

The Changing Face of Search



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[Kinesso.co.uk/insights/BrightonSEO2024](https://kinesso.co.uk/insights/BrightonSEO2024)



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The changing face of search

AN INCLUSIVE SEARCH METHODOLOGY

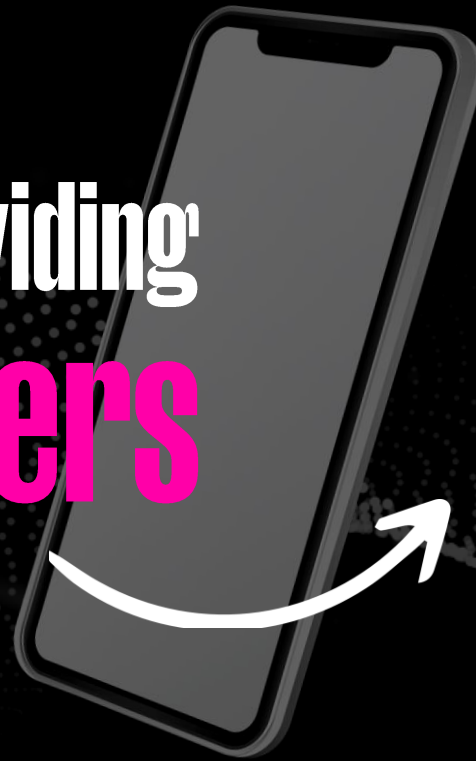


SEARCH

IS A BEHAVIOUR AND NOT A CHANNEL.



It's about providing
the right answers



At the
right time



On the
right platform

Google's dominance is being squeezed

WHAT DO WE NEED TO TAKE INTO CONSIDERATION LOOKING AT 2024 ONLINE AUDIENCE?



4.95BN

SOCIAL MEDIA USERS WORLD WIDE

61.4% of the total global population. Gen Z takes a big part of that

WHERE PEOPLE ARE BUYING ONLINE



amazon 50%

31.5% Google

(retail ecommerce sales 2022 worldwide: 5.7 trillion \$)

Google

still controls almost all of the search market share with

>3TN SEARCHES PER YEAR



Websites reviews

STILL

impact purchasing decisions for over



93% of consumers

TikTok

40%

of young people, when looking for a place for lunch, don't go to Google Maps or Search.

THEY GO TO

TikTok or Instagram.




**Prabhakar
Raghavan**

GOOGLE SVP

+200%

of global use
from 2018 to 2024

search it with  **TikTok**



A black and white portrait of Eric Schmidt, wearing glasses and a sweater, looking slightly to the right. The background is a dark, grid-like pattern.

People don't think of Amazon as search, but
**IF YOU ARE LOOKING FOR SOMETHING TO
BUY, YOU ARE MORE OFTEN THAN NOT
LOOKING FOR IT ON AMAZON.**

A large, 3D-style Amazon logo in a dark color, set against a dark background with a grid pattern.

