PERFECTSEARCH LABS

GOOGLE'S MOST-SEARCHED ONLINE PRODUCTS AND SERVICES JULY 2013

Perfect Search Media

INTRODUCTION

This study began with the word "online."

This report exclusively focuses on keyword queries typed into the Google Search box in June of 2013 that include the word "online."

When someone types a product or service into Google accompanied by "online," this indicates that the searcher is looking to use a product or service in the online space. i.e. "Watch movies online"

This study assumes that if a person searches for "buy shoes online," he or she is looking for a product or service that exists in the online space. The searcher isn't looking to find a shoe store with the intention of going to the physical store to buy shoes.

On the contrary, if a searcher's query excludes "online," it is unclear whether searcher intends to use the product or service online or offline. For that reason, this report focuses solely on keyword queries including "online."

The purpose of this study is to find out which online products and services are searched for the most.

Which online services and products are people most interested in?

Are there any trends in the kinds of online products and services that people search for most?

RESEARCH

Keyword research is the process of generating a list of actual search terms that people type into a search engine and metrics about those search terms such as search volume, number of results and cost per click.

For our research, we used keyword research for "online" generated by SEMrush (Google, June 2013, USA)

This generated data on 656,533 keyword phrases that include "online."

We took a statistically significant portion of the data, 600 of the most-searched keyword phrases out of the 656,533 , to use as our data set.

HYPOTHESES

After an initial analysis of the 600,000 keyword phrases, we noticed a trend in the search queries for online services and products. We developed a list of categories to organize the keyword trends into a hypothesis.

Hypothesis #1: Entertainment products and services are the most-searched online products and services in Google.

Hypothesis #2: More people search for online bank products and services than shopping in Google.

ANALYSIS

After careful analysis of the 600 keyword phrases, we determined that the online products and services fell into 7 different categories.

- Entertainment
- Banks
- Tools
- Shopping
- Education
- News
- Other

- Using color-coded lists, we analyzed and identified each keyword's category. Through this process, we recorded the search volume of each keyword as it was placed into a category.

- Following is a snap shot of our lists:

ANALYSIS

Entertainment		Banks		Tools		Education		Shopping		News	
free online games	1000000	citibank online	368000	online dictionary	135000	aesop online	40500	weight watchers online	201000	delaware online	74000
music -donwload -online	550000	wells fargo online	368000	online graphing calculat	74000	online colleges	33100	quickbooks online	110000	clasificados online	49500
free movies online	550000	bank of america online	301000	online bible	60500	ctu online login	33100	coach outlet online	74000	seacoast online	27100
online games	368000	bank of america online banking	246000	army knowledge online	60500	carnegie learning online	33100	online shoes	49500	lubbock online	22200
watch free movies online	301000	suntrust online banking	165000	calculator online	49500	liberty university online	33100	shoes online	40500	pilot online	18100
watch movies online	301000	wells fargo online banking	135000	graphing calculator onli	49500	ged online	27100	online shopping	33100	spiegel online	14800
free games online	135000	chase online banking	110000	online video converter	33100	online schools	22200	weight watchers online	27100	lancaster online	14800
free online movies	110000	capital one online banking	110000	world book online	33100	mls online	18100	coach factory online	22200	herald online	12100
tera online	110000	associated bank online	110000	online metronome	27100	online classes	14800	online coupons	18100	7 online	9900
sword art online	110000	pnc online banking	90500	keyboarding online	27100	ips online	14800	online auctions	18100	gazette online	9900
games online	110000	chase bank online	74000	online thesaurus	27100	everyday math online	12100	viagra online	18100	maplewood online	9900
elder scrolls online	110000	regions online banking	74000	online scientific calculat	27100	online universities	12100	eyeglasses online	18100	wsj online	8100
watch movies online free	90500	suntrust online	60500	online translator	27100	hcc eagle online	12100	coach factory outlet on	14800		
eve online	90500	payday loans online	60500	bible online	27100	online courses	12100	walmart online	14800		
dc universe online	90500	td bank online	60500	online tuner	22200	lu online	9900	cars online	14800		
pokemon online	90500	key bank online	60500	online calendar	22200	eagle online	9900	coach outlet store onli	14800		
angry birds online	90500	bank of america online sign in	49500	free online photo editor	22200	aiu online login	9900	costco online	12100		
temple run online	74000	tcf online banking	40500	photoshop online	18100	fiu online	9900	online storage	12100		
online radio	74000	capital one online	40500	marvin online	18100	ati-online	9900	online metals	12100		
family guy online	74000	sbi online	33100	online alarm	18100	ua online	9900	cheap shoes online	12100		
e online	74000	regions online	33100	online keyboard	18100	south university online	9900	online gun store	12100		
watch tv online	74000	m&t online banking	33100	free online dictionary	18100	free online courses	9900	online thrift store	12100		
movies online	74000	bank of america online banking s	33100	timer online	18100	drivers ed online	9900	sell textbooks online	9900		
mechwarrior online	60500	harris online banking	27100	online photoshop	18100	online degrees	9900	online clothing stores	9900		
watch movies online for fr	49500	huntington online banking	27100	online clock	18100	online.carnegielearning.c	8100	tires online	9900		

FOCUS POINTS

2 Key Metrics:

– **Average Search Volume** of each keyword phrase or the monthly average number of Google searches for that keyword phrase over the past 12 months. This metric is important because the number of searches for a keyword phrase directly relates to the interest in an online product or service.

