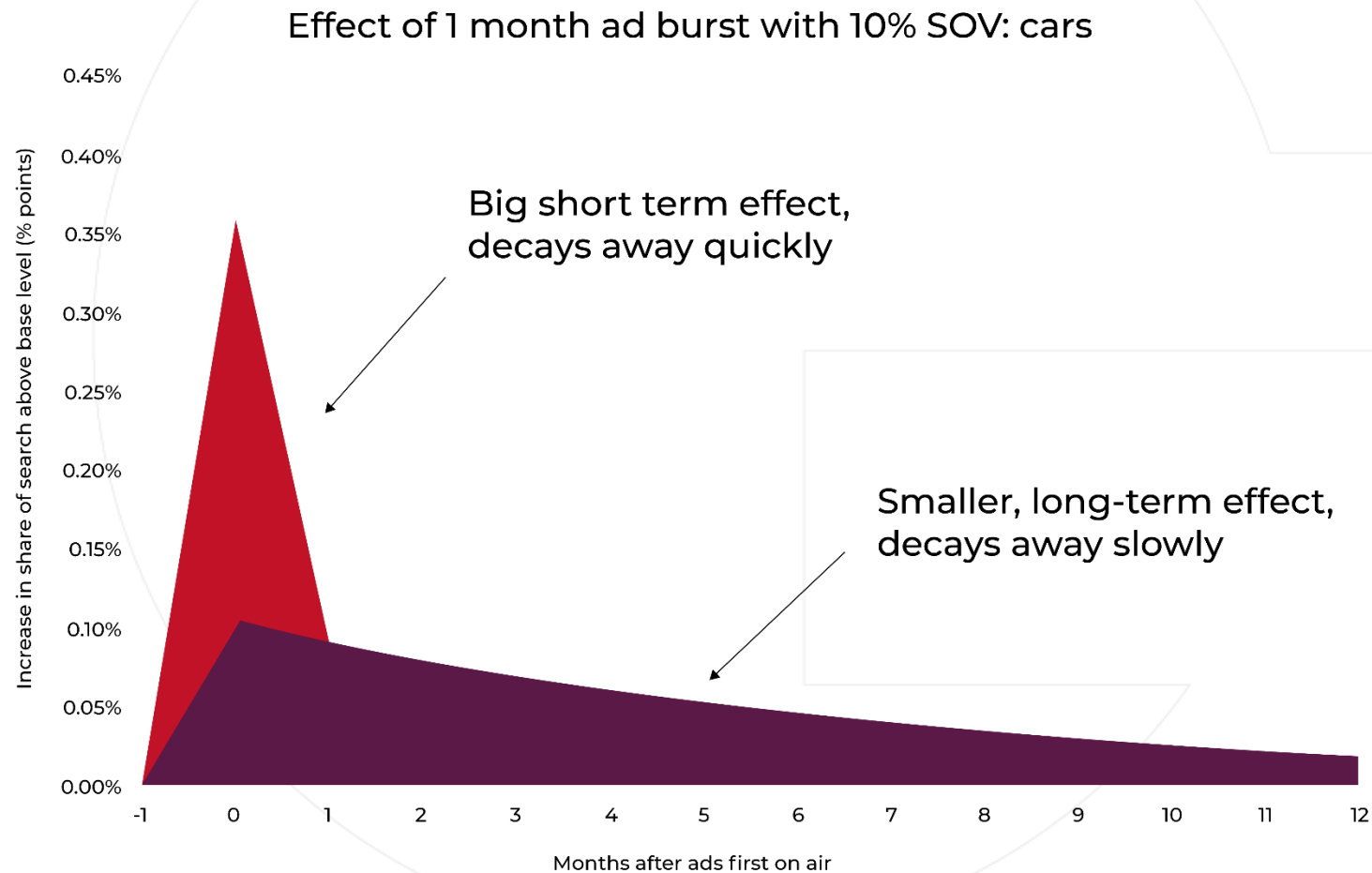
Changes in share of search versus changes in share of voice: cars