amazon

**Eric
Schmidt**

EX GOOGLE CEO

TO WIN AND TO BE RELEVANT
WE NEED TO ENSURE

WE ARE VISIBLE

AND REACH OUT TO ALL AUDIENCES
AND ATTRACT ALL INTENTS



APP



MARKETPLACE



VOICE SEARCH



PAID MEDIA



AI



SOCIAL MEDIA



SEARCH



VIDEOS



FORUMS

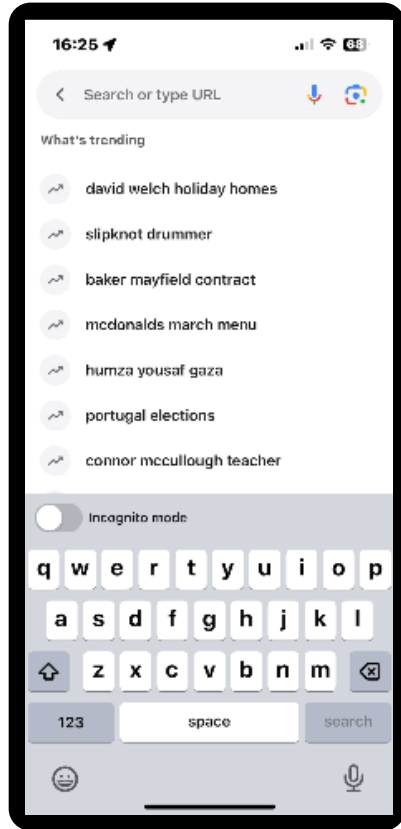


INFLUENCERS

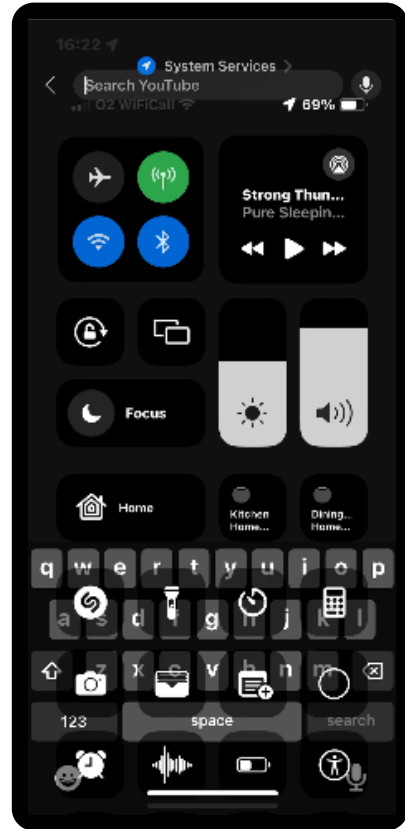
The new era of personalisation search

PEOPLE SEARCH FOR PRODUCTS AND INFORMATION WITH MULTIPLE PLATFORMS

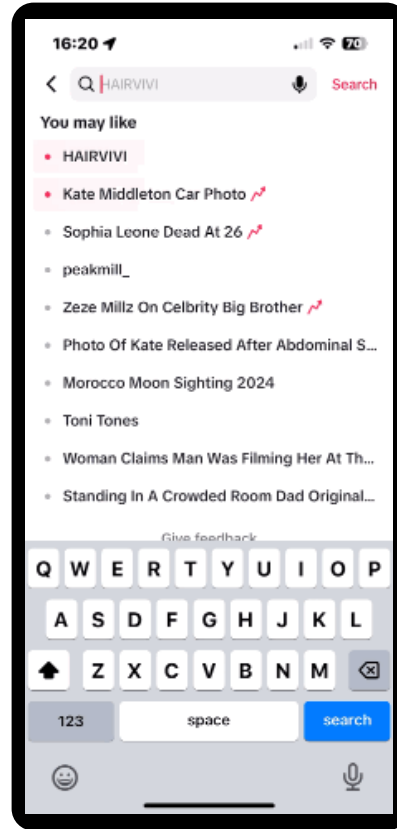
Google



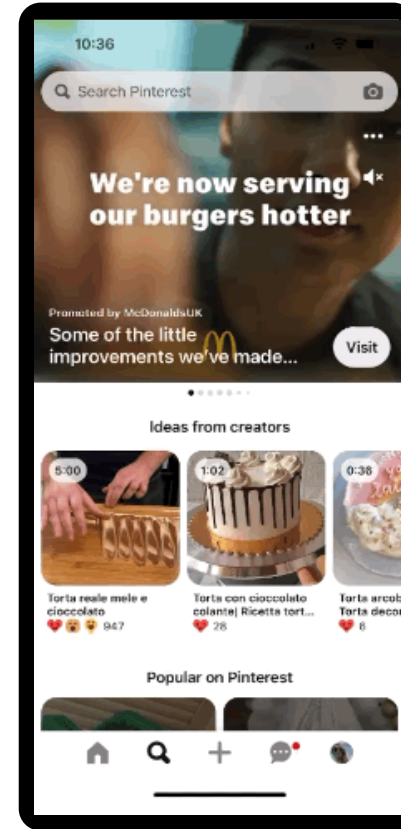
INFORMATIONAL



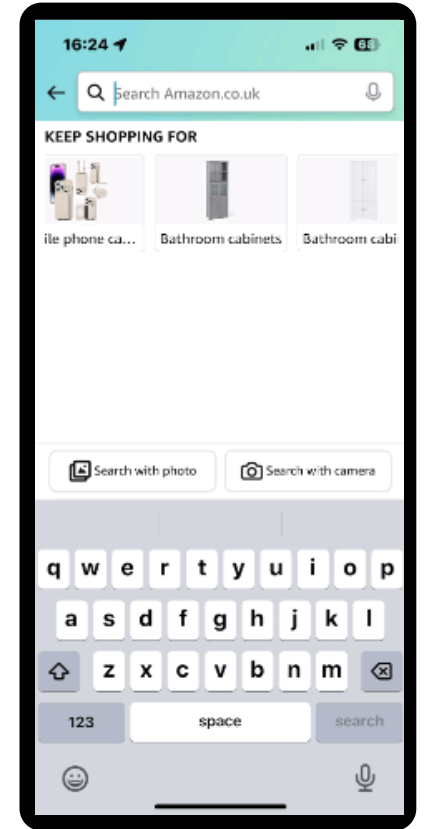
STORY TELLING



ENTRAINMENT



