
Search 101:

Using search to generate insights

Google™



Search as a window to your brand



Search as a barometer



Websites as audience insights



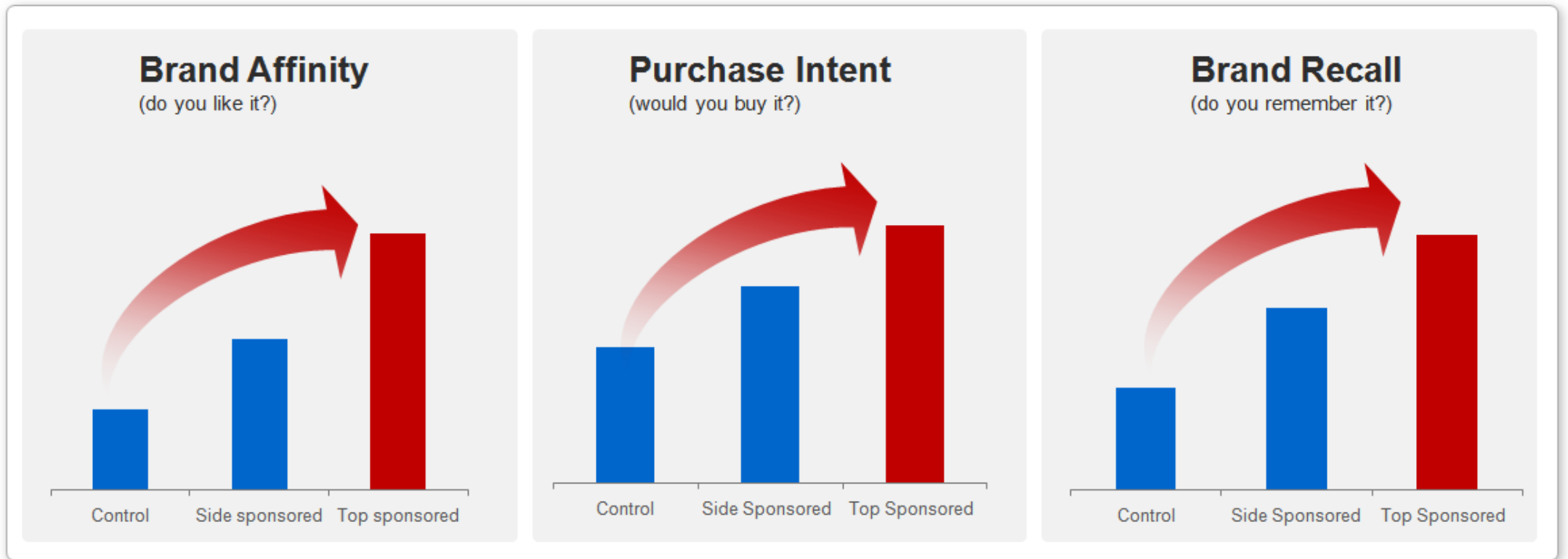
Search as a window to your brand



81%

of internet users enter
websites via a search
engine

Search ads have a clear impact on brand recall



Source: Enquiro Research/Ipsos Interactive Services, May 2008, Aggregated Data: All Industries, all countries (UK, Germany, France)

What can search tell me about my brand?

The screenshot shows a Google search for "evian" with approximately 25,800,000 results. The left sidebar includes filters for "Everything", "Images", "Videos", "News", "Shopping", "Sydney NSW", "The web", "Any time", "All results", and "Something different". The main results area lists several items:

- home page - Evian**: www.evian.com/ - Cached. Producer of mineral water from the French Alps. Source details, health benefits, product information and events. Other evian websites - Let's baby dance! - Australia & New-Zealand - Children
- Evian - Wikipedia, the free encyclopedia**: en.wikipedia.org/wiki/Evian - Cached. Evian is a French brand of mineral water coming from several sources near Évian-les-Bains, on the south shore of Lac Léman. Today, Evian is owned by Danone ...
- Evian Roller Babies international version - YouTube**: www.youtube.com/watch?v=XQcVIIWpwGs. 1 min - 1 Jul 2009 - Uploaded by EvianBabies. Discover the new evian film "baby inside" on <http://www.youtube.com/evianbabies>.
- Evian Roller Babies US - YouTube**: www.youtube.com/watch?v=_PHnRln74Ag. 1 min - 2 Jul 2009 - Uploaded by EvianBabies. Discover the new evian film "baby inside" on youtube.com/evianbabies.
- Evian - Event Guide - Australian Open Tennis 2011**: www.australianopen.com/en_AU/event_guide/evian.html - Cached. Evian has been providing players and patrons with a premium water for the past thirteen years. Evian has always been a faithful tennis supporter, ...
- Evian Resort, France - Luxury Hotels - Golf - Spas - Kids Resort ...**: www.en.evianroyalresort.com/ - Cached. Evian Resort, France, overlooking Lake Geneva. 2 luxury hotels, golf club & training center, spas, Kids Resort, sport & leisure, casino.
- Tourism and Conferences**: www.eviantourism.com/anglais/INDEX/index/Home-page.html - Cached. Nestled between the lake and mountains, Evian benefits from a truly exceptional natural environment that has made it an internationally famous tourist ...
- evian - your natural detox**: www.eviantetox.com.au/ - Cached. Detox naturally with evian and you could win over 1000 prizes instantly including gym memberships & personal training sessions.
- evian | Facebook**: www.facebook.com/evian - Cached. evian - Get your baby t today! Pick one up at or, in the US or Canada, at Fred Flare L'evian

