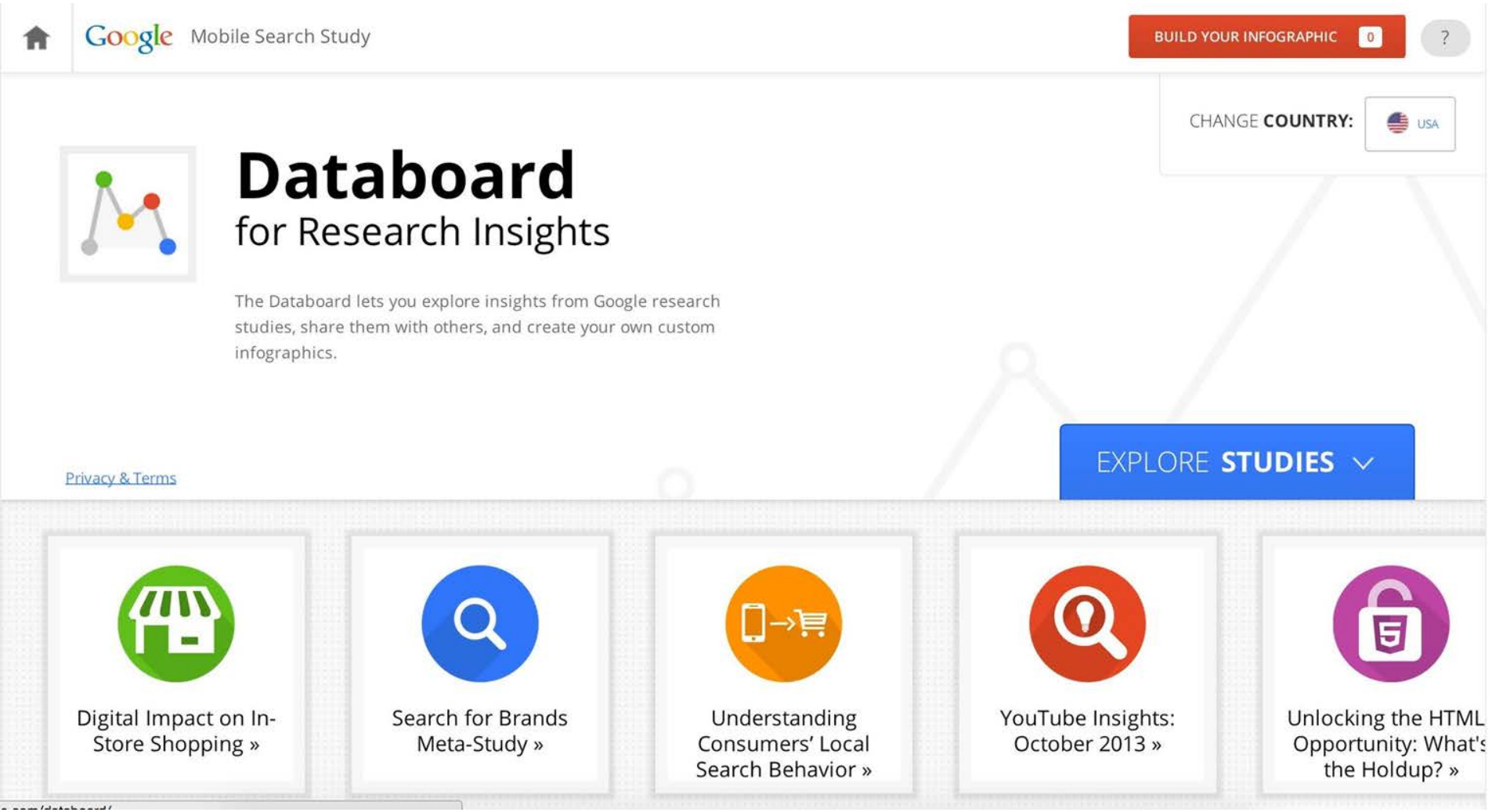
Google’s Hidden Gems

Christopher S. Penn

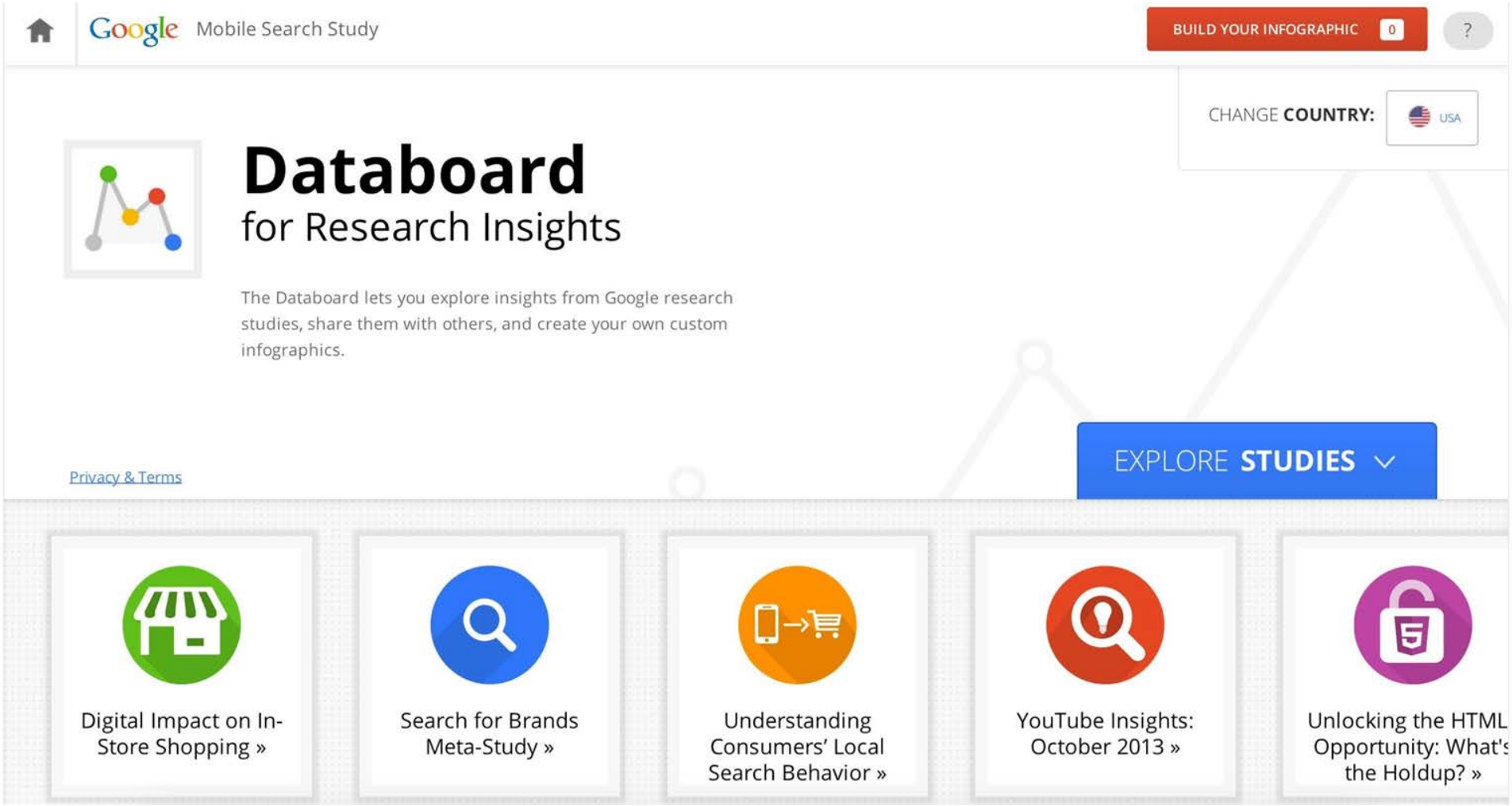
Databoard

http://think.withgoogle.com/databoard/

If you can shop online



you can Databoard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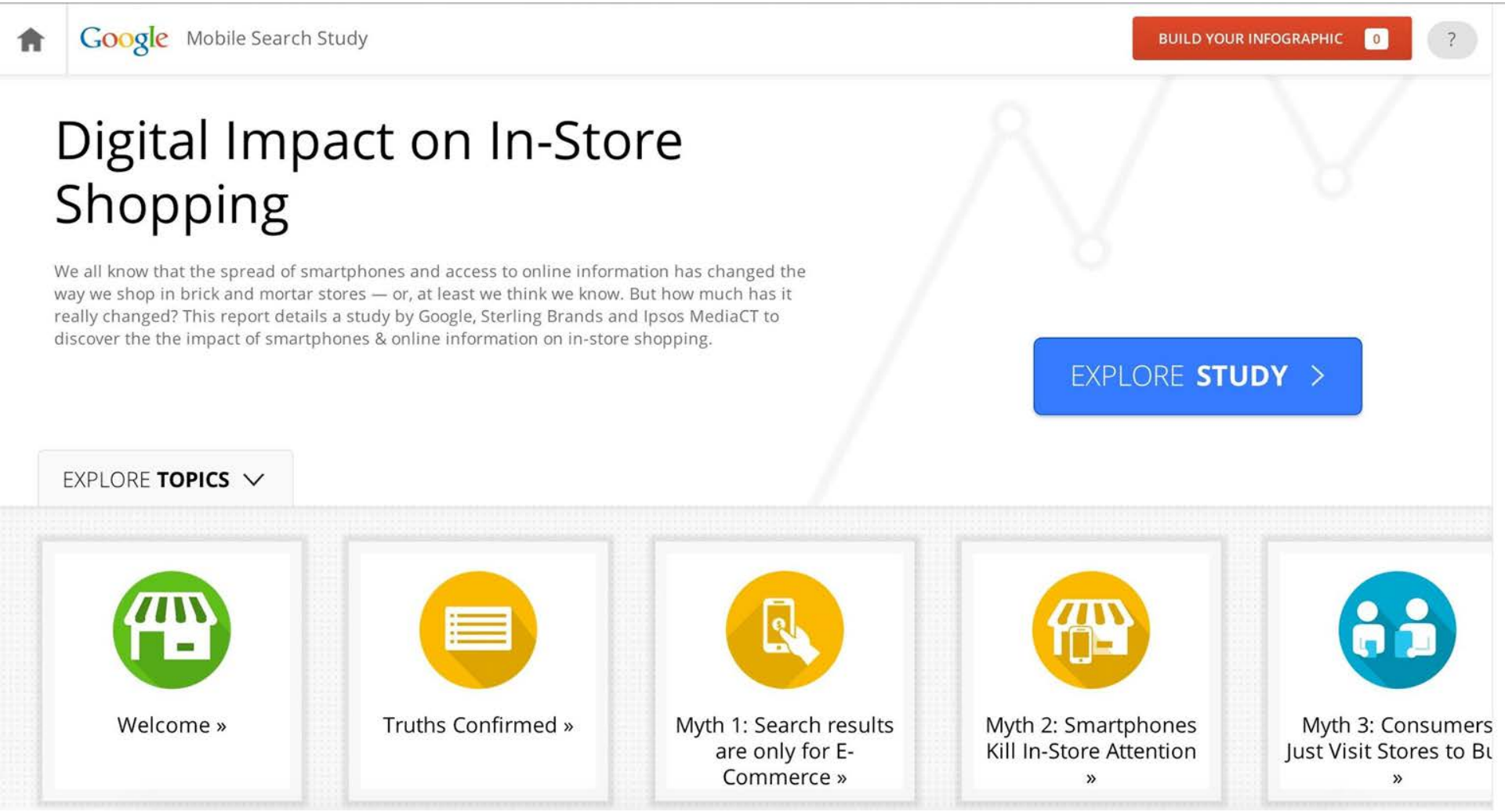
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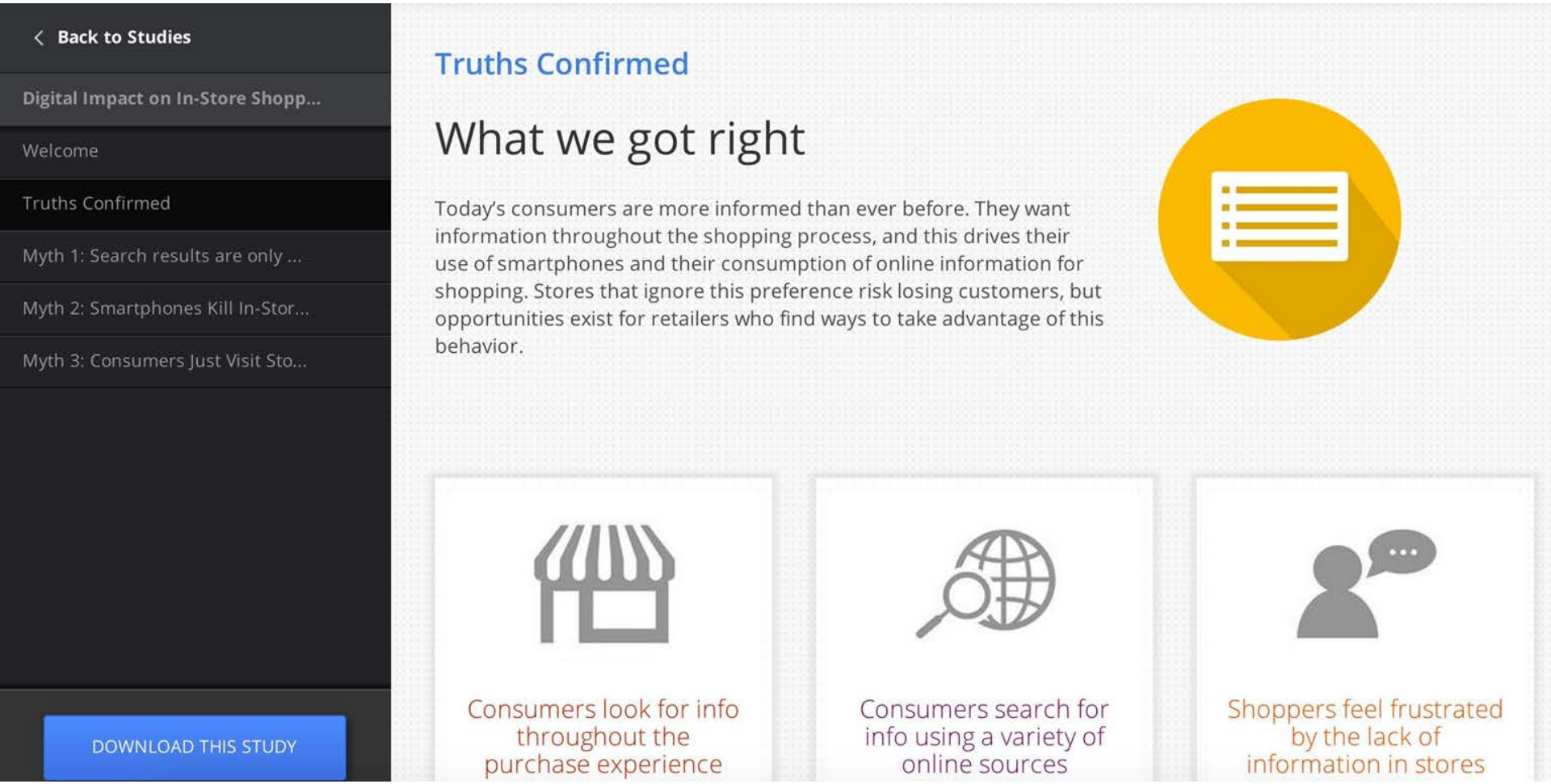
Digital Impact on In-Store Shopping
We all know that the spread of smartphones and access to online information has changed the way we shop in brick and mortar stores — or, at least we think we know. But how much has it really changed? This report details a study by Google, Sterling Brands and Ipsos MediaCT to discover the the impact of smartphones & online information on in-store shopping.
EXPLORE STUDY
EXPLORE TOPICS
Welcome »
Truths Confirmed »
Myth 1: Search results are only for E-Commerce »
Myth 2: Smartphones Kill In-Store Attention »
Myth 3: Consumers Just Visit Stores to Bu »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Welcome
Truths Confirmed
Myth 1: Search results are only ...
Myth 2: Smartphones Kill In-Stor...
Myth 3: Consumers Just Visit Sto...
DOWNLOAD THIS STUDY
Truths Confirmed
What we got right
Today's consumers are more informed than ever before. They want information throughout the shopping process, and this drives their use of smartphones and their consumption of online information for shopping. Stores that ignore this preference risk losing customers, but opportunities exist for retailers who find ways to take advantage of this behavior.
Consumers look for info throughout the purchase experience
Consumers search for info using a variety of online sources
Shoppers feel frustrated by the lack of information in stores