INSPIRATION



COMMERCIAL

All the major social media platforms capitalise on short-form content

Content is still key to reach out to your audience



PINTEREST
IDEA PINS



TIKTOK
VIDEOS



YOUTUBE
SHORTS



INSTAGRAM
REELS



SNAPCHAT
SPOTLIGHT

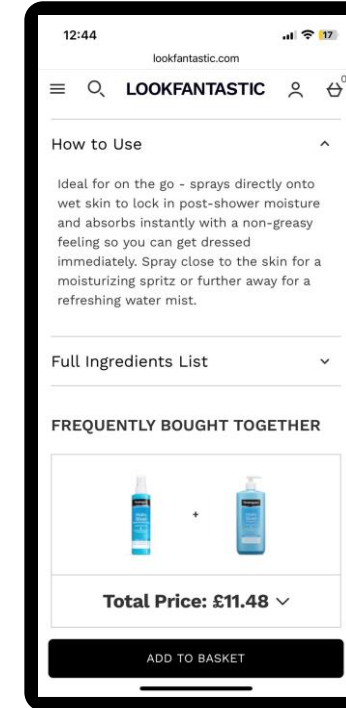
Retail content should be engaging, relevant and geared towards sales.



ENGAGING



RELEVANT



SALES-ORIENTED

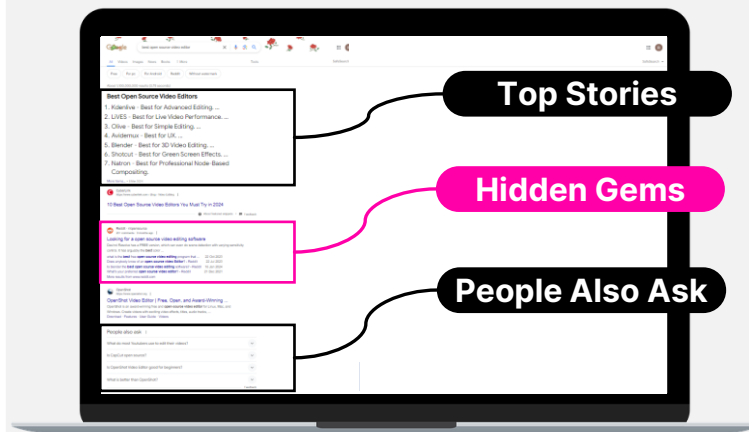


Maintain content consistency across platforms, with nuances based on customer profile. Design for the most algorithmically mature platform and adapt based on required components for each retailer.