Credit: Les Binet



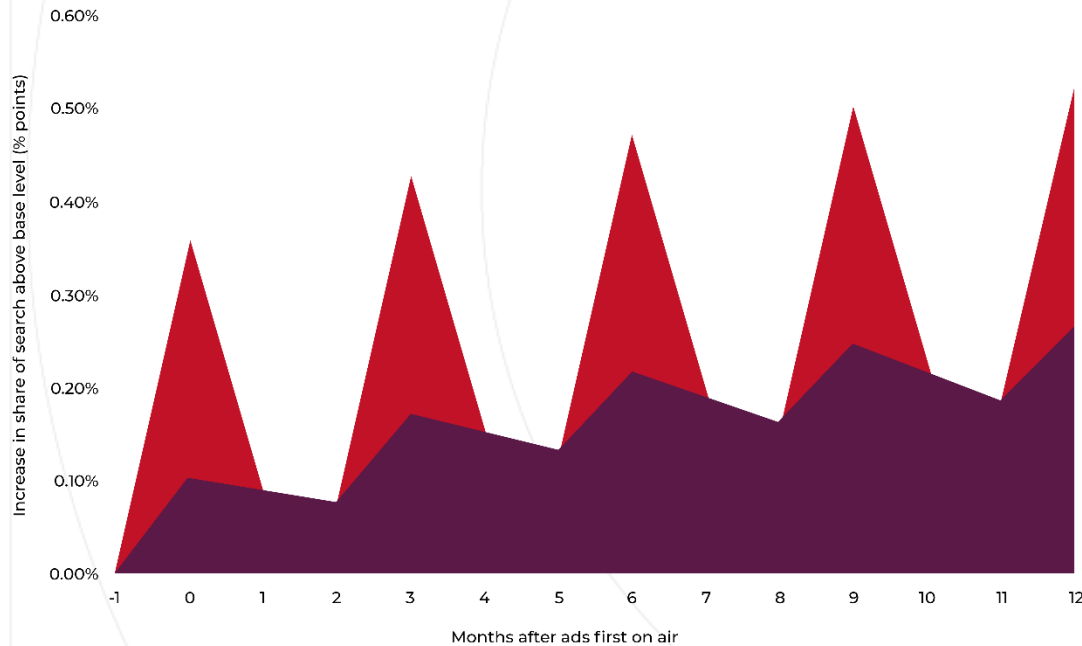
Short term effects of advertising



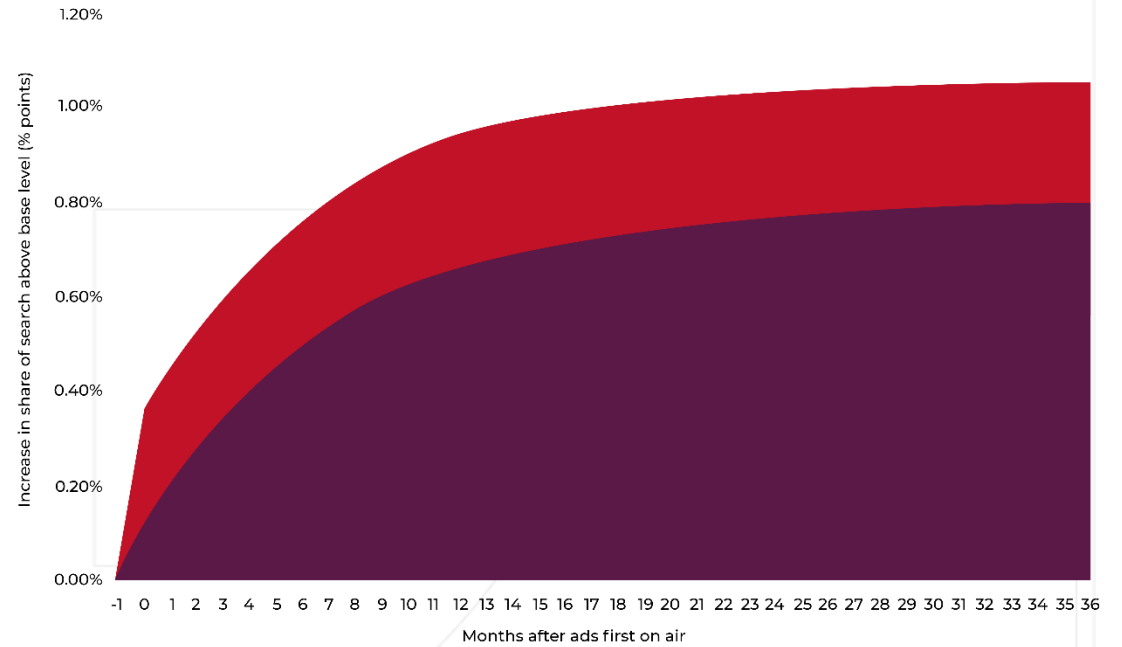


Long term effects of ads on SoS

Effect of repeated ad bursts with 10% SOV: cars



Effect of repeated ad bursts with 10% SOV: cars



Credit: Les Binet



How to calculate **Share of Search.**



