



How to calculate

Share Of Search

The Google Trends

approach

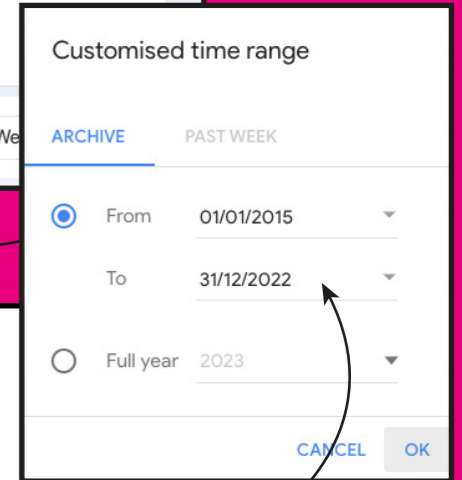
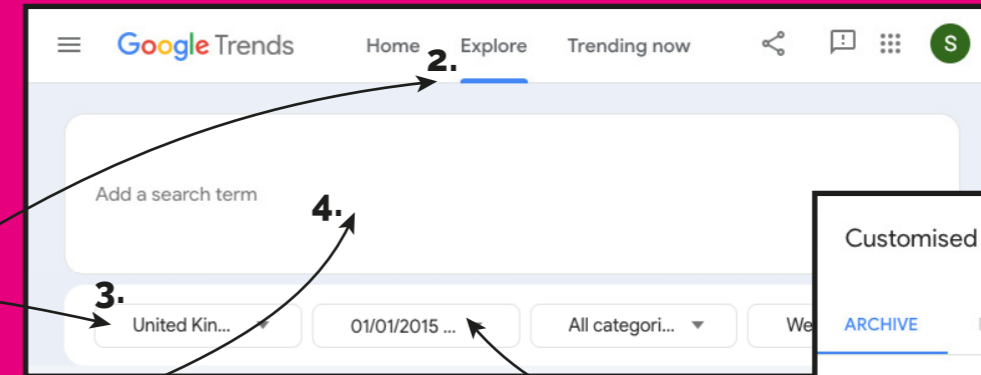
BOTTLE