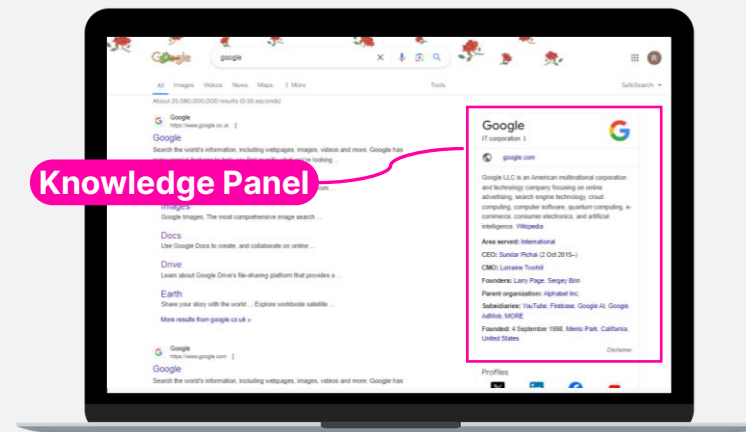
But ...Google rankings are still key

GOOGLE MANAGED TO CLOSE THE GAP BETWEEN OLD AND NEW STYLE OF ONLINE SEARCHING

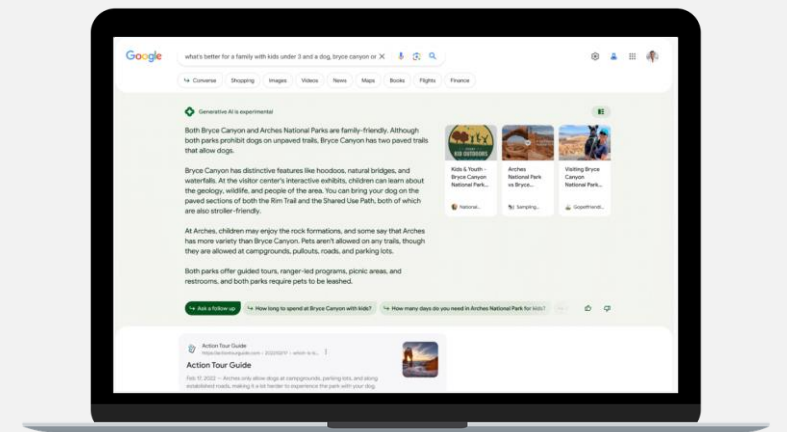
HIDDEN GEMS & SERP EVOLUTION



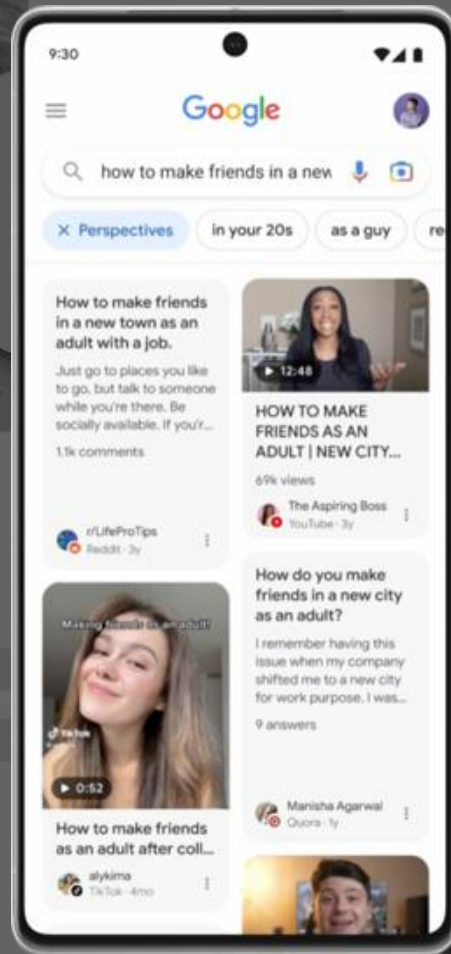
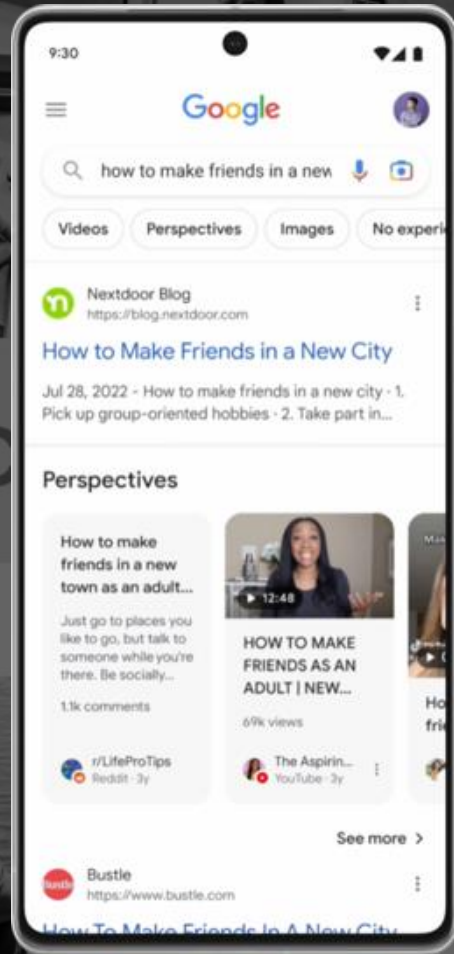
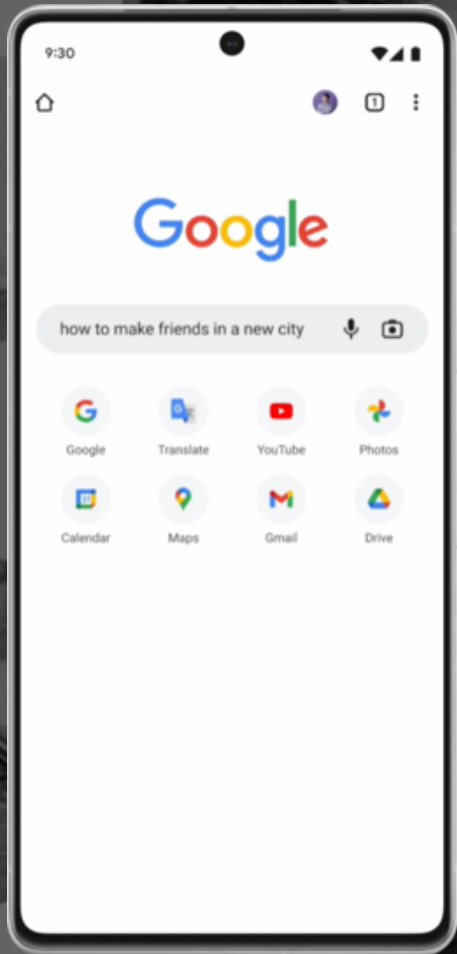
KNOWLEDGE PANEL & GRAPH