1. Go to Google Trends

Explore what the world is searching

Enter a search term or a topic

Or start with an example HIDE

- Taylor Swift ● Kim Kardashian
- World Cup
- Football ● American football

Interest by sub-region, Past 7 days, United States

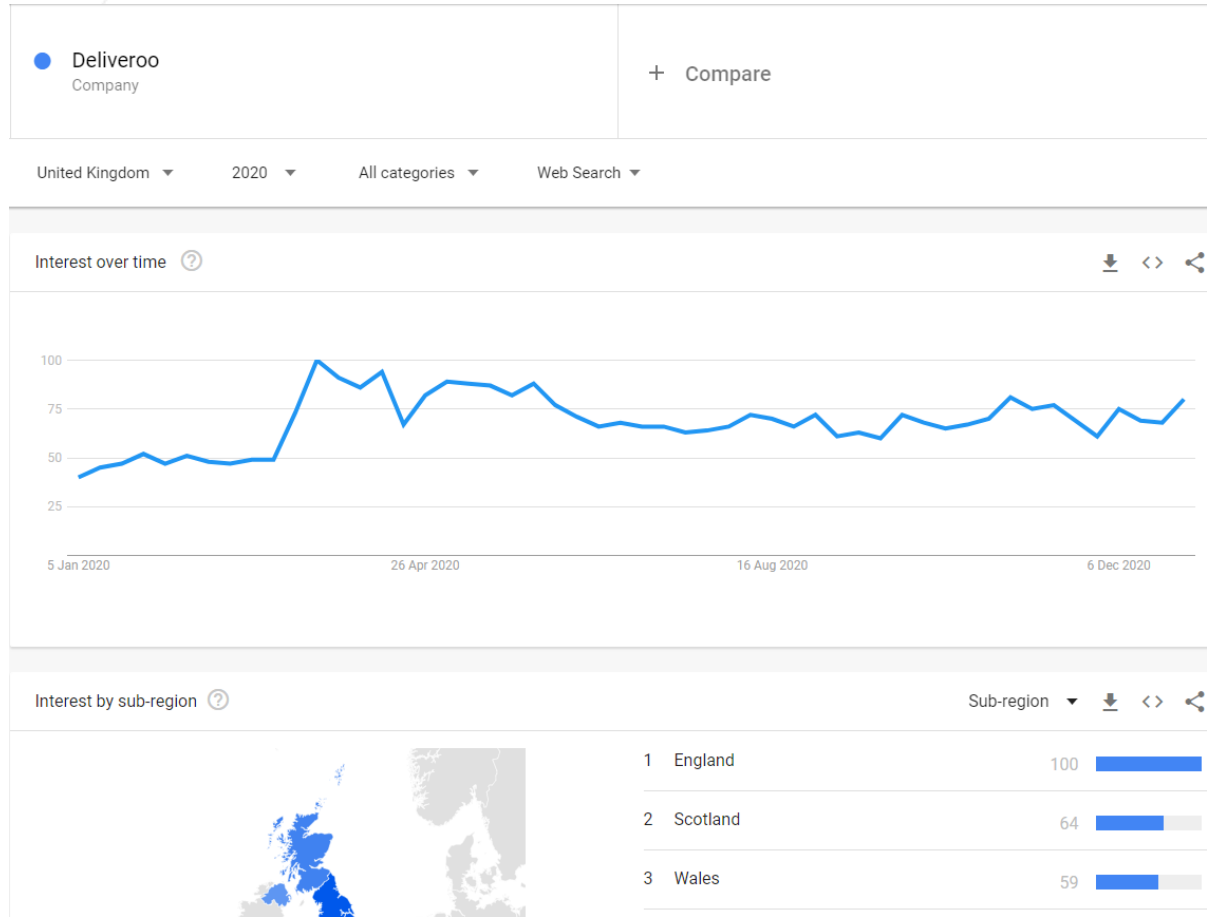
Interest by region, Past 7 days, Worldwide