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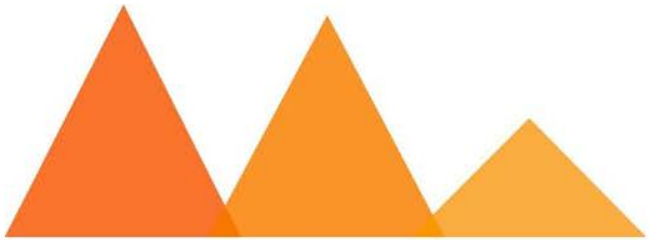
2-in-3 shoppers who tried to find information within a store say they didn't find all the info they needed

43% Left feeling frustrated

41% More likely to shop elsewhere

22% Less likely to buy from the retailer



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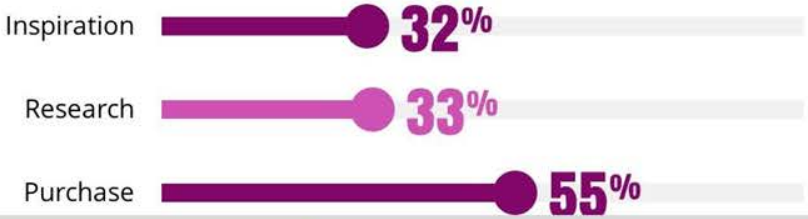
CONSUMERS USE STORES THROUGHOUT THE PURCHASE PROCESS FOR MORE THAN JUST TRANSACTIONS

69% of consumers used physical stores for information during different phases of the purchase process



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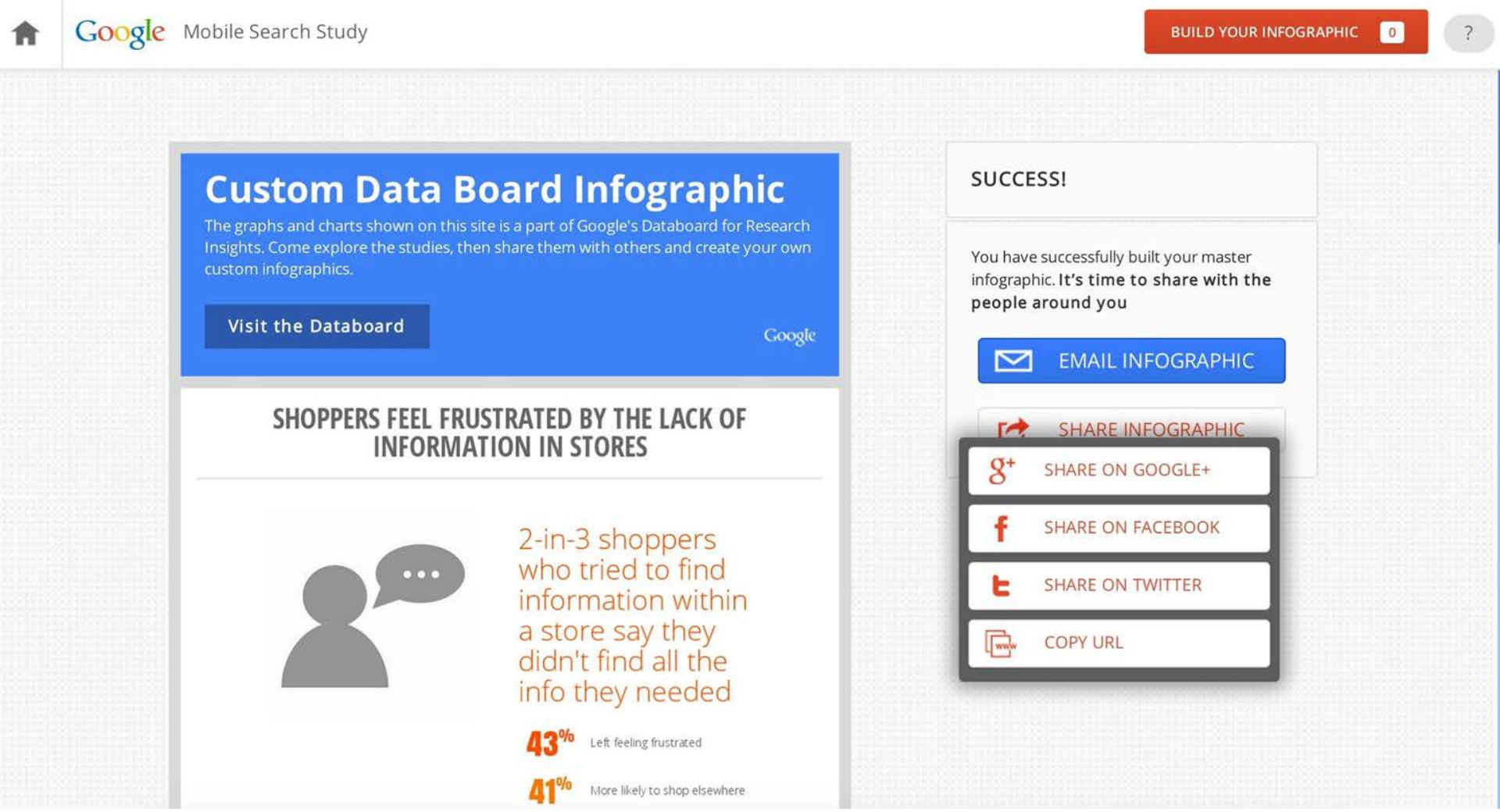
SHOPPERS FEEL FRUSTRATED BY THE LACK OF INFORMATION IN STORES