GENERATIVE SEARCH EXPERIENCE



Source: Search Engine Land

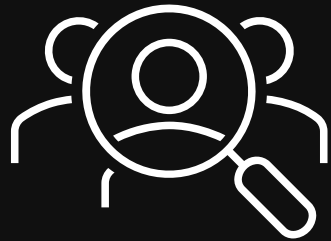


Google Perspective & Forums: Content with viewpoints

CONTENT YOU WILL SEE:



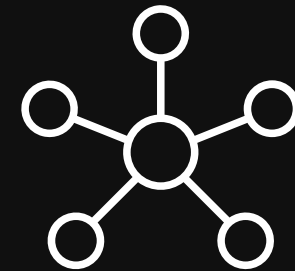
Creating a bespoke search strategy with Inclusive Search



Target audience
search preferences



Industry level
search behaviour



Bespoke, targeted
search insights

The creation of a new tool is based on strong collaborations



INSPIRATION IS OUR FUEL

Strategically engage users through a full-funnel search approach on Pinterest, addressing user needs at each stage

Milka Privodanova, Head of Sales, EMEA



ENDLESS DISCOVER

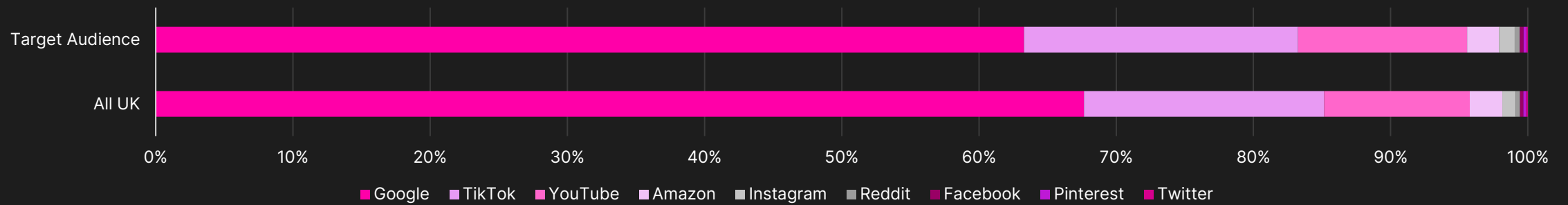
An Inclusive Search Methodology across Meta becomes a more literal and physical possibility. MetaAI is powered to search