Understand the latest buzz with real-time results

The screenshot shows a Google search for "evian" with the following details:

- Search Bar:** "evian" with a search button and "Advanced search" link.
- Results:** "About 668 results (0.09 seconds)".
- Filters:** "Everything" selected, with options for Images, Videos, News, Shopping, and More.
- Time Filter:** "Past hour" selected, with options for Past 24 hours, Past week, Past month, Past year, and Custom range...
- Sort:** "Sorted by relevance" selected, with "Sorted by date" as an alternative.
- Results List:**
 - Result 1:** "What brand of bottled water do you drink? » ConserveOurWater.com" (11 minutes ago). Snippet: "i like **evian** and dasani .Personally im not a person who loves to drink water but if i must those are my choices. SunFun said, ..."
 - Result 2:** "Anecy TV » Le CDS également présent contre **Evian** – Actufoot06.com" (51 minutes ago). Snippet: "Le CDS également présent contre **Evian** - Actufoot06.com."
 - Result 3:** "Best Bottled Water - NASIOC" (22 posts - 15 authors - Last post: 32 minutes ago). Snippet: "I have yet to do a taste test with **Evian** and Fiji because their too expensive and aren't sold in mega packs at Costco or Sams. ..."
 - Result 4:** "blog - hobbynote. Agence web innovante spécialisée dans le marketing" (37 seconds ago). Snippet: "Nous savons tous qu'**Evian** est un adepte des campagnes publicitaires originales. La dernière en date est « **Evian** Baby Inside » que vous avez tous ..."
 - Result 5:** "currently | sanu.co.in" (32 minutes ago). Snippet: "Marc Jacobs Daisy Eau so Fresh, Chloé scalloped bikini, Moroccan oil, Oribe Dry Texture Spray, **Evian** Brumisateur, and Doux Me Crème Caroline. ..."
 - Result 6:** "European Tour, PGA Tour, Golf en direct sur Sports.fr" (12 minutes ago). Snippet: "Miyazato, doublé à **Evian**. En tête à l'issue de la troisième journée, Ai Miyazato a remporté l'**Evian** Masters 2011 ce dimanche sur le parcours"
 - Result 7:** "Je peux pas me co sur FB - Blabla 18-25 ans sur JeuxVideo.com" (19 posts - 10 authors - Last post: 27 minutes ago). Snippet: "Voir le profil de **Evian**; Posté le 11 août 2011 à 04:50:09 Avertir un administrateur; J'ai n'ai pas besoin de me co sur FB, surtout à 5h du mat' :(..."
 - Result 8:** "Je viens de voir TITANIC!!" (11 posts - 11 Aug 2011)
 - Result 9:** "NOTAY mon Bardat airsoft!!" (20 posts - 11 Aug 2011)
 - Result 10:** "More results from jeuxvideo.com »"

Get a historical perspective on your brand with timeline view

Google

evian

About 67,500 results (0.40 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

More

The web

Pages from Australia

Any time

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

All results

Sites with images

Related searches

Timeline

Dictionary

Reading level

Translated foreign pages

Reset tools

Timeline

1780-2011 [Search other dates](#)