– **Number of Keywords** per category or how many different search queries fall into a given category. This metric is significant because the number of different queries per category suggests how many different products or services people are searching for which implies vast interest in that category of products or services.

- Note: Keywords phrases may contain duplicate terms. For example, "Wells Fargo Login " and "Wells Fargo Bank" are counted as two separate keywords however, they suggest interest in the same branded service.

RESULTS

Category	# of Keywords	Total Searches
Entertainment	311	9353300
News	12	270400
Shopping	41	708100
Education	39	526700
Tools	65	2338100
Banks	82	5170000
Other	50	1443800
Total	600	19810400

RESULTS

Rank by # of Keywords

Category	# of Keywords
Entertainment	311
Banks	82
Tools	65
Other	50
Shopping	41
Education	39
News	12
Total	600

Rank by Total Search Volume

Category	Total Searches
Entertainment	9353300
Banks	5170000
Tools	2338100
Other	1443800
Shopping	708100
Education	526700
News	270400
Total	19810400

MOST SEARCHED ONLINE PRODUCTS/SERVICES BY KEYWORD QUANTITY
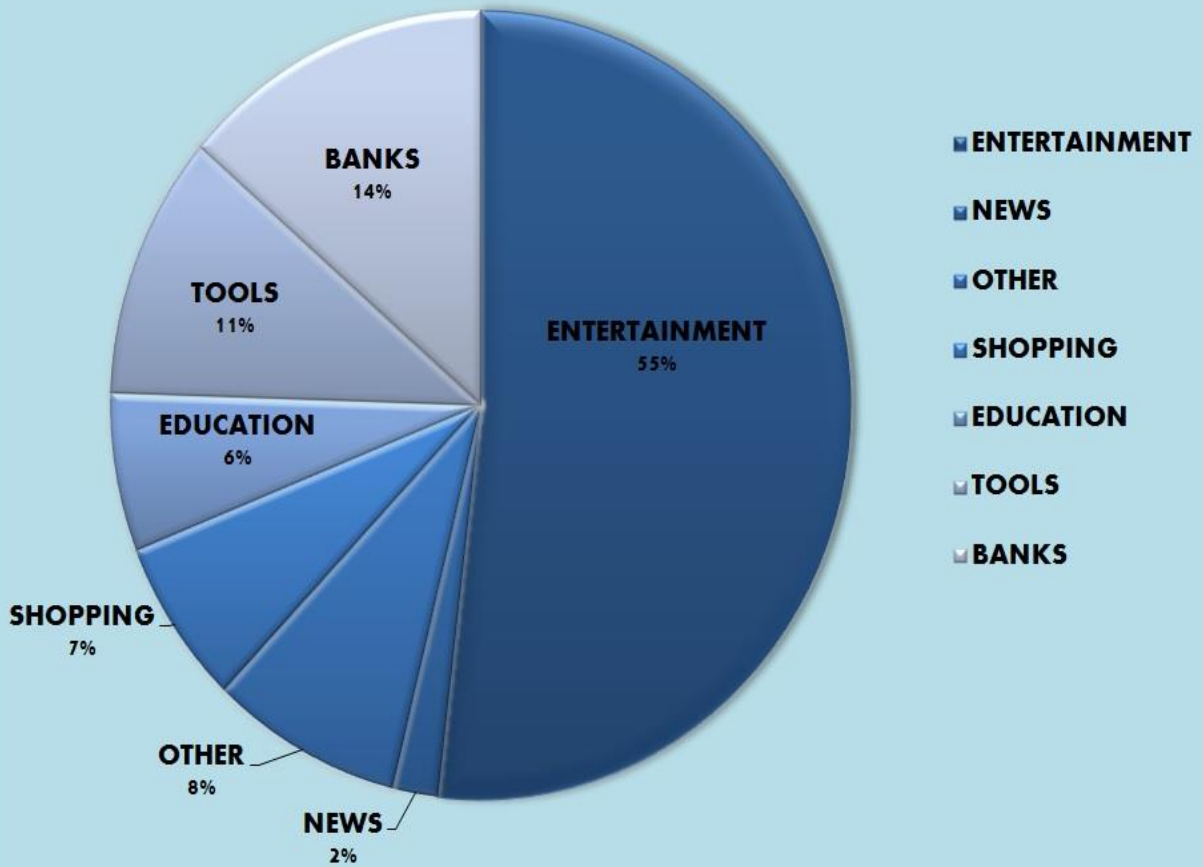
MOST SEARCH ONLINE PRODUCTS/SERVICES
BY CUMULATIVE SEARCH VOLUME
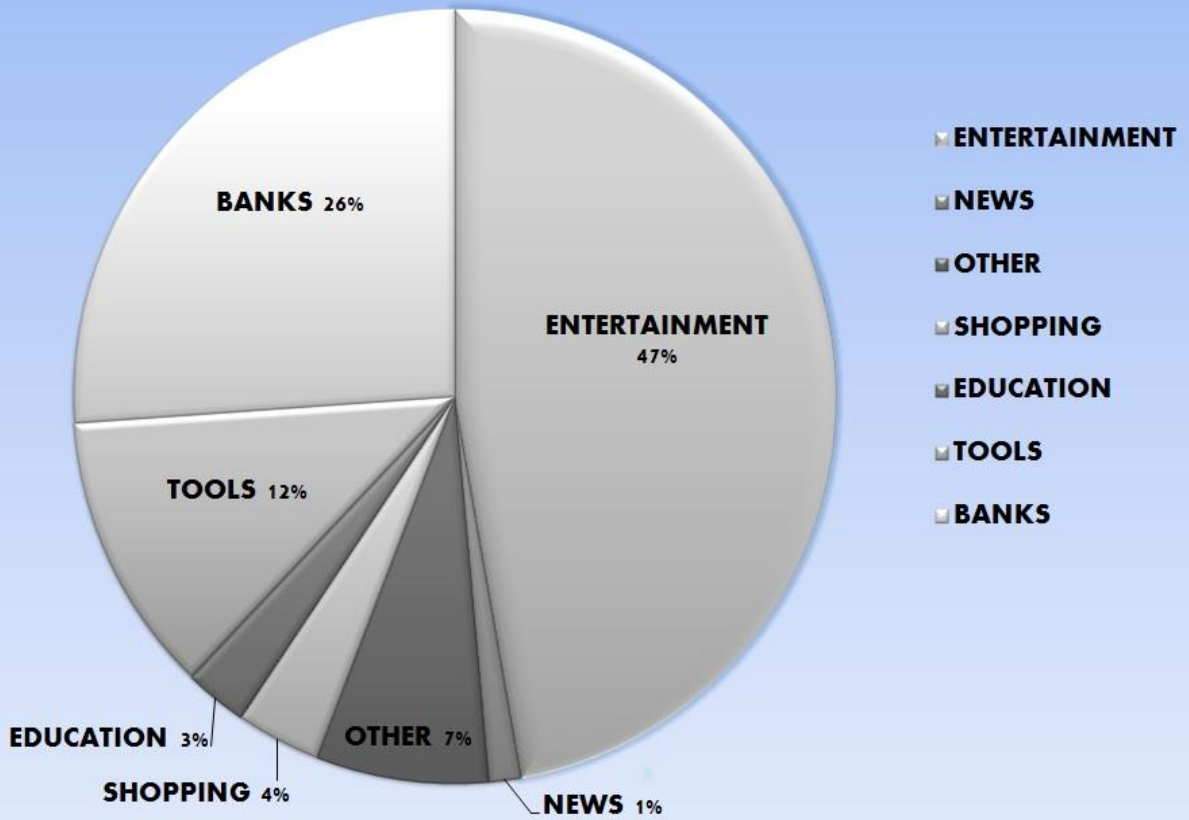
CONCLUSION

Question: Which online services and products are people most interested in?

Hypothesis: Entertainment products and services are the most-searched online products and services.

Answer: Correct. Online entertainment products and services are searched in greater volume and number of different queries than the any other category.

Question: Are there any trends in the kinds of online products and services that people search for most?

Hypothesis: More people search for online bank products and services than shopping.

Answer: Correct. Online bank products and services were searched for 4,461,900 more times this month than shopping online products and services

Shopping	708100
Banks	5170000
Difference	4461900

DISCUSSION

Entertainment vs. Banking

There is a larger gap between the Entertainment and Bank categories in keyword quantity (55% vs. 14%) than in total search volume (47% vs. 26%.)

There are big brand names dominating the online real estate of the banking category while there is more variety in the products and services searched for in the Entertainment category.

Do we see this trend in any other category?

*News is the least-searched for online product or service.

Is this because of apps?

*Shopping makes up only 4 percent of the top most-searched online products and services.

Do you think this is because shoppers go directly to a store's website instead of using a search engine?