Meta Team UK & EMEA

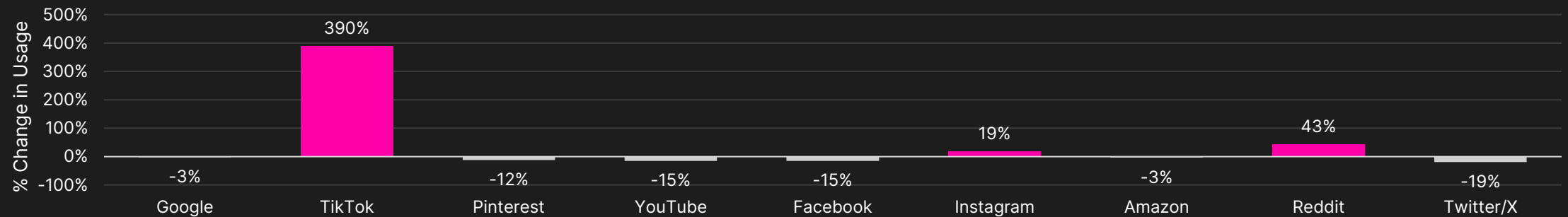
Creating bespoke analysis to inform future search strategy

VEGAN FOOD BRAND

Proportion of Industry Related Searches by Platform



Change in Target Audience Platform Usage Since 2020



This allow us to end up with sophisticated approach that captures all search opportunities across platforms – using “vegan recipes”



VEGAN RECIPES

Search opportunity

1,000 SV

73% PS

450 SV

51/100 Trends

9.2M Posts

500 SV



Keyword

Google

TikTok
(popularity score)

YouTube

Pinterest
(out of 100)

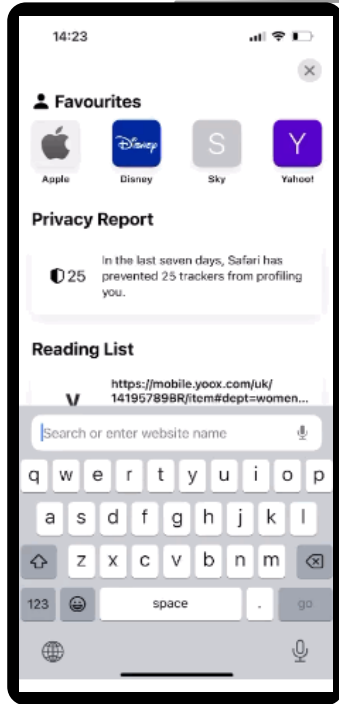
Meta
(Insta)

amazon

Keyword	Google	TikTok (popularity score)	YouTube	Pinterest (out of 100)	Meta (Insta)	amazon
vegan recipes	22,000	74%	5,200	51	9.2M	500
vegan meals	6,200	72%	1,000	57	1M	970
easy vegan recipes	2,900	72%	700	47	1000	80
healthy vegan recipes	1,200	72%	200	49	30,000	10
quick vegan recipes	250	73%	10	22	1000	10
vegan breakfast recipes	400	74%	100	41	5000	0
vegan lunch recipes	300	71%	10	54	500	0
how to cook vegan food	100	62%	100	34	100	0
vegan recipe books	10,000	55%	70	16	70	9,000