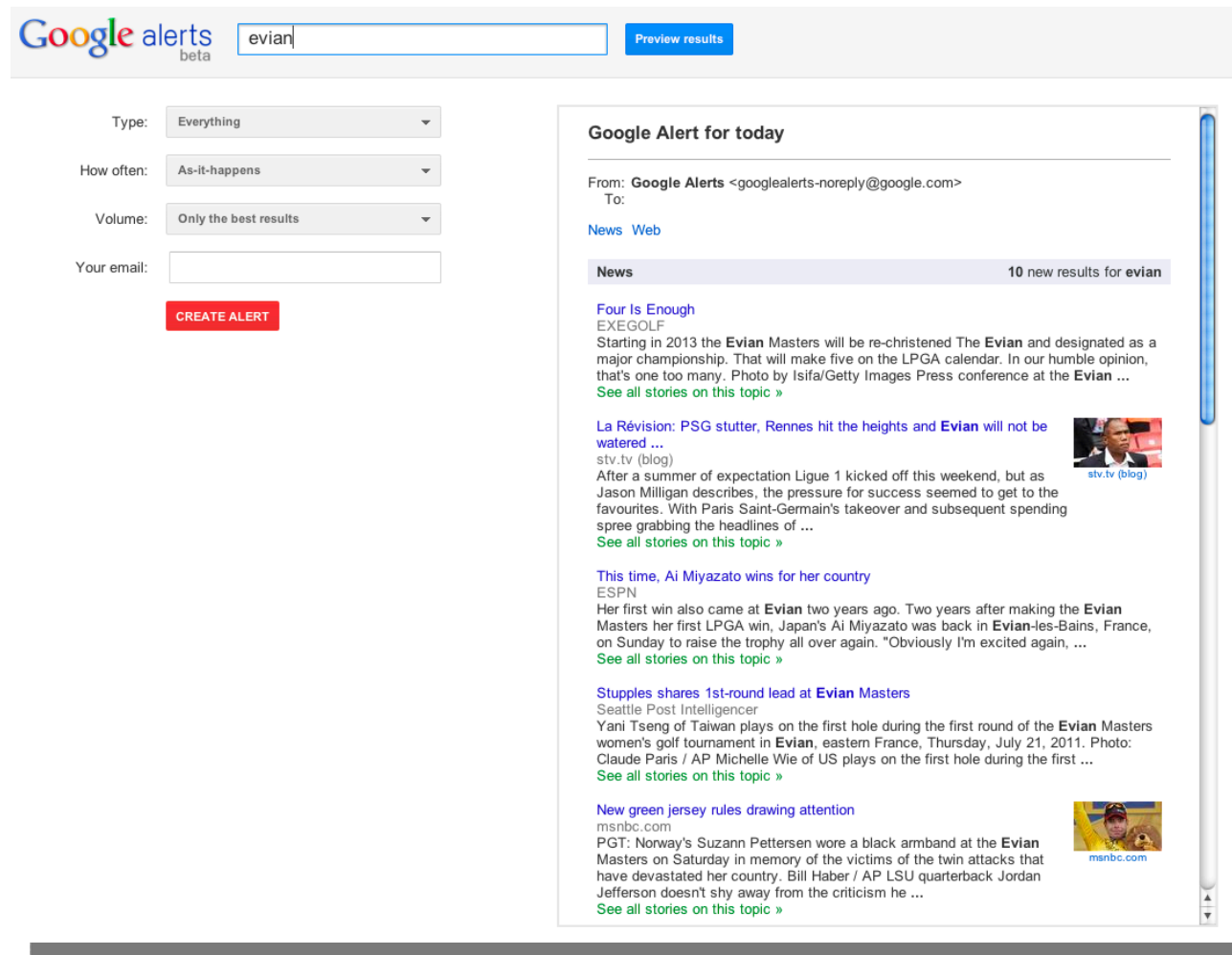
1789 [Demand Market Free College Essay 781 - 800](#)
[www.oppapers.com/subjects/demand-market-page40 ...](#)
1789 - Market Structure services provided by seller, the amount of promotions done, down sloping demand curve and the market's buying power. Perfect Competition Emerging in 1789, **Evian**... Principles Of Marketing My objective for the marketing strategy is to achieve more profits by making some adjustments to the packaging of Coca-Cola. I want to see whether the demand for... The Task Of An International Marketer provide them with the means of satisfying new demands.
[Related web pages](#)

1938 [The Conference it Evian](#)
[news.google.com/newspapers?id=0-AeAAAAIBAJ ...](#)
Jul 6, 1938 - IT is the of the Intergovernmental' Conference which opened at **Evian** on July fi. at the invitation of the United States . to find asylum for the political refugees forced out of Germany and [Austria](#), by the policies of the [National Socialist](#) regime. The representatives of the democratic ...
[Related web pages](#)

1961 [14 Killed By Rebels Armoured Cars Out In Evian](#)
[news.google.com/newspapers?id=qBI1AAAAIBAJ ...](#)
May 24, 1961 - PARIS, Tuesday. That the cease fire in [Algeria](#) is in fact still one-sided was tragically demonstrated when a detachment of [French](#) troops were ambushed by rebels last night. Two French soldiers and four gendarmes were killed in the ambush near Miliana, east of and four more soldiers ...
[Related web pages](#)

1962 [... Fire From Tunisia .Frontier Defenses Attacked As Evian Peace Talks Start ...](#)
[news.google.com/newspapers?id=CwJPAAAAIBAJ ...](#)
Mar 8, 1962 - ALGIERS, March 8 UP— French headquarters an nounced today that [Algerian](#) rebel units based In Tunisia have been bombarding French frontier defenses for the past 36

Keep up to date on brand new brand news by signing up to alerts



The screenshot displays the Google Alerts website. At the top left is the 'Google alerts beta' logo. A search bar contains the text 'evian' and a 'Preview results' button is to its right. Below the search bar are four configuration options: 'Type' set to 'Everything', 'How often' set to 'As-it-happens', 'Volume' set to 'Only the best results', and a 'Your email:' field. A red 'CREATE ALERT' button is positioned below these options.