2-in-3 shoppers who tried to find information within a store say they didn't find all the info they needed

43% Left feeling frustrated

41% More likely to shop elsewhere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SHOPPERS FEEL FRUSTRATED BY THE LACK OF INFORMATION IN STORES
2-in-3 shoppers who tried to find information within a store say they didn't find all the info they needed
43% Left feeling frustrated
41% More likely to shop elsewhere
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You have successfully built your master infographic. It's time to share with the people around you
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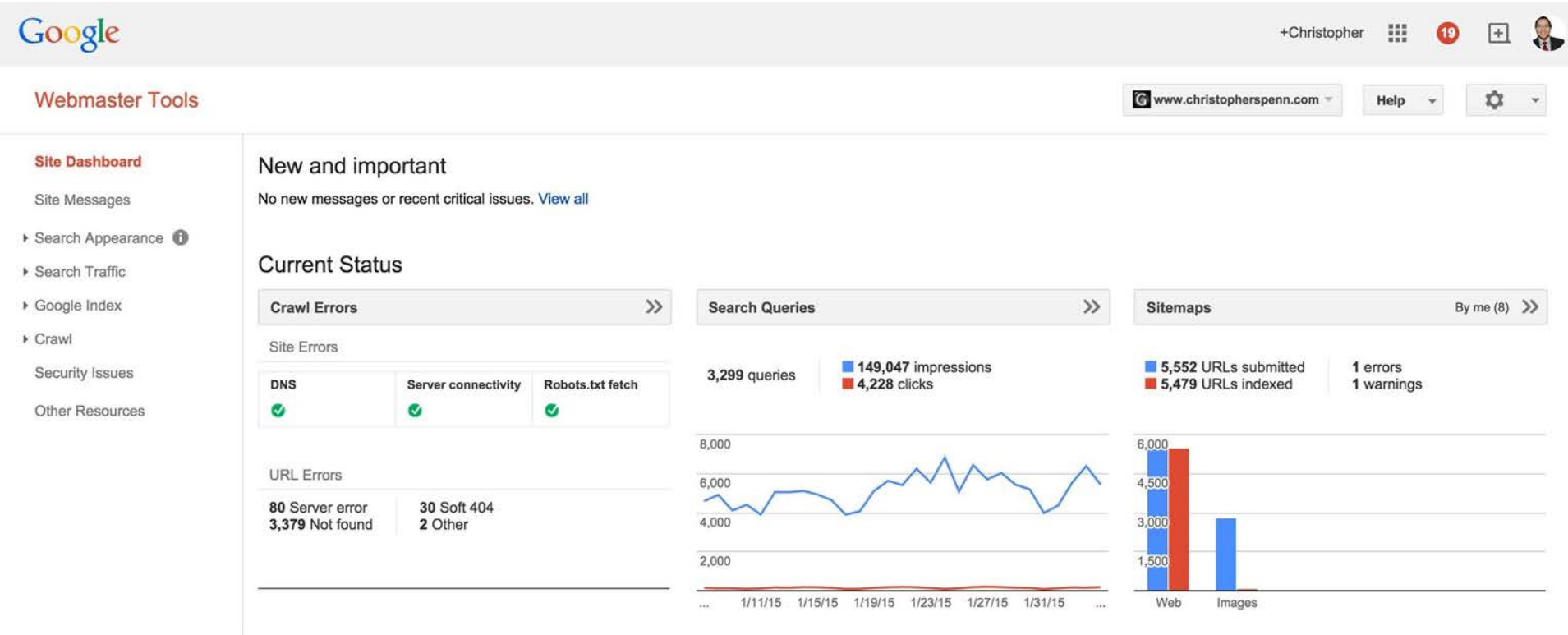
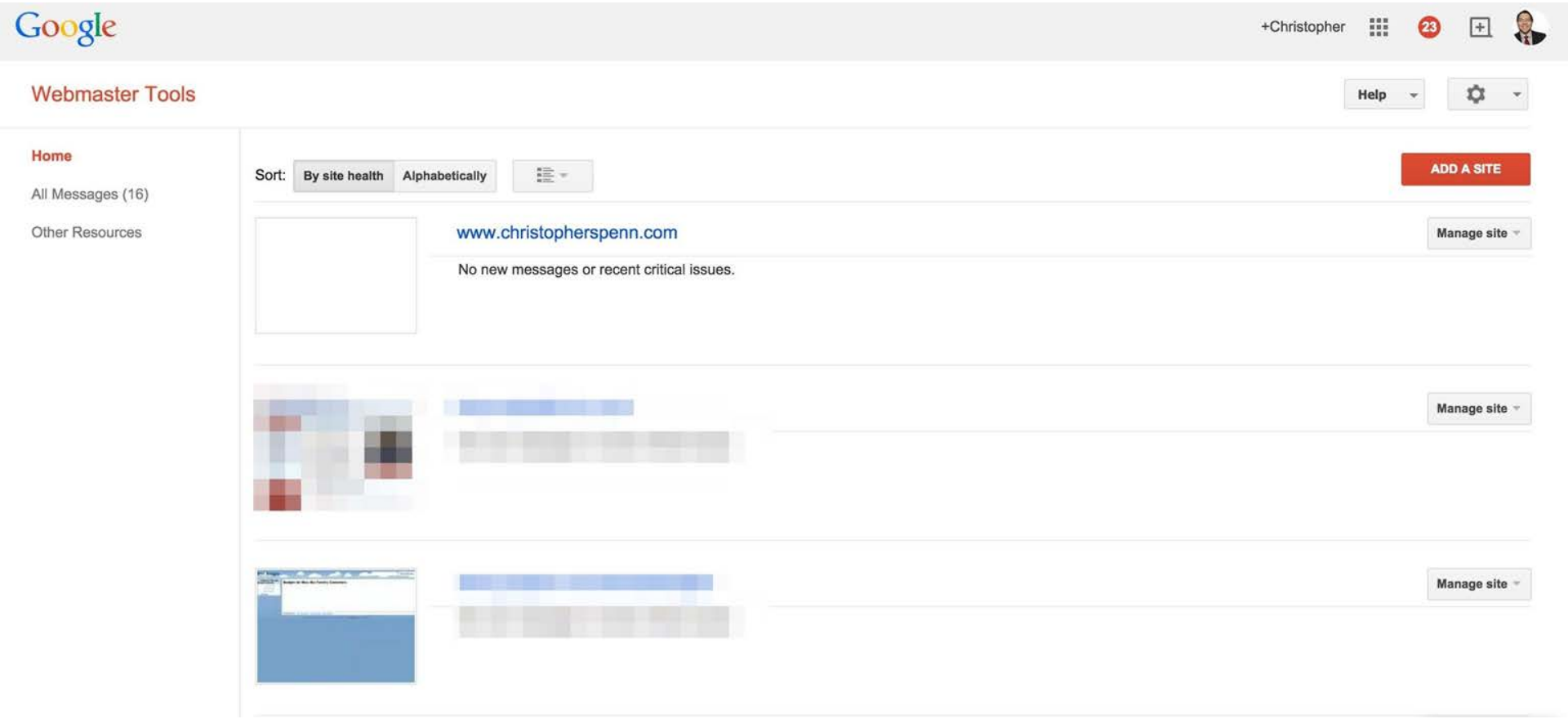
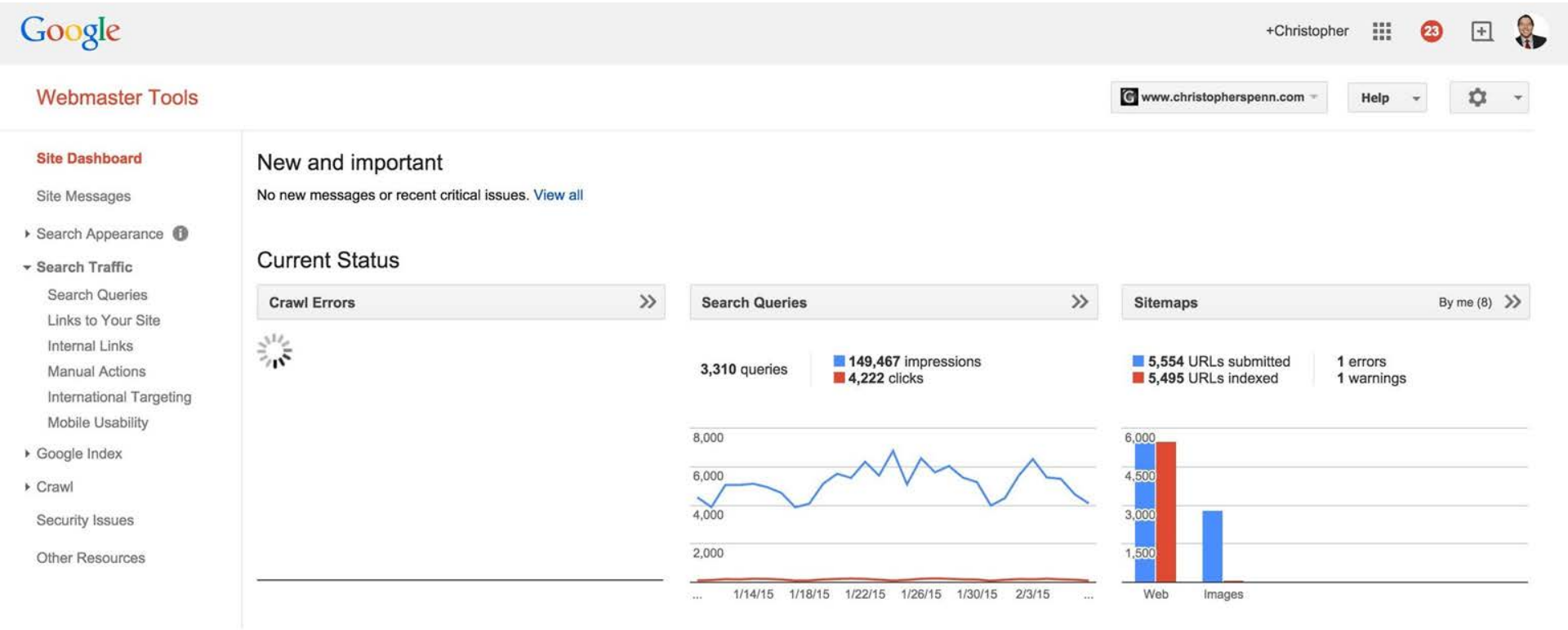
Originally for nerds