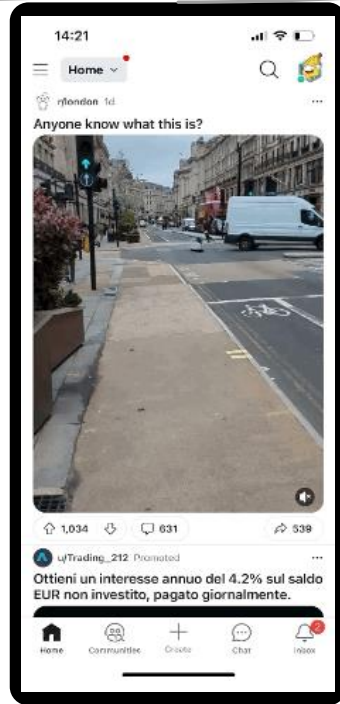
UPPER FUNNEL

USER



Google

vegan recipes |

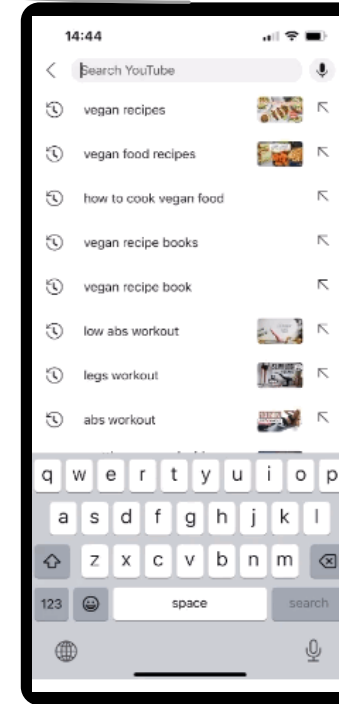


reddit

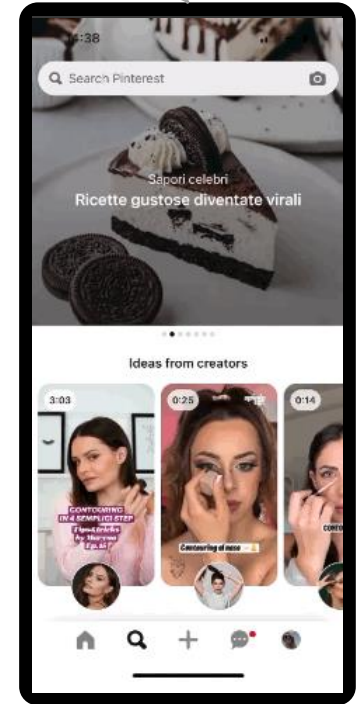


TikTok

how to cook vegan food |



YouTube

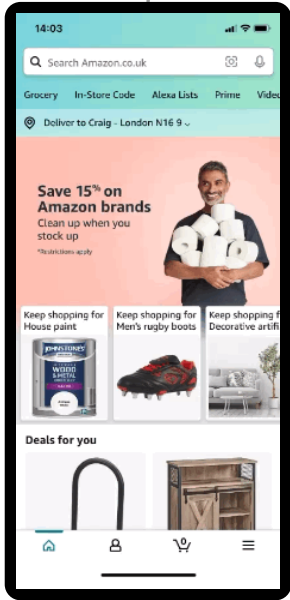


Pinterest

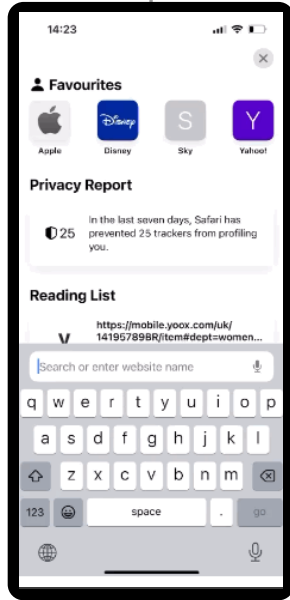
Easy vegan recipes |

LOWER FUNNEL

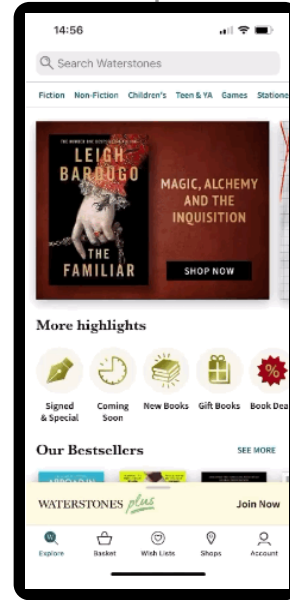
USER



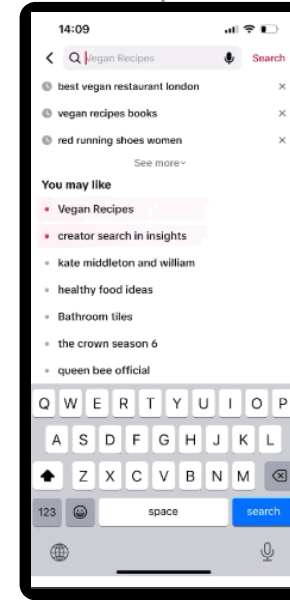
amazon



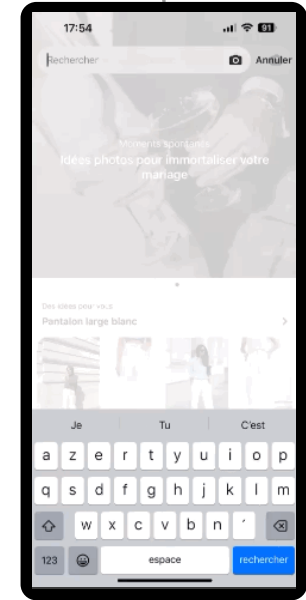
Google



Waterstones



TikTok

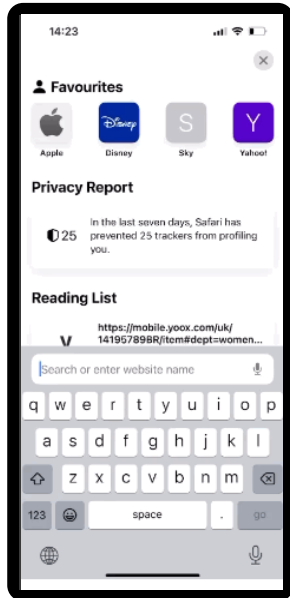


Pinterest

vegan recipe books