The main content area is titled 'Google Alert for today'. It shows an email header from 'Google Alerts <googlealerts-noreply@google.com>' to the user. Below this, there are links for 'News' and 'Web'. A summary bar indicates '10 new results for evian'. The first result is titled 'Four Is Enough' from EXEGOLF, discussing the re-naming of the Evian Masters golf tournament. The second result is 'La Révision: PSG stutter, Rennes hit the heights and Evian will not be watered ...' from stv.tv (blog), mentioning Jason Milligan and Paris Saint-Germain. The third result is 'This time, Ai Miyazato wins for her country' from ESPN, reporting on Ai Miyazato's win at the Evian Masters. The fourth result is 'Stupples shares 1st-round lead at Evian Masters' from Seattle Post Intelligencer, mentioning Yani Tseng. The fifth result is 'New green jersey rules drawing attention' from msnbc.com, mentioning Suzann Pettersen and the Evian Masters.

Search as a window to your brand



- **Go to Google.com.au**
- **Search for your brand**

- Where does your brand appear in organic and sponsored listings on the search result page?
- What else do you learn about your brand from videos / forums / reviews ?
- Search for your category. Who are your brand's 'search competitors'?
- Set up a Google alert for your brand

Search as a barometer



Insights for Search: what are the hottest trends for the last 30 days?

The screenshot shows the Google Insights for Search interface. At the top, it says "Google Insights for Search beta" and includes links for "Help", "Sign in", "Download as CSV", and "English (US)".

The main interface is divided into three sections: "Compare by", "Search terms", and "Filter".

- Compare by:** Radio buttons for "Search terms" (selected), "Locations", and "Time Ranges".
- Search terms:** A tip: "Use a comma as shorthand to add comparison items. (tennis, squash)". A search box contains "All search terms" with a "+ Add search term" link below it.
- Filter:** Dropdown menus for "Web Search", "Australia", "Last 30 days", and "All subregions". A "Search" button is at the bottom right.

Web Search Interest
Australia, Last 30 days

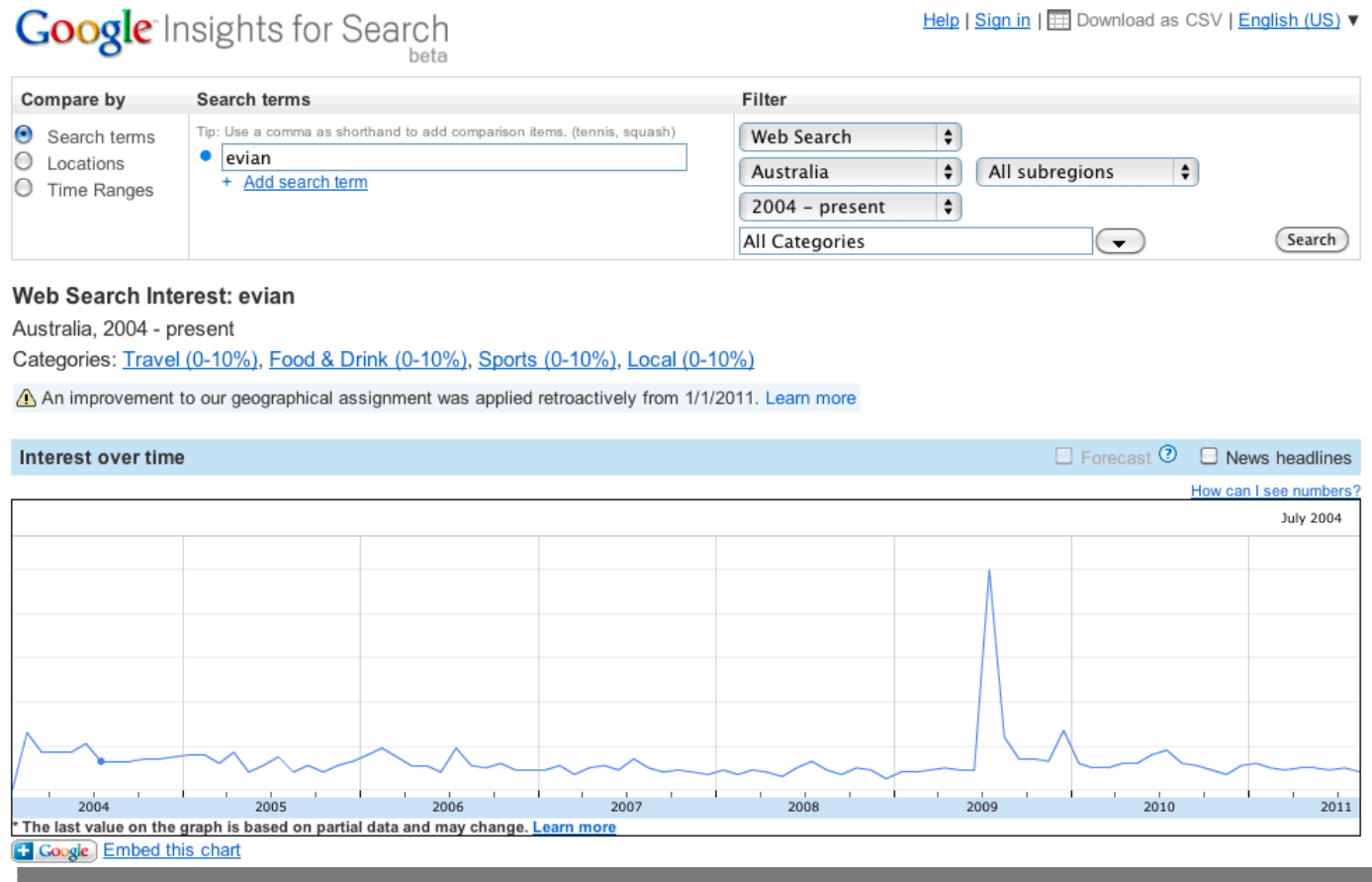
⚠ An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