Interest by sub-region, 2004 – present, United States

< Showing 1-3 of 6 examples >

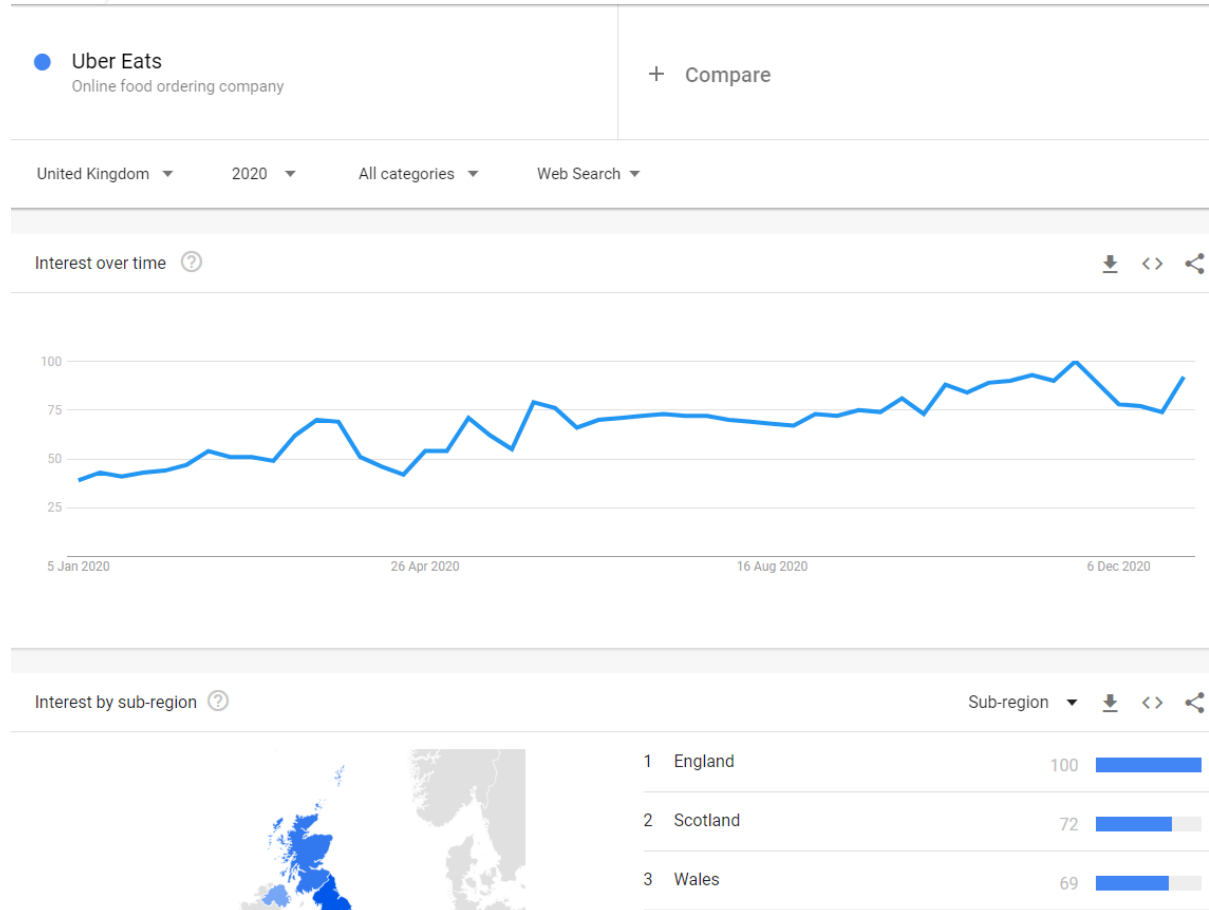


2. Find your brand





3. Find your competitors



4. Find the average

Week	Deliveroo	Uber Eats	Just Eat
11/04/2021	69	73	75
18/04/2021	59	74	73
25/04/2021	61	80	78
02/05/2021	60	87	85
09/05/2021	53	72	75
16/05/2021	55	70	75
23/05/2021	49	74	80
30/05/2021	57	79	85
06/06/2021	54	64	70
13/06/2021	51	67	72
20/06/2021	51	67	77
27/06/2021	54	79	80
04/07/2021	56	72	78
11/07/2021	54	74	80
18/07/2021	53	63	74
Average Searches	38	38	60



