

**brightonSEO.**  
**Oct 2022**



# Why brands are prioritising SEO

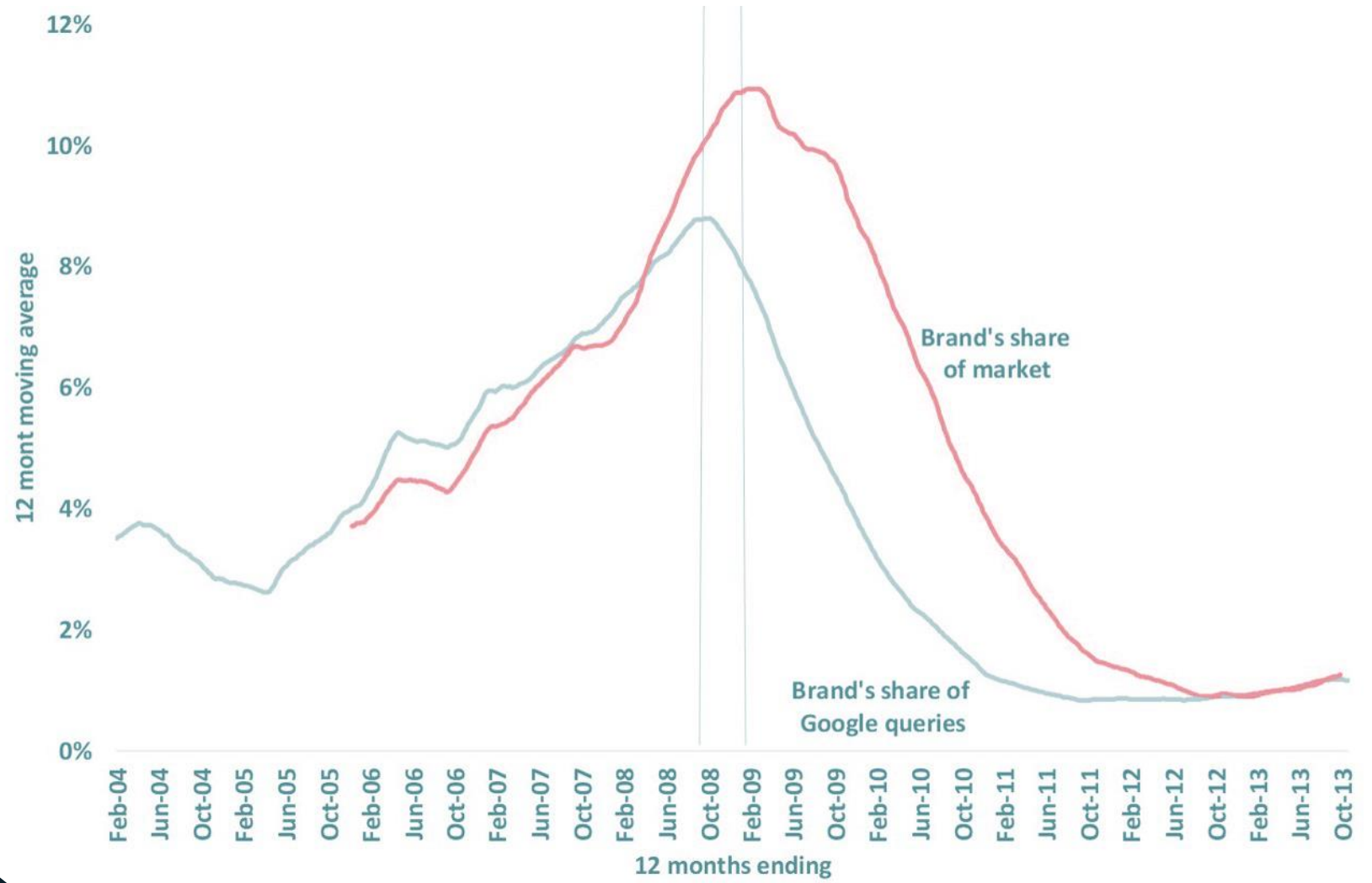
Chris Pitt  