The Super-Simple Version

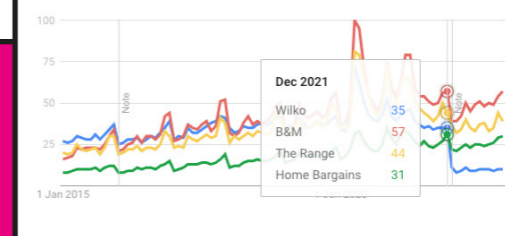
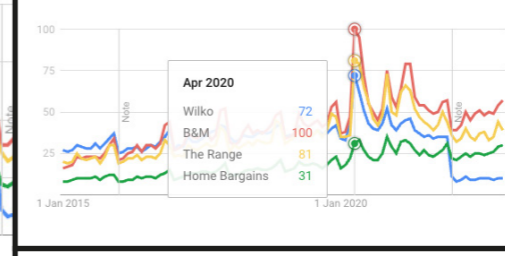
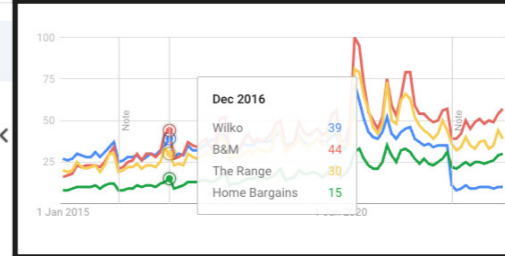
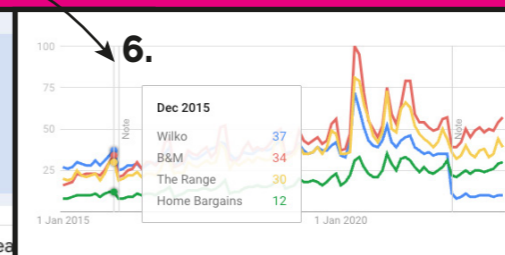
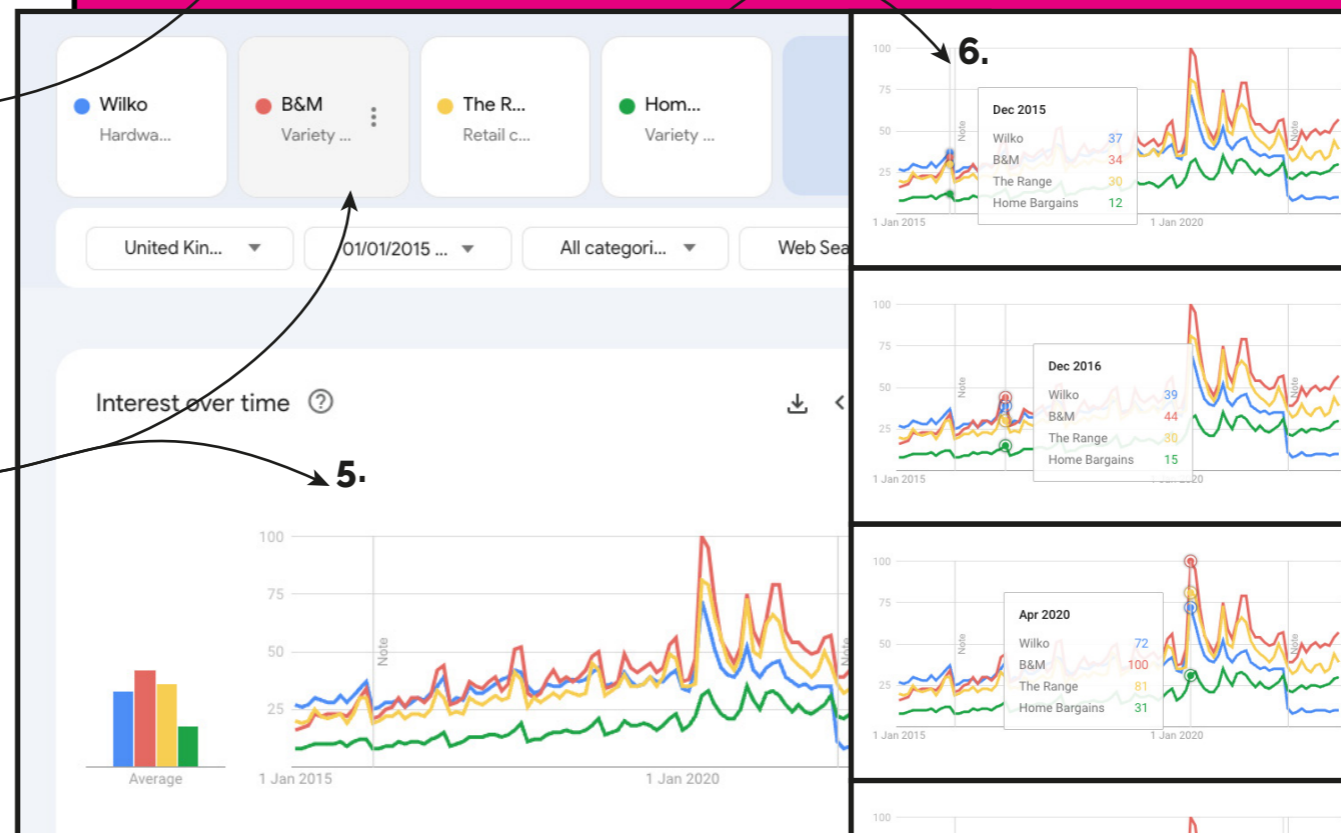
Just lifting the graph straight from 'Trends'

- 1. Open Google Trends** in your browser (it's worth bookmarking)
- 2. Go to 'Explore'** in the top navigation
- 3. Set the parameters from dropdowns** (for this example) to 'United Kingdom' + 'All categories' + 'Web search' and set the timeframe for a 'Custom time range'.
- 4. Add your brands to compare** and choose the best match from the dropdown – in this case 'Hardware store company' is most accurate for Wilko, 'Variety store chain' for B&M.
- 5. Google Trends will automatically pull the data** so it looks like this – we have used 4 x competitor brands in the UK discount retailer category.
- 6. And, that's it. You've got Share of Search using the super-simple version.** You can't play with the data (or the visual representation) much.