5. Calculate Share of Search

Total Brand Searches

Total Category Searches

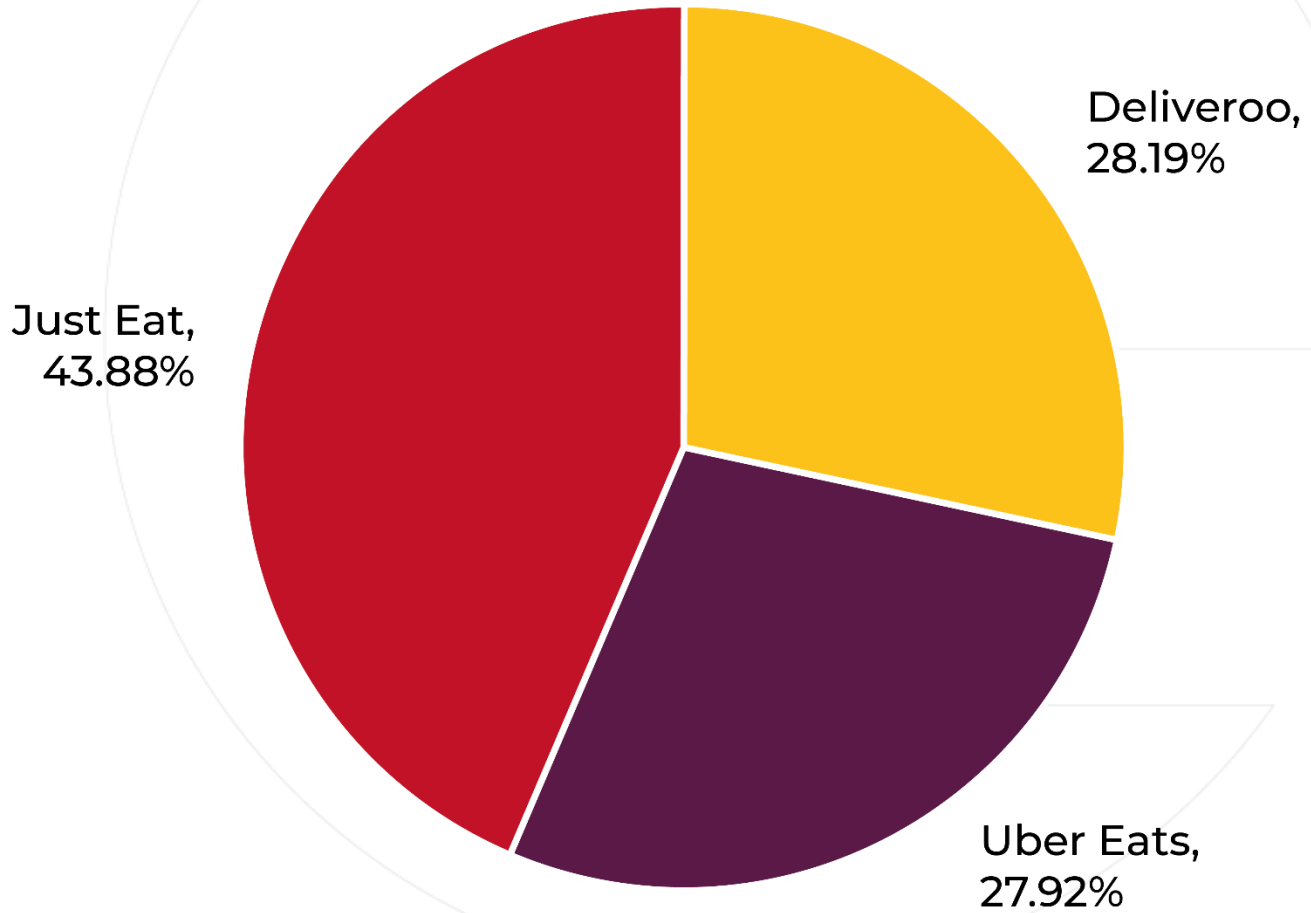


The Result

Week	Deliveroo	Uber Eats	Just Eat
11/04/2021	69	73	75
18/04/2021	59	74	73
25/04/2021	61	80	78
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11/07/2021	54	74	80
18/07/2021	53	63	74
Average Searches	38	38	60
Share of Search	28.19%	27.92%	43.88%



Does it correlate?





Yes.

In UK Food Delivery Battleground, Just Eat Takes #1 Spot with 45% Market Share

Uber Eats (27%) comes 2nd and Deliveroo (26%) 3rd, after both services grew slightly in the last year.