Search terms

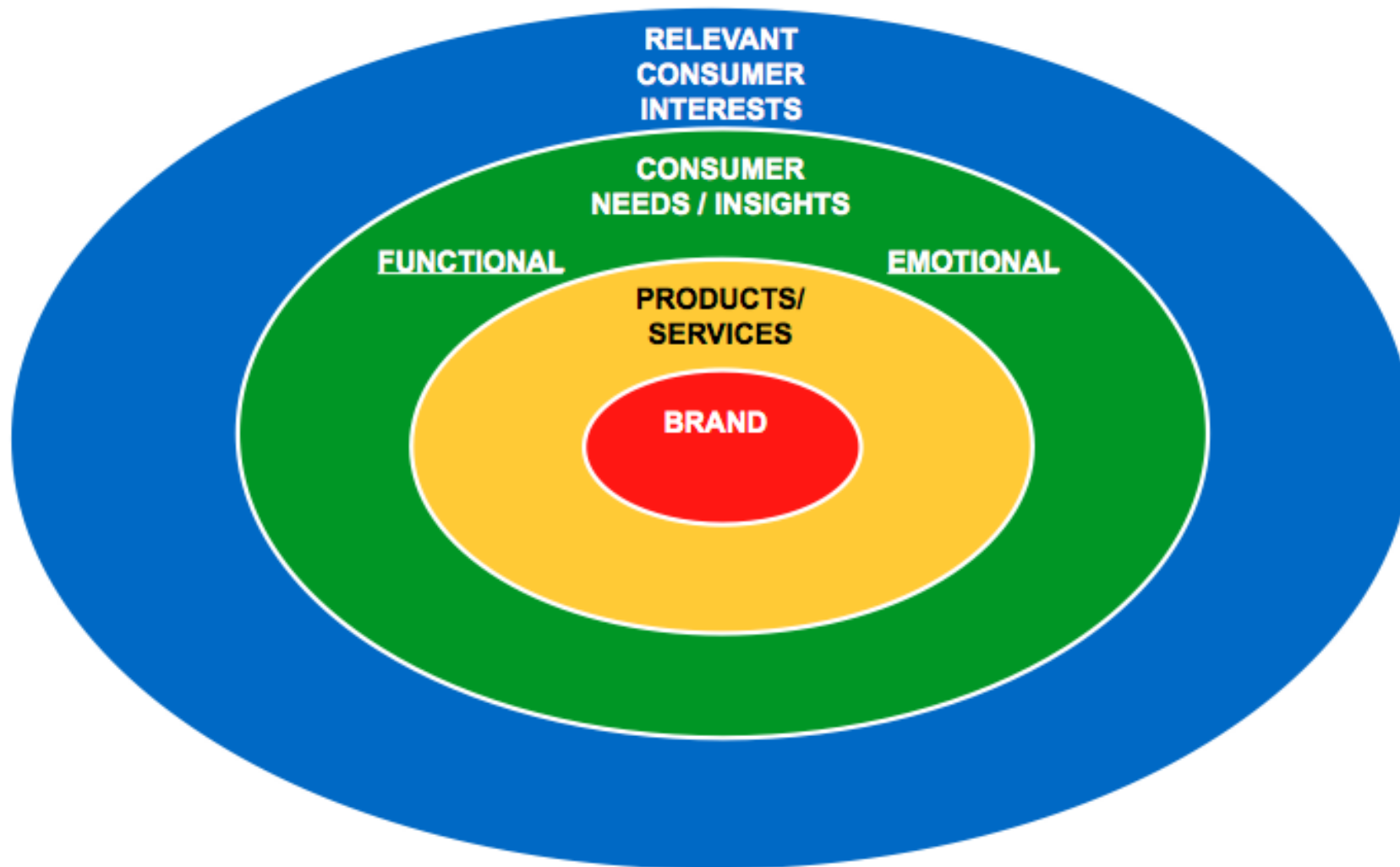
Top searches		Rising searches	
1. facebook		1. amy winehouse dead	Breakout
2. melbourne		2. www.census.gov.au	Breakout
3. youtube		3. amy winehouse	+3,950%
4. google		4. census 2011	+2,750%
5. you		5. census	+1,600%
6. games		6. hugh hefner	+1,050%
7. ebay		7. etax	+130%
8. hotmail		8. the block	+110%
9. facebook login		9. tour de france	+110%
10. news		10. harry potter	+100%