But you can examine it and draw your conclusions and hypotheses, like:



For this example, the time range is the 8 years
- from 01 Jan 2015
- to 31 Dec 2022.



Wilko was the brand leader in 2015

But by 2016 B&M has overtaken...

Everyone has a peak at the start of the pandemic...

But by the post-Xmas plunge in '21, Wilko has fallen to the weakest performing brand

The Simple Version

Annual average, without exporting data

- 1. Open Google Trends** like before, and set the parameters but this time...
- 2. Set the timeframe parameter to Full Year** by:
 - a. Choosing 'custom time range'** from the initial dropdown
 - b. And then choosing 'Full Year'** from the pop-out box, and select your initial year ('2015' for this example).
- 3. Add your brands to compare** like before, and again Google Trends will automatically pull the data – this time for the Full Year of 2015
- 4. This time, collect the 'annual average' data** by hovering over the bar chart to the left (for this example we're not interested in the daily / weekly / monthly change)

The image illustrates the process of setting up Google Trends to view the annual average for a specific year. It is divided into four numbered steps:

- Step 1:** The main Google Trends interface is shown. The 'Explore' tab is selected. The search term is empty. The location is set to 'United Kingdom', the year to '2015', and the category to 'All categories'. The search type is 'Web Search'. An arrow labeled '1.' points to the 'Explore' tab.
- Step 2a:** A dropdown menu for the time range is shown, with 'Customised time range' selected. An arrow labeled '2a.' points to this option.
- Step 2b:** The 'Customised time range' pop-up is shown. The 'Full year' option is selected, and the year '2015' is chosen. An arrow labeled '2b.' points to the 'Full year' radio button.
- Step 3:** The brand selection bar is shown with four brands: Wilko, B&M, The R..., and Hom... An arrow labeled '3.' points to the brand selection area.
- Step 4:** The 'Interest over time' chart is shown. A bar chart overlay is visible on the left side of the chart, showing the average for Wilko. A hand cursor is hovering over the bar chart. An arrow labeled '4.' points to the bar chart overlay.

The Simple Version

Annual average, without exporting data

5. Add this data (manually) to an Excel table like this, for each brand, and each full year:

6. Create a line graph from the data and you have your SoS analysis.

- a. It's a little clearer, simpler, to see the trends and changes.
- b. You can see the decline of the Wilko brand strength over time, and the recent upticks in the others.
- c. Also, that the 2020-21 period (pandemic) affected everyone, but in the subsequent downturn, as the others bounced back, Wilko didn't.

