

## Google Search Statistics

Google is the most widely used search engine on the internet – and with good reason! It racks up an astonishing 3.5 billion searches per day and 1.2 trillion searches per year (just for reference, if you started right now and counted to 1 billion, it would take you 33 years to get there!). But when you introduce your new brand or company to the world, it can easily become swallowed up in the vastness of the internet without some key distinguishing factors. We are interested in helping your brand stand out and ensuring it doesn't get lost in the shuffle. Understanding that Google is dominating the market is great, but how does this internet powerhouse impact you and your business? After all, a tool is only powerful if you know how to use it correctly.

1. Use Google statistics to understand what people are searching for.

The Google platform is so advanced that it can tell you the habits of those searching the internet. If you want to know how long people are spending on certain websites, the constant places they visit, and their preferred browsers, you can! This is a great time to use the keyword function that Google provides. The idea behind using keywords is that you want to reach the right customers with the right language, and Google uses keywords to ensure that content remains relevant and easy to find.

By using Keyword Planner available with Google AdWords, you can type all of the words and phrases that come to mind when you're thinking about your business. Google then creates a list of relevant keywords for you that garner the most monthly traffic, and you can choose to use those on your website. AdWords offers multiple marketing plans: including ads for video, apps, text and banner ads, and search result ads to push the recognition of your brand over the edge. By using a platform like AdWords, you can see how many people visit your website, call your business, or see your ads in real time.

2. Use Google to identify your customer.

Does your business attract more women than men? How about younger versus older clients? Understanding who is looking at your website and why is so important, because you can use the methods of marketing segmentation to advertise your services to those who want and need them most. Beyond that, Google search statistics can inform you about whether your customers visit your site via desktop, laptop, or mobile device, so you can tailor your internet channels to best suit your traffic. If you offer shopping on your desktop-friendly site but fail to have the same capabilities on your mobile site, you may be losing business simply because of ease of use. Your target demographic might be professional, young women, so consider what kind of lifestyle that entails and update your marketing materials accordingly. Remember, we are just talking about changing your platform here – not your products or services.

3. Use Google to learn which ads are most effective.

We touched on this earlier in the article, but the types of ads you choose for your business can be what sets you apart from your competition. After highlighting your target demographic and modifying your website, you want to start reaching out to more people! If you know that your mobile site is doing especially well – probably since you added a shopping feature – you can start using banner ads on Facebook, so that those using their phones to shop for your product can see more of it while they're on the internet. YouTube is another great source for ads, since you can create ads that are specific to the videos people are watching. If your YouTube ads are doing well, consider creating a YouTube channel for your business to satisfy that demographic. Keep using this method of targeting the next-highest demographic until you've reached the level of recognition you were shooting for.

After you modify your keywords and overall user experience, you should start seeing an upward tick in your traffic. Hopefully, by following these guidelines, you can take your business to a place of more targeted products and messaging that the average consumer can't pass up!