Now for everyone



#GoogleConf | @cspenn | @shiftcomm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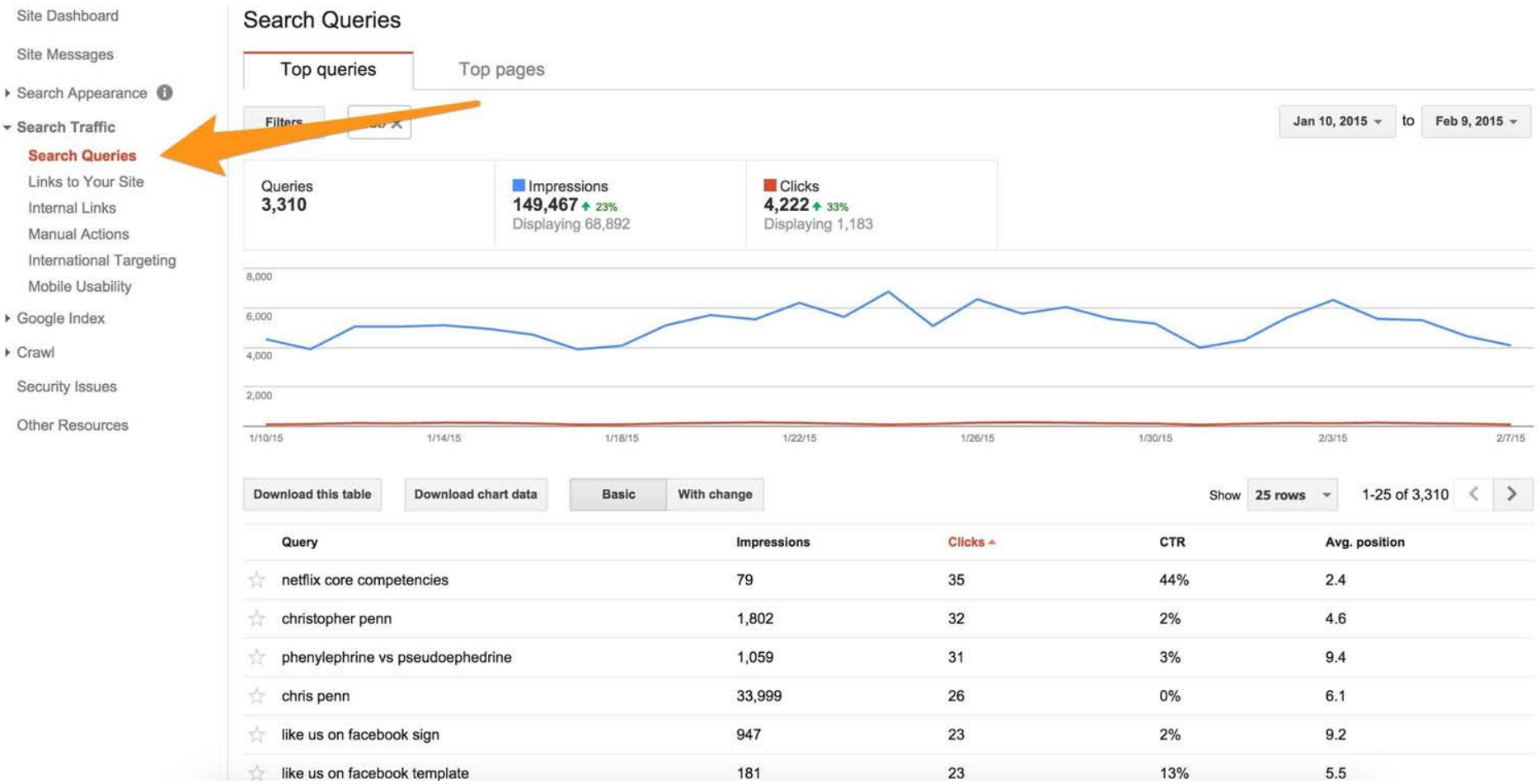
Google Index
Crawl
Security Issues
Other Resources
New and important
No new messages or recent critical issues. View all
Current Status
Crawl Errors
Search Queries
3,310 queries
149,467 impressions
4,222 clicks
8,000
6,000
4,000
2,000
... 1/14/15 1/18/15 1/22/15 1/26/15 1/30/15 2/3/15 ...
Sitemaps
By me (8)
5,554 URLs submitted
5,495 URLs indexed
1 errors
1 warnings
6,000
4,500
3,000
1,500
Web
Images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International Targeting
Mobile Usability
Google Index
Crawl
Security Issues
Other Resources
Search Queries
Top queries
Top pages
Filters
Jan 10, 2015
to
Feb 9, 2015
Queries
3,310
Impressions
149,467 23%
Displaying 68,892
Clicks
4,222 33%
Displaying 1,183
8,000
6,000
4,000
2,000
1/10/15
1/14/15
1/18/15
1/22/15
1/26/15
1/30/15
2/3/15
2/7/15
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25 rows
1-25 of 3,310
Query
Impressions
Clicks
CTR
Avg. position
netflix core competencies 79 35 44% 2.4
christopher penn 1,802 32 2% 4.6
phenylephrine vs pseudoephedrine 1,059 31 3% 9.4
chris penn 33,999 26 0% 6.1
like us on facebook sign 947 23 2% 9.2
like us on facebook template 181 23 13% 5.5

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Show 25 rows 1-25 of

Query	Impressions	Clicks ▲	CTR	Avg. position
netflix core competencies	79	35	44%	2.4
christopher penn	1,802	32	2%	4.6
phenylephrine vs pseudoephedrine	1,059	31	3%	9.4
chris penn	33,999	26	0%	6.1
like us on facebook sign	947	23	2%	9.2
like us on facebook template	181	23	13%	5.5
pseudoephedrine vs phenylephrine	605	22	4%	9.2
marketing campaign plan	607	17	3%	1.7
netflix competency framework	32	17	53%	1.1
competency framework netflix	28	16	57%	1.0
serviceable addressable market	73	15	21%	3.5
brand dilution	235	14	6%	8.1
google data highlighter seo	37	14	38%	2.5
how to build an audience on twitter	17	13	76%	1.1
awaken your superhero	14	13	93%	1.0
transparency quotes	136	12	9%	8.3

Query
Impressions
Clicks
Clickthrough Rate
Average Position

Key question: do these words describe our brand?