Vertical Leap



@Pitty\_C



# Brand Share





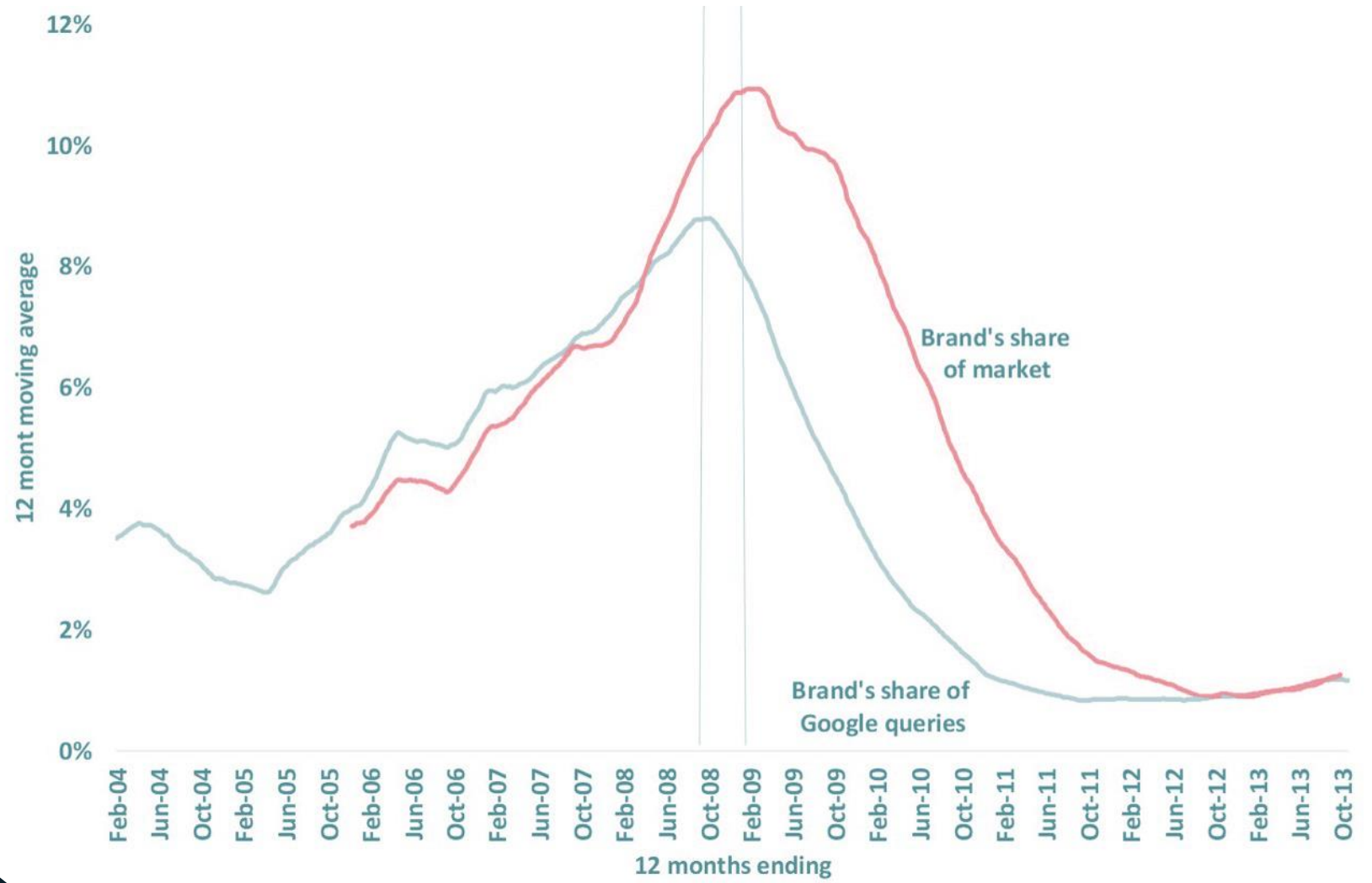




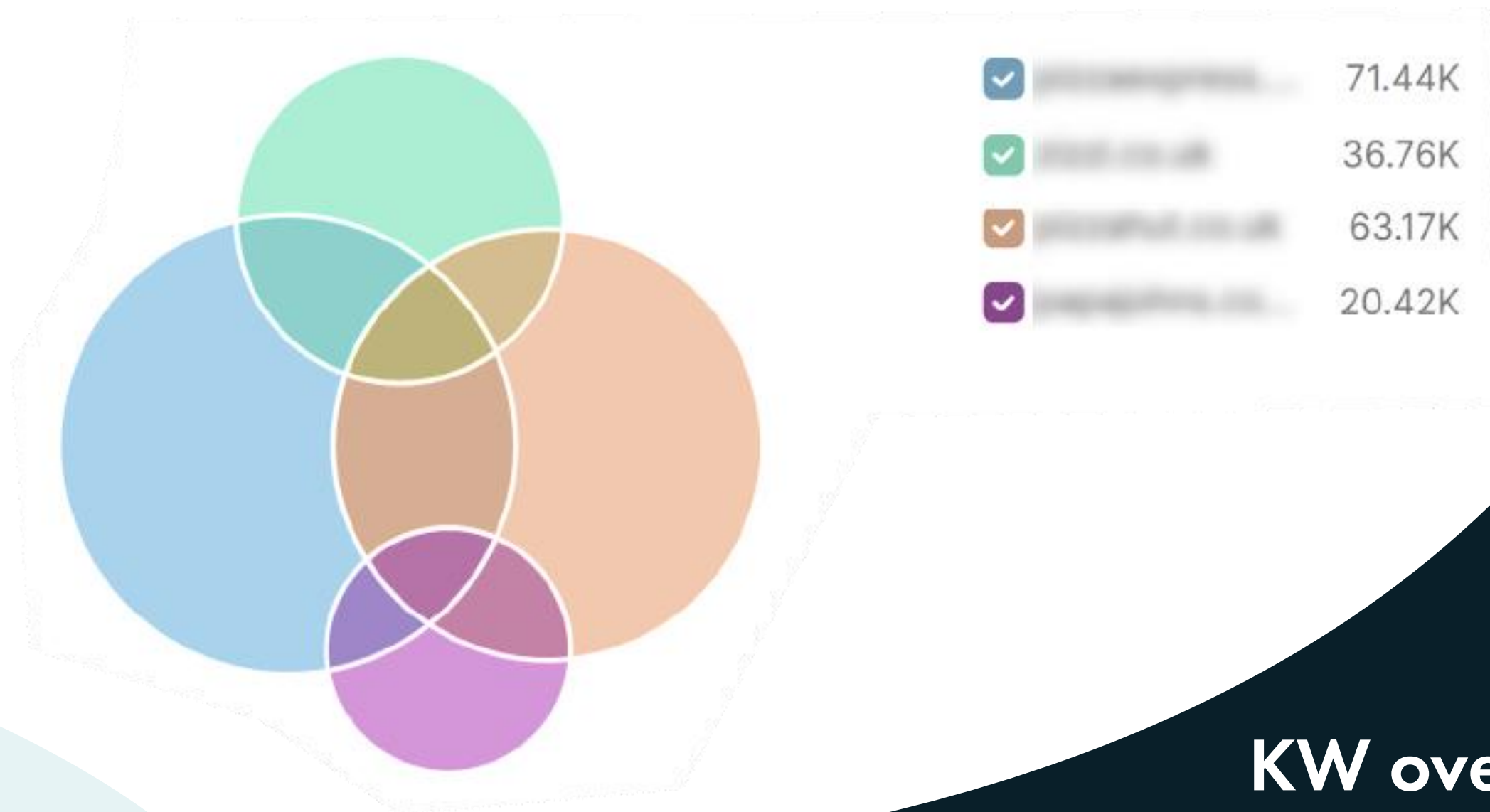