From inspiration to action - relevant content for each search stage

DISCOVER



vegan recipes |

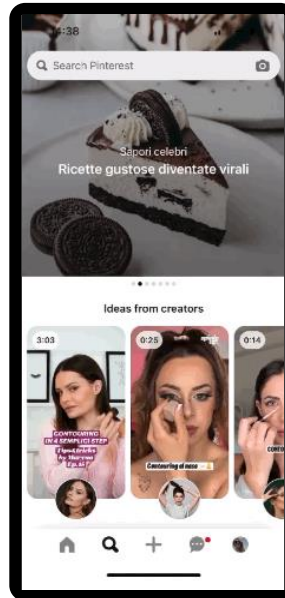
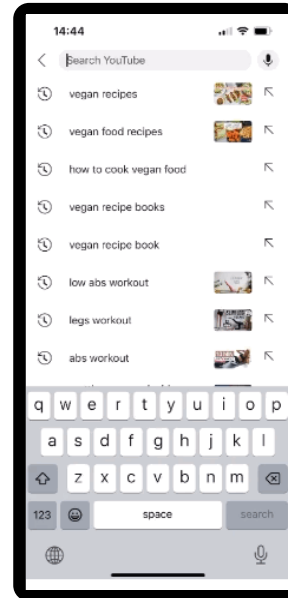


vegan recipes |



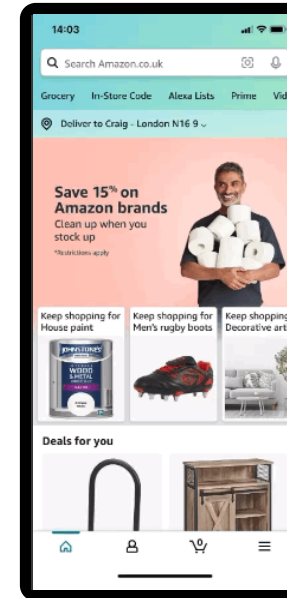
how to cook vegan food |

DECIDE

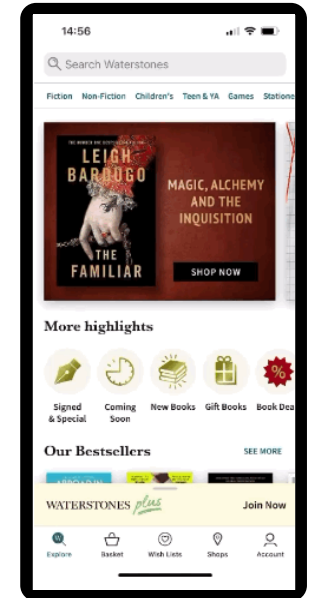


Easy vegan recipes |

PURCHASE



vegan recipe books |



Key Points

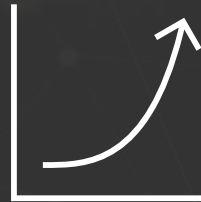
1

SEARCH IS A
BEHAVIOUR NOT
A CHANNEL



2

OPTIMISING YOUR
WEBSITE ONLY
IS NOT ENOUGH



3

MEASURE IS THE
MAIN CHALLENGE





KINESSO × **brightonSEO**[®]

THANK YOU

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United Kingdom