Query	Impressions	Clicks	CTR	Avg. position
chris penn	33,999	26	0%	6.1
christopher penn	1,802	32	2%	4.6
phenylephrine vs pseudoephedrine	1,059	31	3%	9.4
like us on facebook sign	947	23	2%	9.2
facebook sign	704	0	0%	3.6
marketing campaign plan	607	17	3%	1.7
pseudoephedrine vs phenylephrine	605	22	4%	9.2
network consulting rates	579	0	0%	7.0
network consultant hourly rate	568	0	0%	8.1
network consulting hourly rate	562	1	0%	6.0
it consultant fees	547	0	0%	33
facebook like sign	452	3	1%	1.1
email marketing best practices 2014	418	0	0%	44
it consultant rates	366	0	0%	16
it consultant average hourly rates	309	0	0%	22

Key question: is this a popular search term?

Query	Impressions ▲	Clicks	CTR	Avg. position
chris penn	33,999	26	0%	6.1
christopher penn	1,802	32	2%	4.6
phenylephrine vs pseudoephedrine	1,059	31	3%	9.4
like us on facebook sign	947	23	2%	9.2
facebook sign	704	0	0%	3.6
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email marketing best practices 2014	418	0	0%	44
it consultant rates	366	0	0%	16
it consultant average hourly rates	309	0	0%	22

Key question: what do we the most clicks for?

Query	Impressions	Clicks ▲	CTR	Avg. position
netflix core competencies	79	35	44%	2.4
christopher penn	1,802	32	2%	4.6
phenylephrine vs pseudoephedrine	1,059	31	3%	9.4
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how to build an audience on twitter	17	13	76%	1.1
awaken your superhero	14	13	93%	1.0
transparency quotes	136	12	9%	8.3

Key question: what do we get 100% of the clicks for?

Query	Impressions	Clicks	CTR ▲	Avg. position
root webpage	3	3	100%	1.7
marketing playbook examples	2	2	100%	2.0
ninja mind tricks	2	2	100%	1.0
part1 http://adyou.me/pos	1	1	100%	3.0
smartphone video rig	1	1	100%	20
how to analyze twitter	1	1	100%	24
super hero taglines	1	1	100%	20
what is b2b2c	1	1	100%	26
how much does a social media consultant make	1	1	100%	52
out of the box examples	1	1	100%	13
pest analysis books	1	1	100%	30
how to do twitter analytics	1	1	100%	26
hand coffee mill	1	1	100%	45
what is my superhero power	1	1	100%	18
tweet metadata	1	1	100%	7.0

Key question: what does Google think we're about?

Query	Impressions	Clicks	CTR	Avg. position
ninja mind tricks	2	2	100%	1.0
bertucci pizza sauce recipe	1	1	100%	1.0
awaken your superhero	14	13	93%	1.0
what happens when you die in a fire	7	5	71%	1.0
bertucci's sauce recipe	10	5	50%	1.0
bertucci's pizza sauce recipe	9	3	33%	1.0
christopher s penn	34	11	32%	1.0
padcasting	7	2	29%	1.0
keurig 2.0 teardown	10	2	20%	1.0
content personality	11	2	18%	1.0
like facebook psd	10	0	0%	1.0
facebook like sign image	8	0	0%	1.0
face book like sign	8	0	0%	1.0
like sign for facebook	8	0	0%	1.0
facebook like signs	6	0	0%	1.0
facebook likes template	6	0	0%	1.0
facebook sign images	5	0	0%	

Branded

Unbranded

Key question: is PR working?

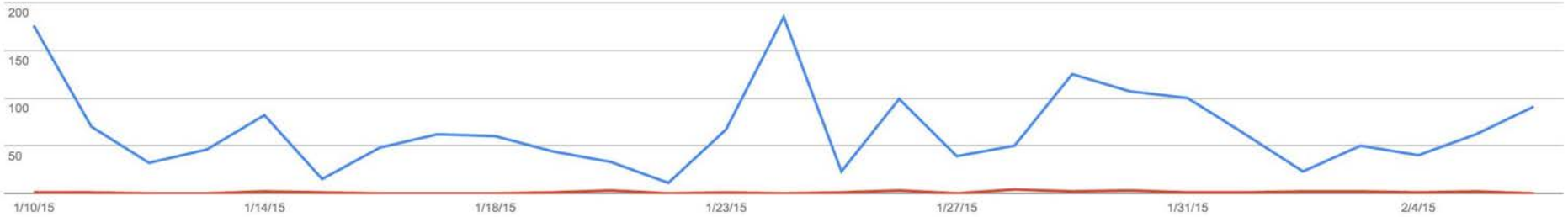
Search Queries

Query details: **christopher penn**

« Go back

Search: Web **Location:** All locations Jan 10, 2015 to Feb 9, 2015

Impressions	Clicks	CTR	Avg. position
1,802	**32**	**2%**	**4.6**



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Page	Impressions	Change	Clicks ▲	Change	CTR	Change
/	1,672	↑ 35%	32	↑ 52%	-	
/welcome-aboard/	89	↓ -7%	0	↑ ∞	-	
/public-speaking/	41	↓ -69%	0	↑ ∞	-	

Download this table

Position in search results	Impressions	Clicks ▲	CTR
3	475	25	5%