# Brand Share







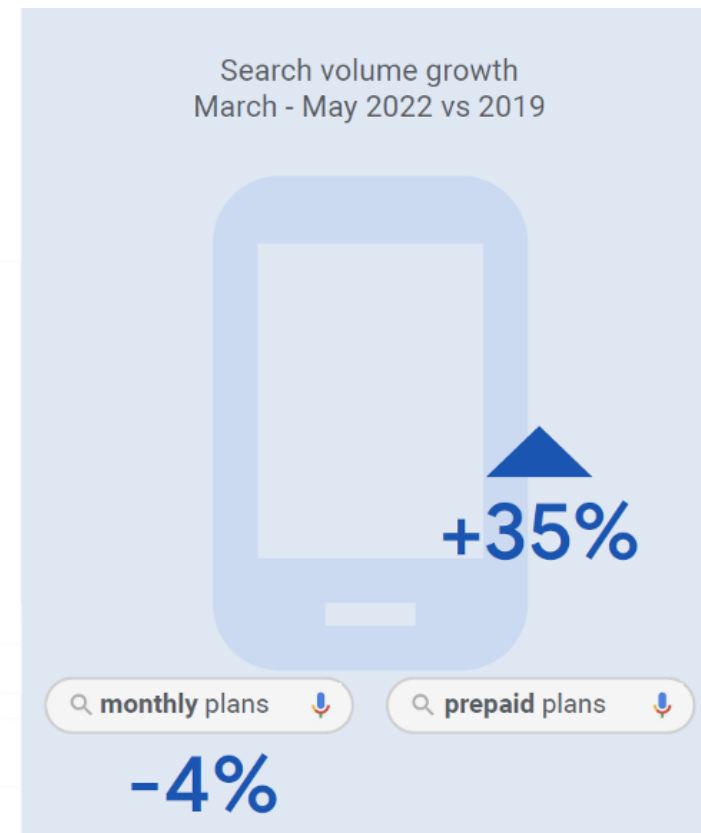
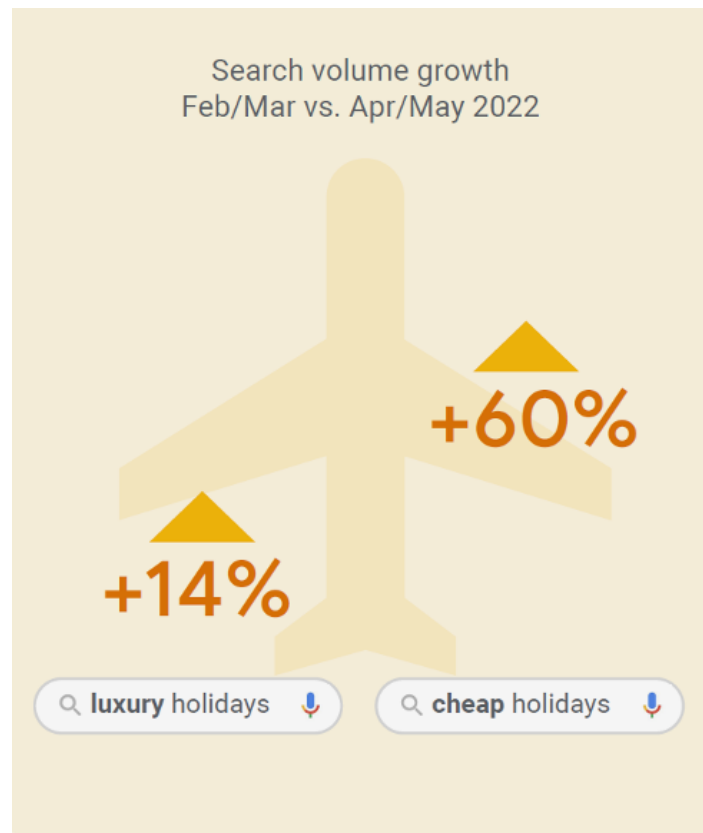
# KW overlap

Credit: SEMRush



- a) Volume of brand search
- b) Volume of non-brand search
- c) Market share
- d) Market demand
- e) Market opportunity