7. To make a SoS brand tracker, turn the data into a relative analysis.

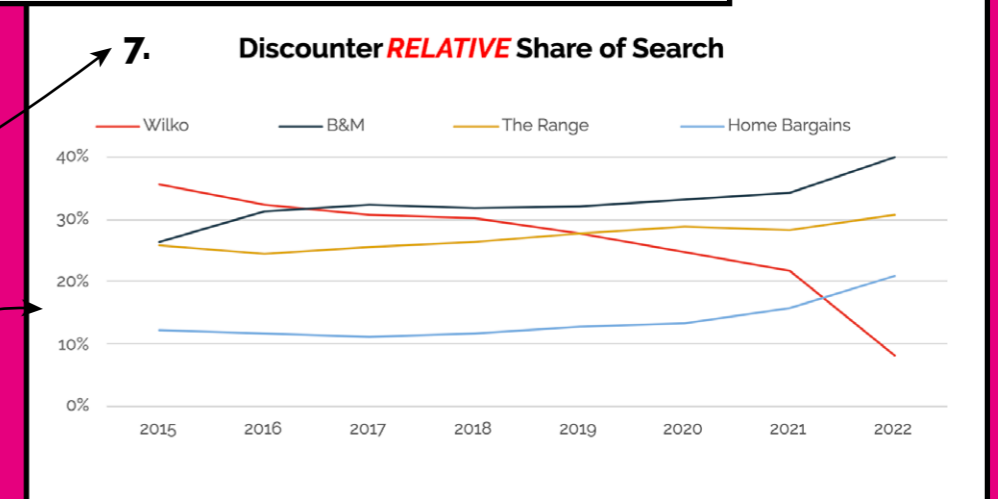
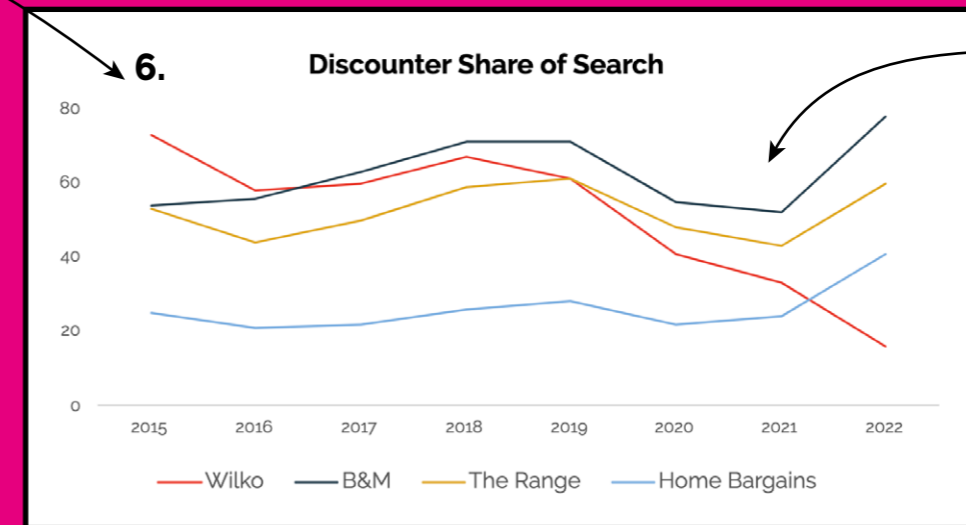
This focuses the analysis to look at each brand's % Share of Search, relative to each other.

Doing this removes the external effects (like the pandemic impact) so that it's just brand vs brand, and you can see more easily who is stealing share from whom.

Here's how to adapt the data.

5.

	2015	2016	2017	2018	2019	2020	2021	2022
Wilko	73	58	60	67	61	41	33	16
B&M	54	56	63	71	71	55	52	78
The Range	53	44	50	59	61	48	43	60
Home Bargains	25	21	22	26	28	22	24	41



Keep going

The Simple Version

Annual average, without exporting data

8. Here's how to adapt the data.

- Sum the columns** on the original data
- Underneath, make a blank copy** of the original table layout.
- Create a formula** in the first blank cell (B9 in the example above) $=B2/B\$6$ (which divides 73 by 205) and format the result as a % = 36%
- Copy the formula to the cells below, and across** – now you have the Relative Share of Search each year.

B9 fx =B2/B\$6

	A	B	C	D	E	F	G	H	I
1		2015	2016	2017	2018	2019	2020	2021	2022
2	Wilko	73	58	60	67	61	41	33	16
3	B&M	54	56	63	71	71	55	52	78
4	The Range	53	44	50	59	61	48	43	60
5	Home Bargains	25	21	22	26	28	22	24	41
6	sum	205	179	195	223	221	166	152	195

8a.

Duplicate below

		2015	2016	2017	2018	2019	2020	2021	2022
8									
9	Wilko	36%							
10	B&M								
11	The Range								
12	Home Bargains								

fx =B2/B\$6

8c.