+ Google [Embed this table](#)

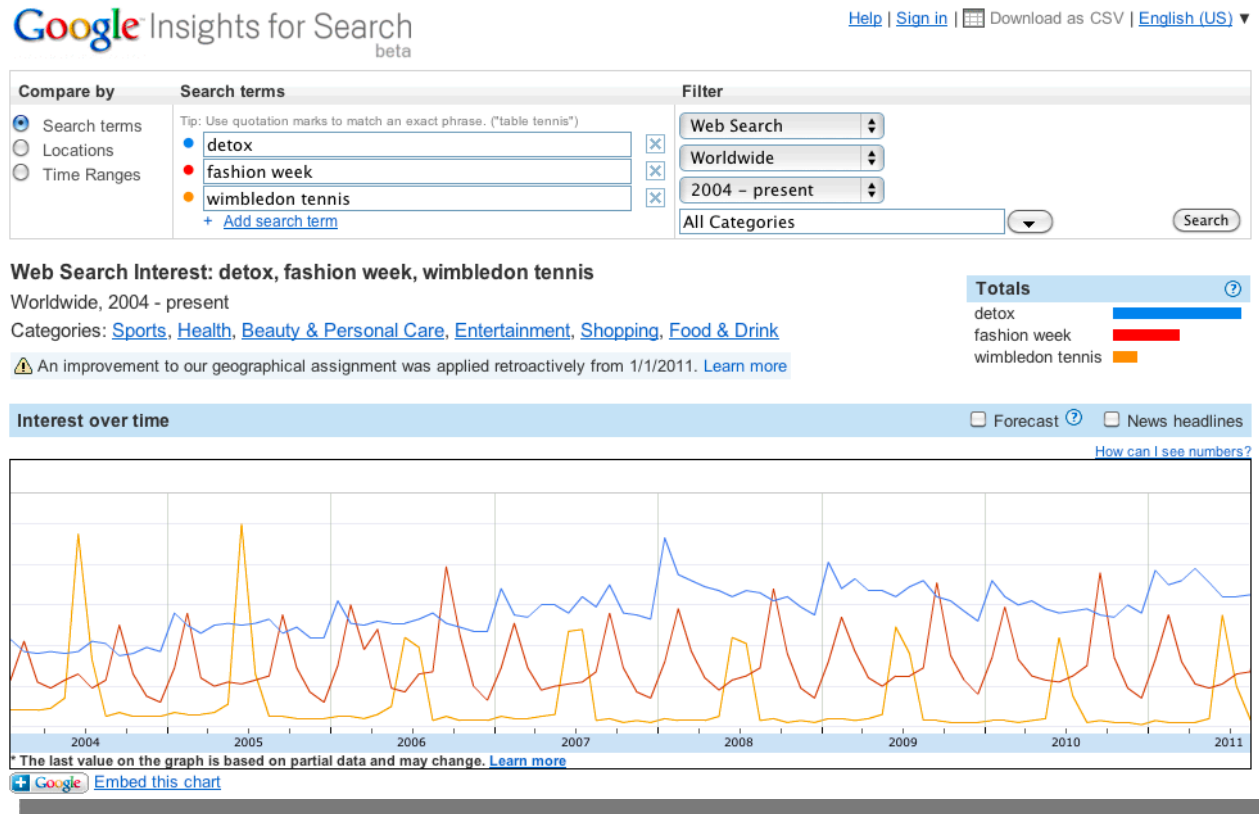
Insights for Search: What are the search trends around my brand?



Consider your brand territory



Insights for Search: what are the search trends around my wider brand territory?