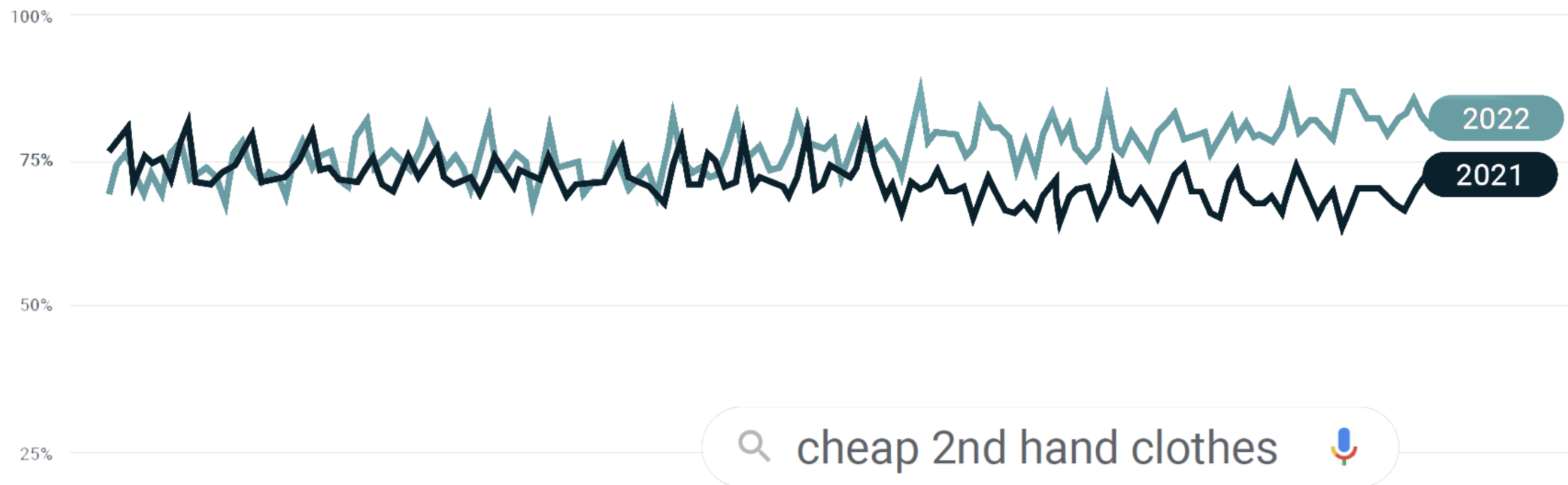




# Volume growth

Credit: Google



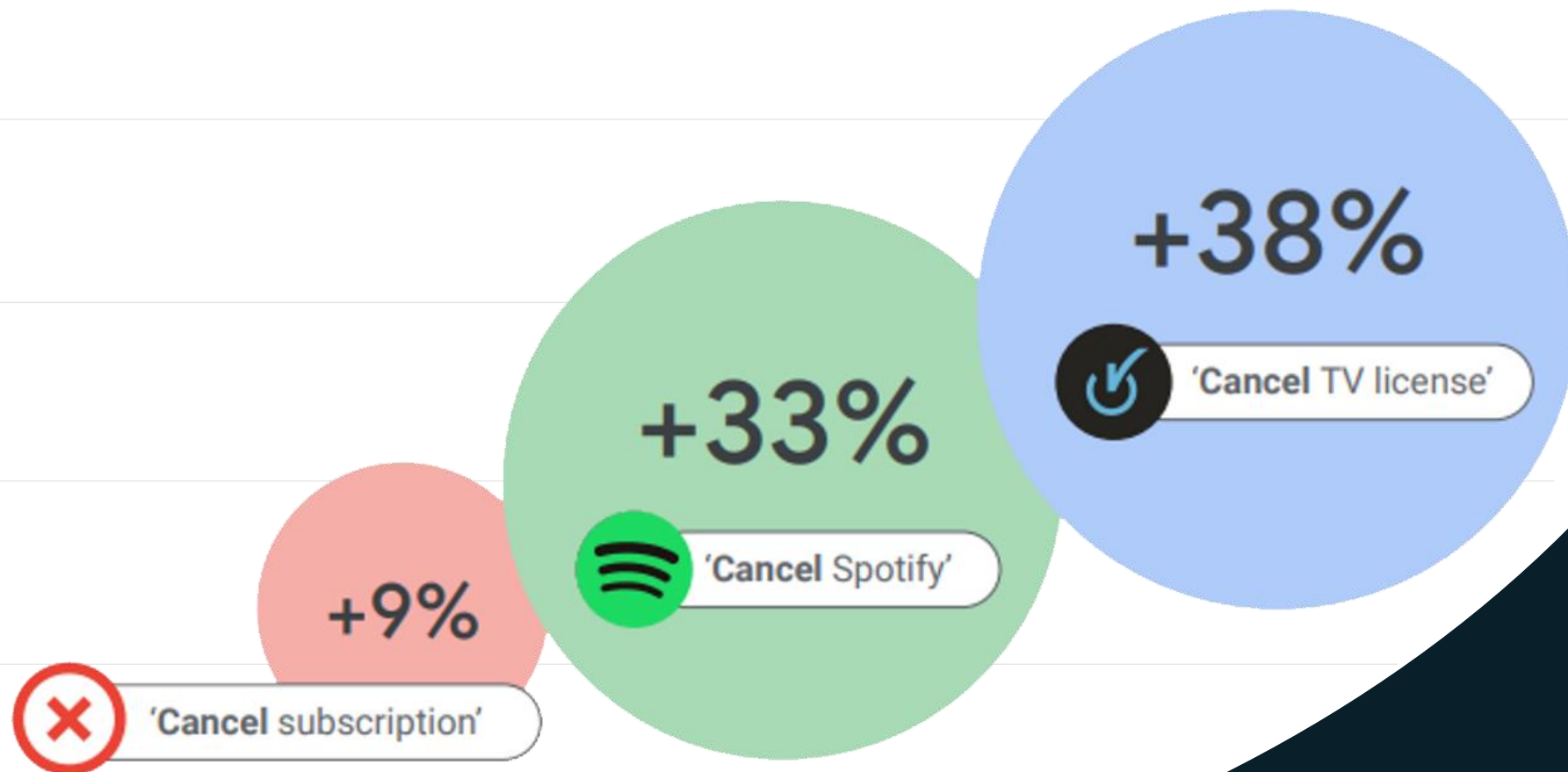


# Trend divergence

Credit: Google



Search Volume Growth UK: Q1 2022 VS. Q4 2021