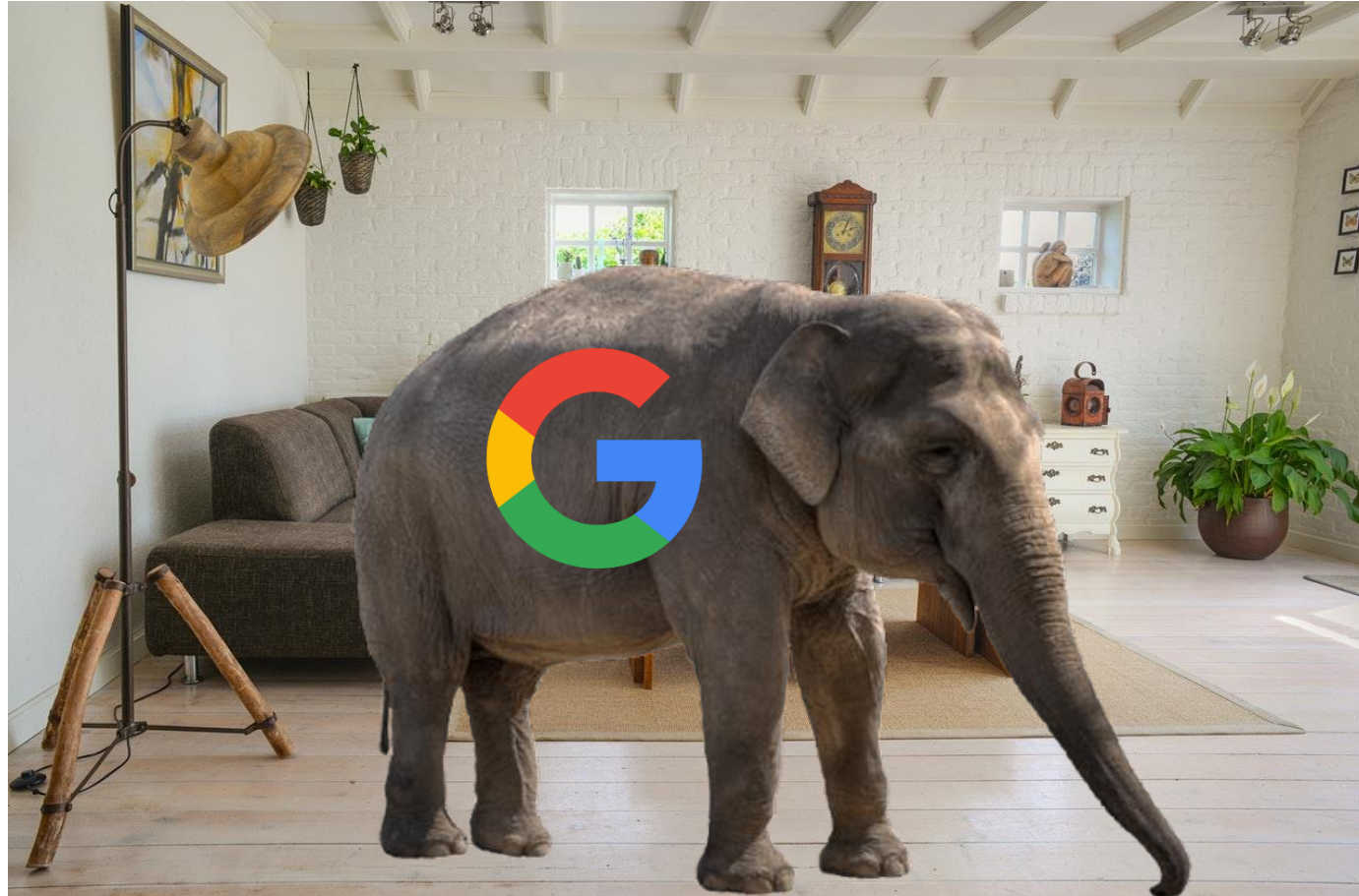
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