Keyword volume tool: quantify consumer interest around my brand territory

Evian

Detox, Wimbledon Tennis

How would you like to generate keyword ideas?
 Descriptive words or phrases (e.g. green tea)
 Website content (e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line:
 evian

Use synonyms
[Filter my results](#)
 Get keyword ideas

Choose columns to be displayed:
 Show/hide columns

Keywords	Advertiser Competition	Local Search Volume: May	Global Monthly Search Volume
Keywords related to term(s) entered - sorted by relevance			
evian		33,100	301,000
royal evian		880	8,100
evian golf		320	3,600
evian les bains		2,900	40,500
royal park evian		16	140
evian royal resort		390	2,900
royal parc evian		46	720
royal hotel evian		170	1,900
hotel evian		880	12,100
immobilier evian		46	2,400
evian spa		210	4,400
evian masters		170	5,400
evian poster		Not enough data	58
evian map		91	480
evian commercial		Not enough data	1,000
the evian royal		Not enough data	28
royal club evian		12	170
evian royal resort france		Not enough data	110
evian royal palace		140	1,300
hotel evian les bains		260	3,600
evian royal ermitage		36	590
evian holiday		480	590

How would you like to generate keyword ideas?
 Descriptive words or phrases (e.g. green tea)
 Website content (e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line:
 detox
 sports performance
 rafael nadal

Use synonyms
[Filter my results](#)
 Get keyword ideas

Choose columns to be displayed:
 Show/hide columns

Keywords	Advertiser Competition	Local Search Volume: May	Global Monthly Search Volume
Keywords related to term(s) entered - sorted by relevance			
detox		550,000	2,240,000
rafael nadal		110,000	1,000,000
detox diet		33,100	246,000
sports performance		27,100	74,000
detoxification		22,200	165,000
sport performance		18,100	40,500
detox day		12,100	49,500
body detox		8,100	90,500
lemon detox		8,100	90,500
alcohol detox		6,600	40,500
detox liver		6,600	40,500
detox plan		6,600	18,100
colon detox		5,400	40,500
detox cleanse		5,400	33,100
detox diets		5,400	33,100
detox spa		4,400	40,500
detox uk		4,400	5,400
how to detox		4,400	33,100
detox recipes		3,600	22,200
detox tea		3,600	27,100
detox weight loss		3,600	14,800
natural detox		3,600	27,100
7 day detox		2,900	18,100

Which areas of my web content are most popular?

Results are tailored to the languages and countries you choose below:

German	Ireland
Hebrew	Israel
Italian	Italy
Japanese	Jamaica
Korean	Japan
Norwegian	Jordan

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [?](#)

Include other pages on my site linked from this URL

[Or, enter your own text in the box below. \(optional\)](#)

[Filter my results](#)

Choose columns to display: [?](#)

Show/hide columns

Group keywords by common terms

Showing keywords grouped by these terms:
[水](#) (40), [ミネラルウォーター](#) (26), [ウォーターサーバー](#) (18), [激安](#) (8), [サーバー](#) (5), [通販](#) (7), [コントレックス](#) (5), [Miscellaneous keywords](#) (91)

Keywords	Advertiser Competition ?	Local Search Volume: June ?	Global Monthly Search Volume ?	Match Type: ?
Keywords related to 水 - sort by relevance ?				
水 炭酸		60,500	40,500	Add
水 宅配		33,100	33,100	Add
水 販売		22,200	18,100	Add
水 通販		18,100	14,800	Add
ダイエット 水		14,800	9,900	Add
ミネラル 水		14,800	14,800	Add

Quantify consumer interest around your brand territory



Search as a barometer

➤ **Keyword Volume Tool**

➤ **Access the tool: search 'Keyword'**

- How many searches were there last month for: your brand keywords? Generic product keywords? Other keywords from outer brand territory ?
- Google some keywords from your outer brand territory. Who is your 'search competition' here?
- What can you conclude?

➤ **Insights for Search**

➤ **Access the tool: search 'Insights'**

- Explore search volumes from 2004 - 2011 for: your key outer brand territory: What do you learn? (consider seasonality, regional interest and rising searches)
- Are there any other brand territories you could explore to capitalize on seasonality or other rises and dips in query volumes?