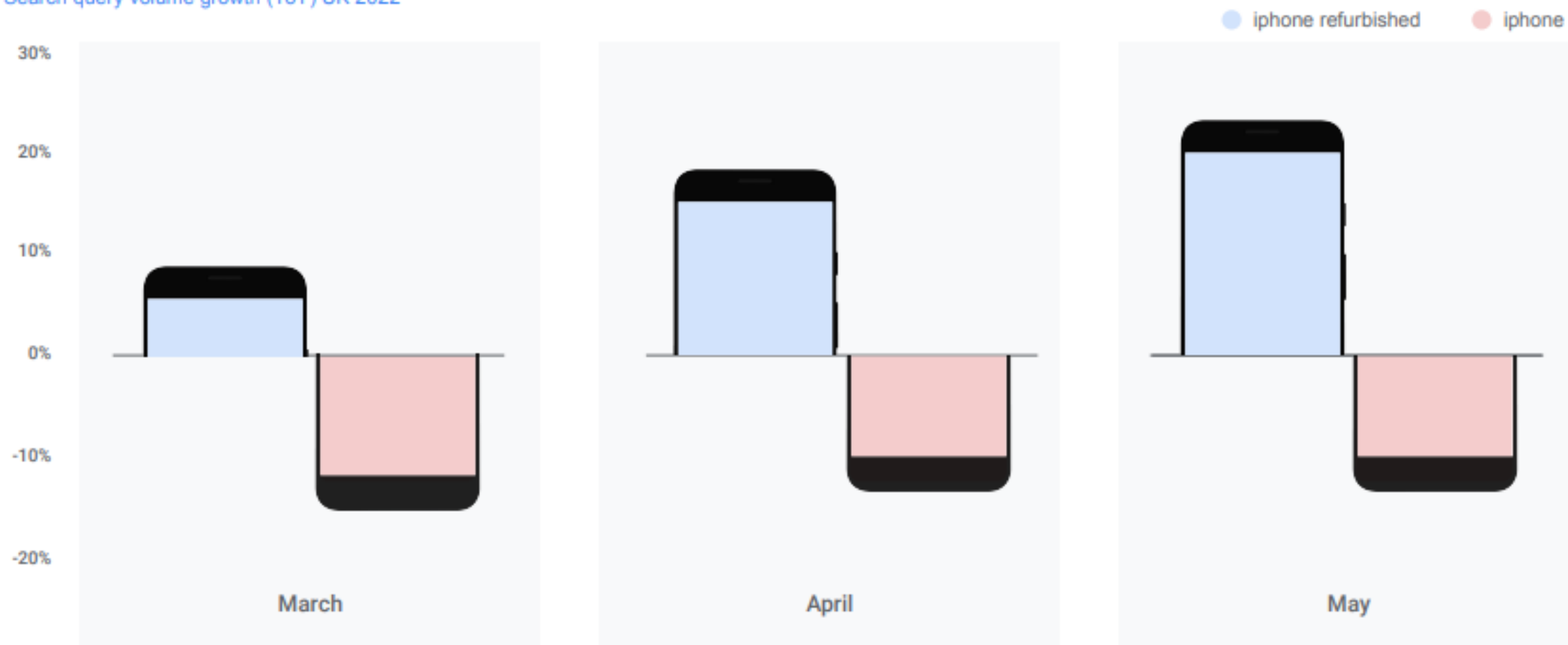
Shrinking market

Credit: Google



# New vs. refurbished

Search query volume growth (YoY) UK 2022





● sustainable clothing

Search term

+ Compare

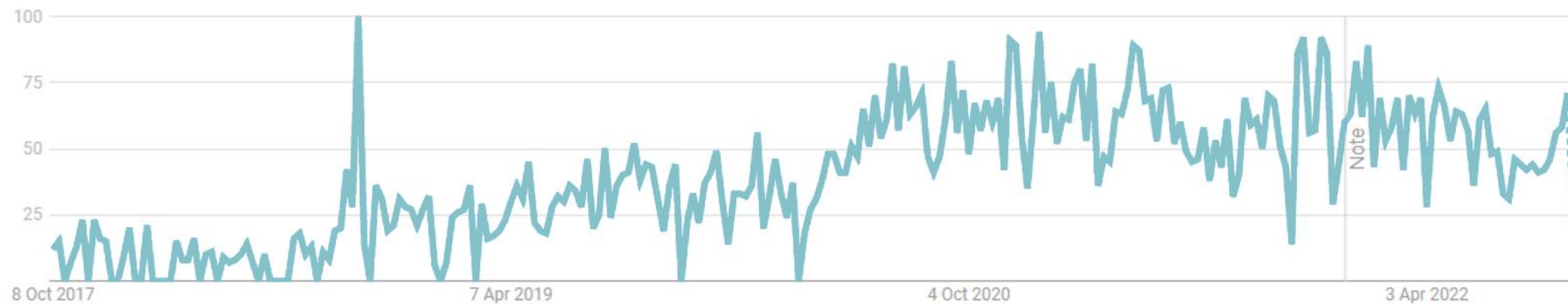