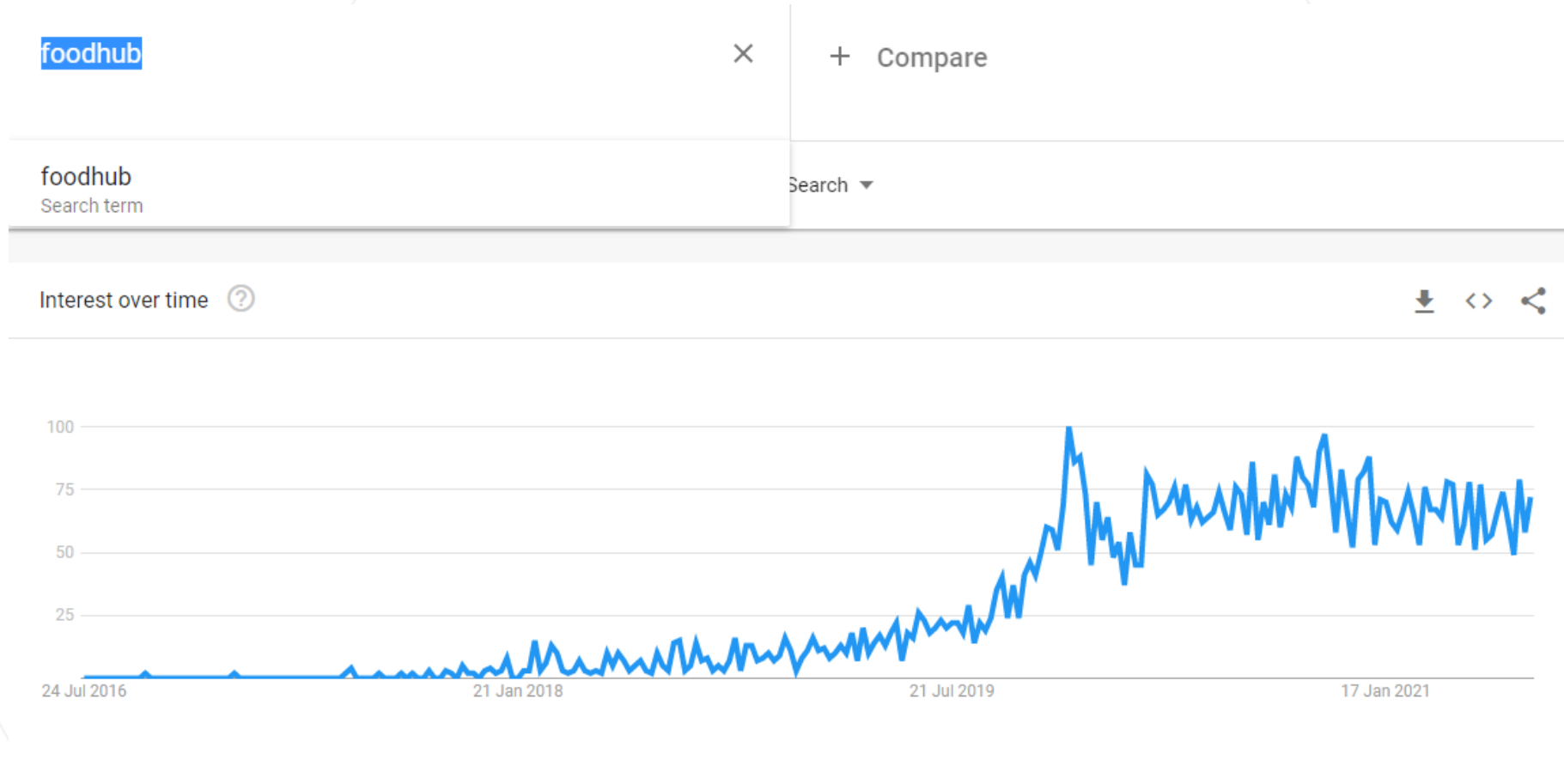