Websites as audience insights

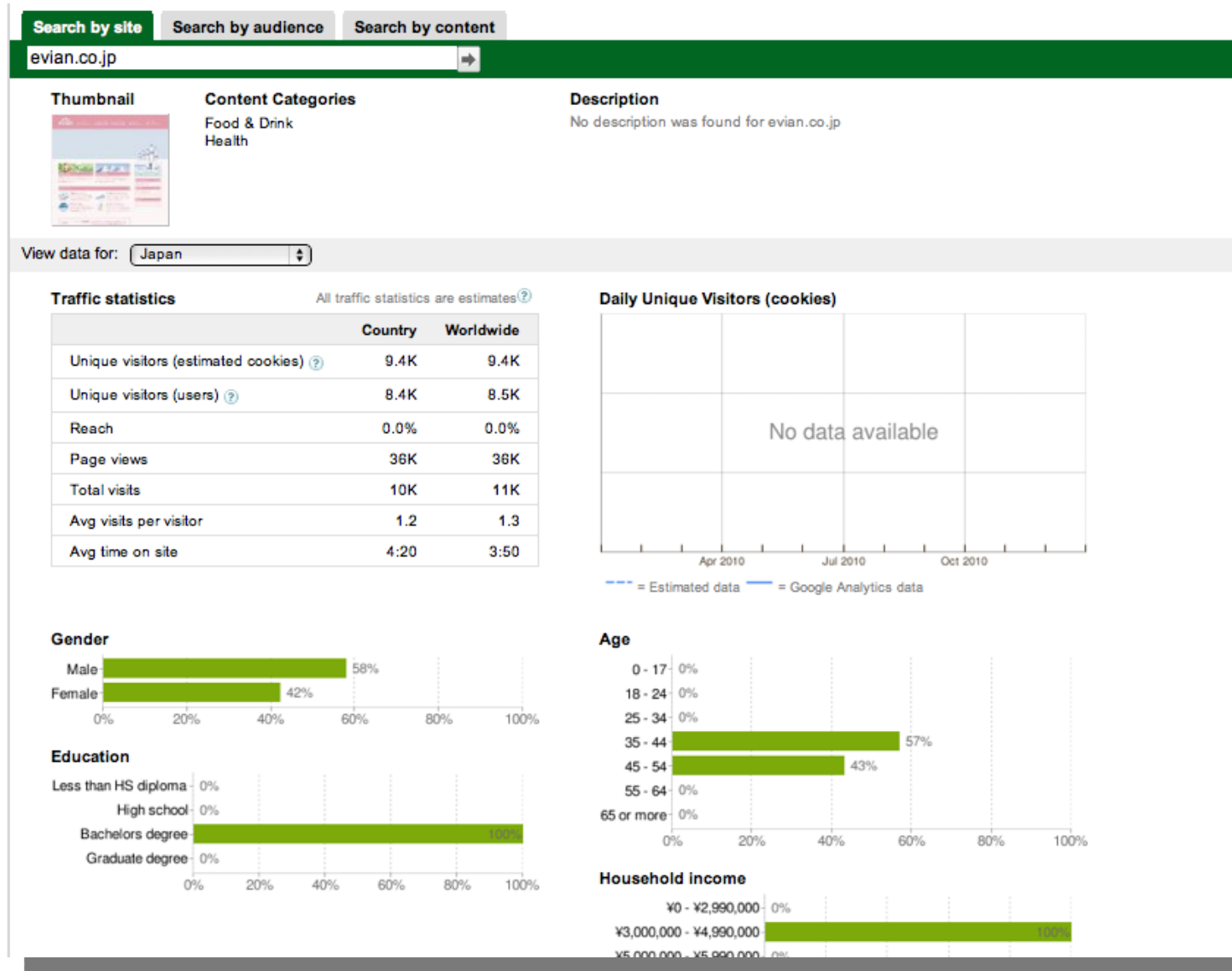


Ad Planner: where can I reach my audience online?

The screenshot displays the Google Ad Planner interface. At the top, there are two tabs: "Search by site" and "Search by audience", with the latter being selected. Below the tabs, the interface shows search filters for "Audience" (14 K UV, 0.0% Reach, 120 M PV), "Geography" (United Kingdom), and "Keywords searched" (detox diet). A modal window titled "Other sites your audience visits:" is open, showing a list of websites: example.com and sample.com. Below this, another section titled "Keywords your audience searches for online:" shows the keyword "detox diet". The main content area displays a list of placements with checkboxes, including weightlossresources.co.uk, goodtoknow.co.uk, tescodiets.com, weightwatchers.co.uk, tvguide.co.uk, ezinearticles.com, newlook.co.uk, boots.com, asos.com, mirror.co.uk, about.com, ehow.com, blogger.com, linkedin.com, and debenhams.com. To the right, a table shows the "Comp Index" for each placement, ranging from 3300 to 400.

Placement	Comp Index
weightlossresources.co.uk	3300
goodtoknow.co.uk	2200
tescodiets.com	1800
weightwatchers.co.uk	1200
tvguide.co.uk	700
ezinearticles.com	650
newlook.co.uk	580
boots.com	540
asos.com	530
mirror.co.uk	490
about.com	440
ehow.com	440
blogger.com	410
linkedin.com	400
debenhams.com	400

Ad Planner: who is visiting my website?



Websites as audience insights



➤ Google Ad Planner

➤ Access the tool: search 'Ad Planner'

➤ Login with gmail login: mecbeta@googlemail.com / [betatest](#)

➤ Go to 'Search by Audience' view

- Define an audience based on geography (AU), and keywords searched (choose a keyword relevant to your category or brand territory) . Which websites are they most likely to visit ?
- Define an audience based on geography (AU), and demographics. Which websites are they most likely to visit ?
- Visit some of the websites you find. Do they fit what you would expect of your target audience?
- Anything else you found interesting ? What conclusions can you draw ?



Search as a window to your brand



Search as a barometer



Websites as audience insights