United Kingdom ▼

Past 5 years ▼

All categories ▼

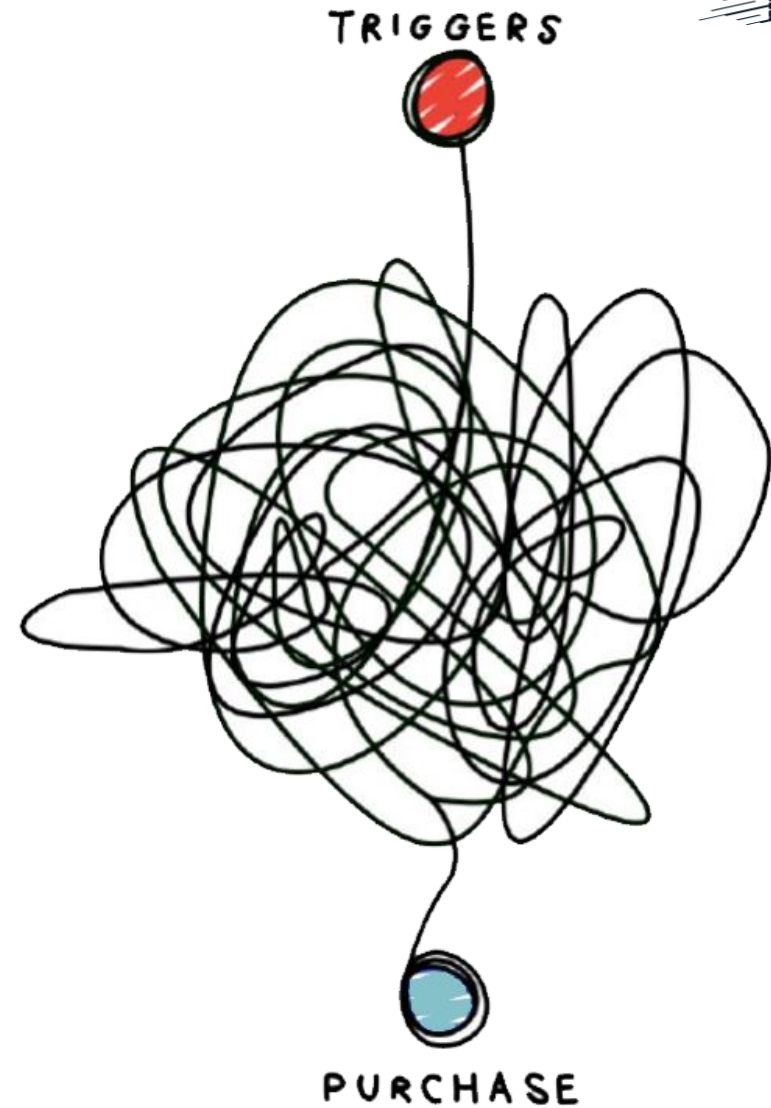
Web Search ▼

Interest over time ⓘ

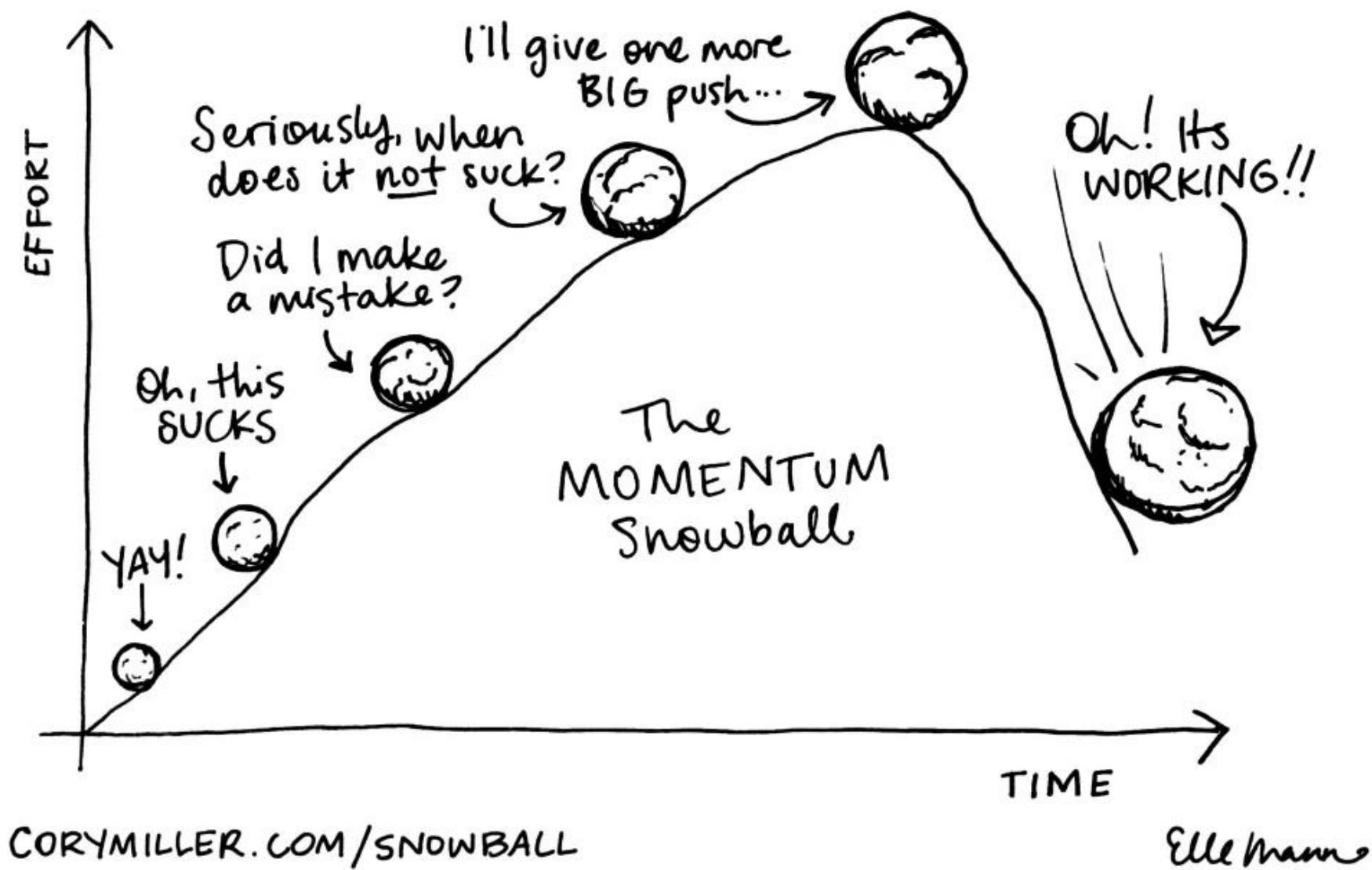




Brands are realising  
the importance of  
being present









# Takeaways

- 1) Search is the **market**.
- 2) Search enables us to be **always present**.
- 3) Search is there in **times of trouble**.



Search Marketing,  
Supercharged.

Thank you!