SoS is **not** perfect



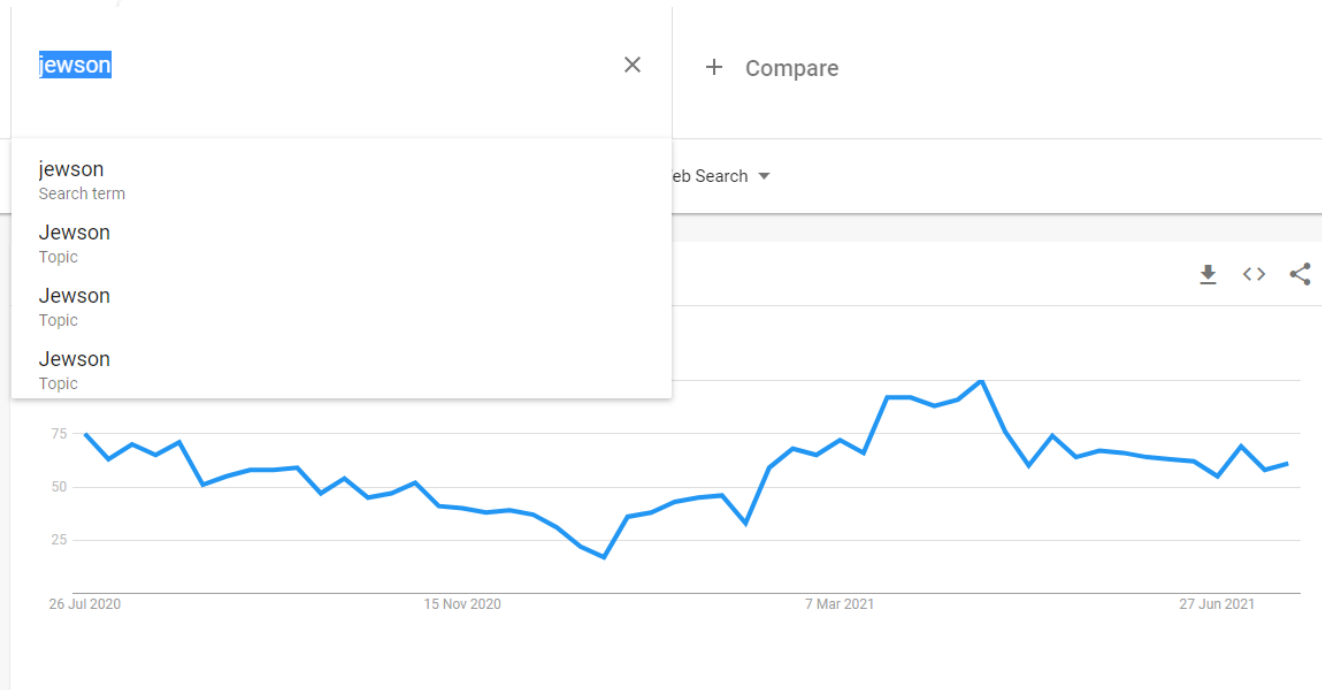


1. Data gaps





2. Duplicate entries





3. Searches aren't always positive



4. Good creative still matters

“It isn’t the whiskey they choose, it’s the image.”

David Ogilvy



How can you improve your Share of Search?



1. Advertise





2. Excellent PR

The New York Times

This could be you!

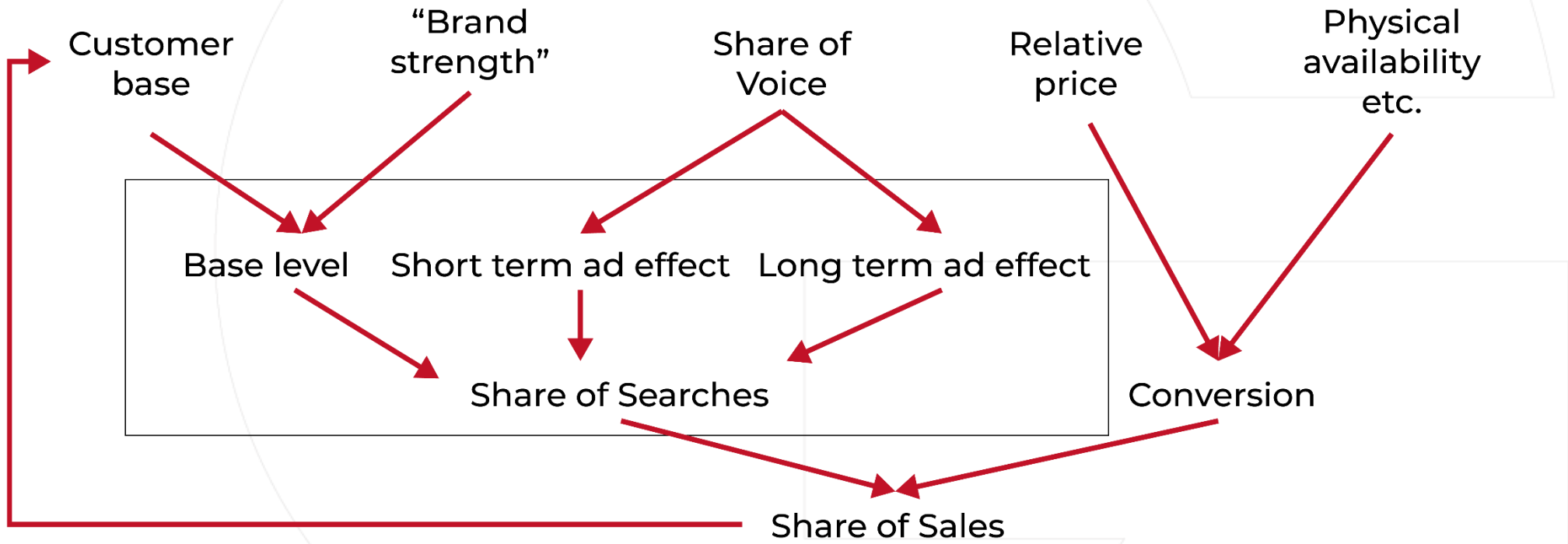


3. Google yourself.. A LOT





How does it all fit **together**?





Summary.



MeasureFest

A **brightonSEO**. fringe event



Thank you

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