Copy the formula to the cells below

8d.

(Quick sense check: each column should sum to 100%)

8d.

		2015	2016	2017	2018	2019	2020	2021	2022
8									
9	Wilko	36%	32%	31%	30%	28%	25%	22%	8%
10	B&M	26%	31%	32%	32%	32%	33%	34%	40%
11	The Range	26%	25%	26%	26%	28%	29%	28%	31%
12	Home Bargains	12%	12%	11%	12%	13%	13%	16%	21%

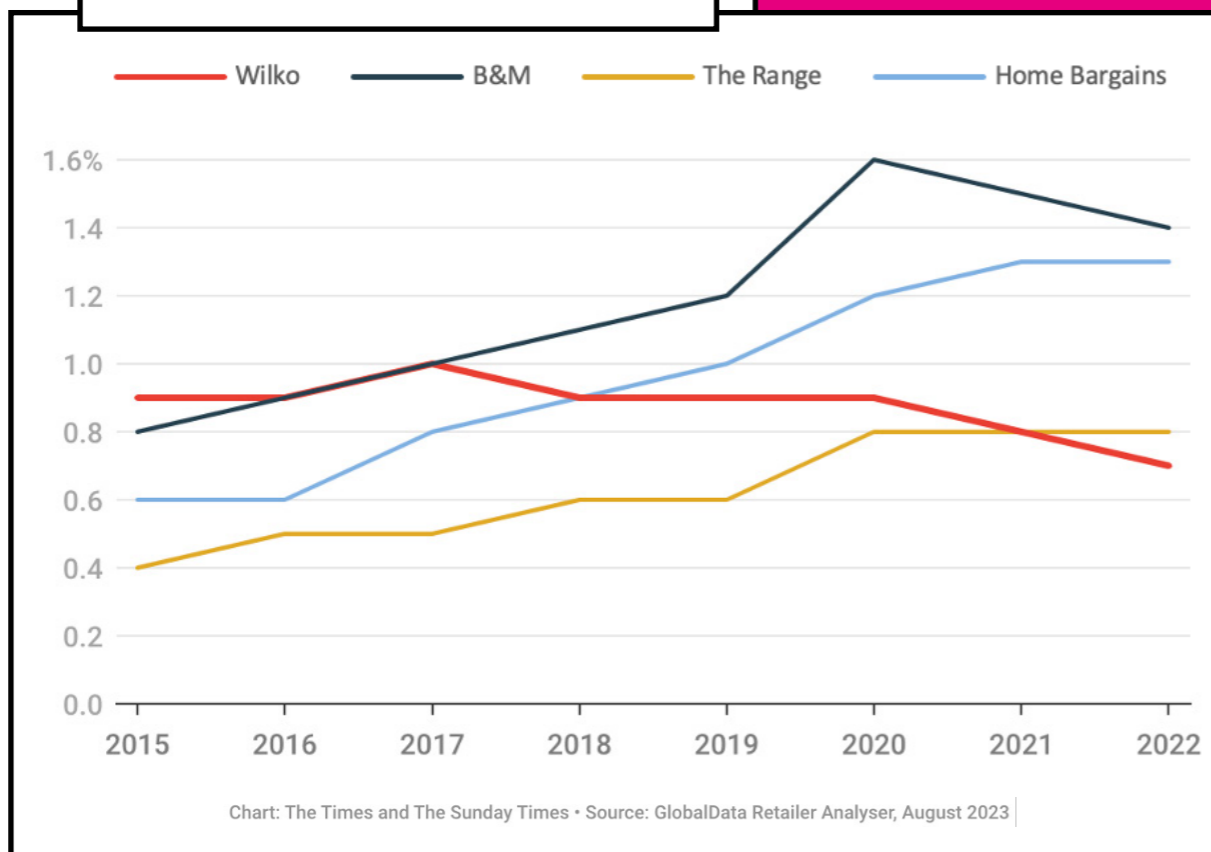
Comparing the results

The Simple Version

Annual average, without exporting data

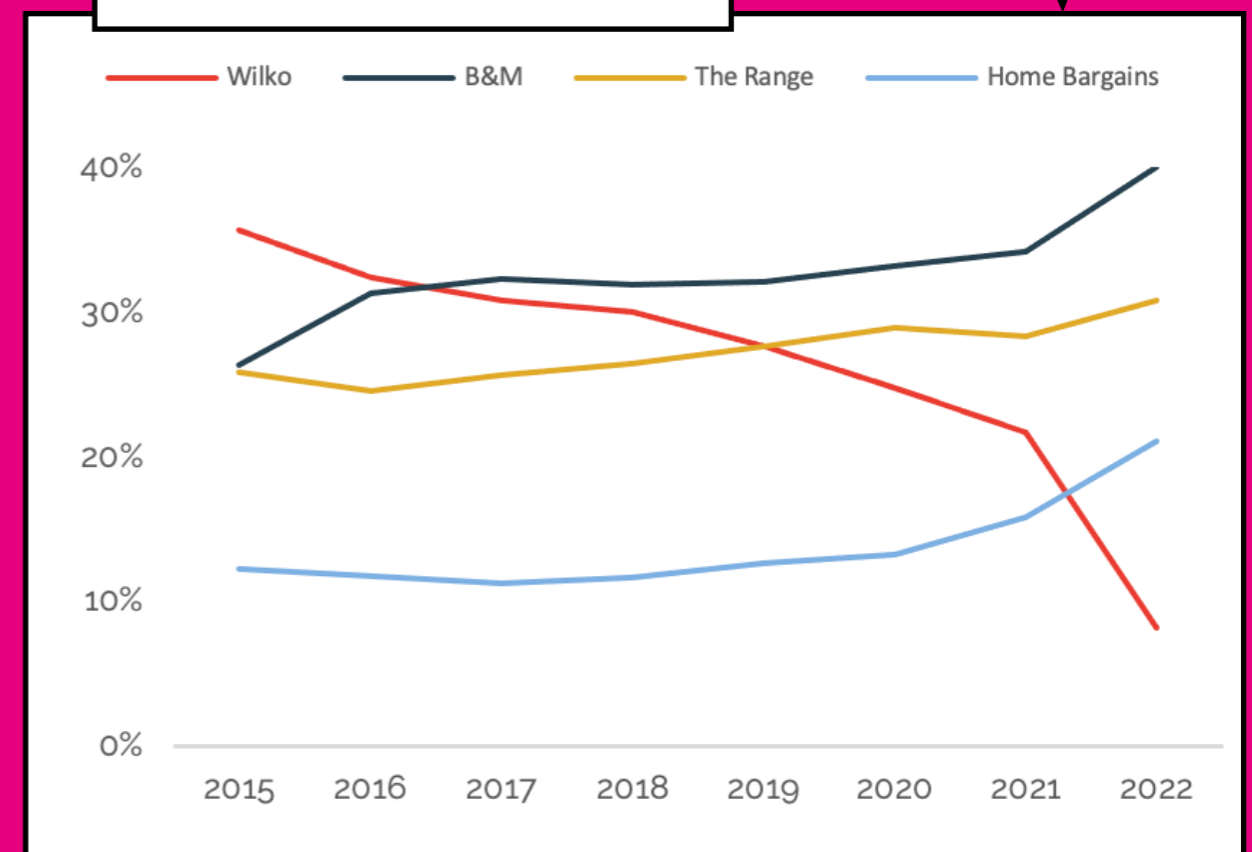
8. e. The result is also better for comparing with Share of Market data that you might have.

Discounter - Share of Market data



Remember that Share of Search (SoS) has been shown to be a predictive measure for Share of Market (SoM).

Discounter - Share of Search data



In the above analysis – recognising that the SoM data is non-food only (the SoS data doesn't make that distinction) – Wilko's SoS falls below B&M as much as 12 months ahead of the relative fall in their SoM.