



Next up>>> **THE FUTURE OF SEARCH**  
**Why Retailers Should Understand Search Listening!**

A 30mins Presentation



**Stefan Hull**  
**Managing Director**  
**Propellernet**

**propeller**net  
make life better™

@FashionNetUK

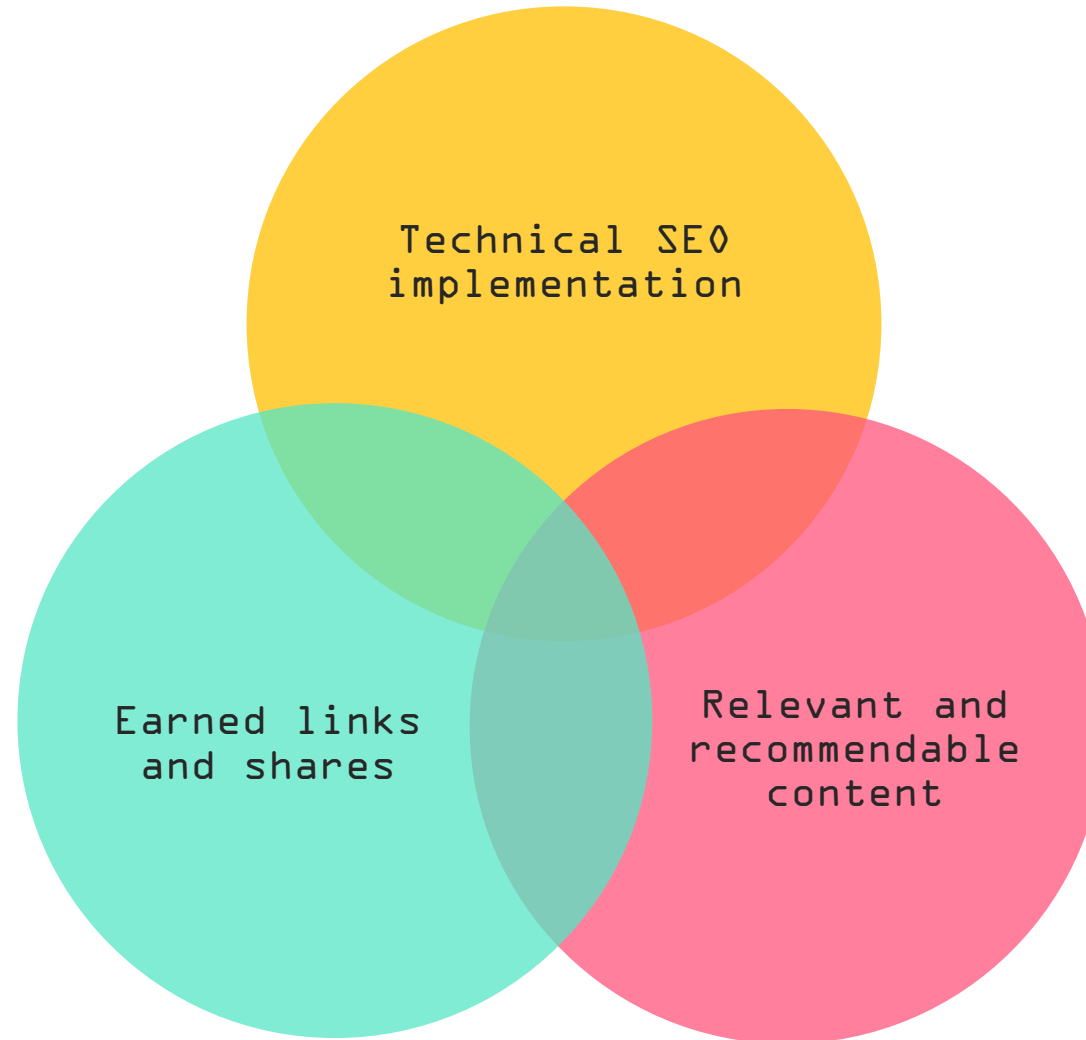
#TFNsummit

thefashionnetwork.co.uk

Search (data) is a  
wonderful thing

@searchlistening

# SEO success is a function of...



# It's also a function of integration

Integration happens when teams have a shared focus that takes them towards a shared goal:

- Your shared focus should be your customer
- Your shared goal should be your business targets, not specific channel targets

The successful brands of the future will be the ones best able to do adopt this way of thinking.



Integration can drive SEO  
success

Search (data) might just  
be able to help spur  
integration

# Google

Google Search

I'm Feeling Lucky

“Google searches are the  
most important dataset  
ever collected on the  
human psyche.”

Seth Stephens-Davidowitz



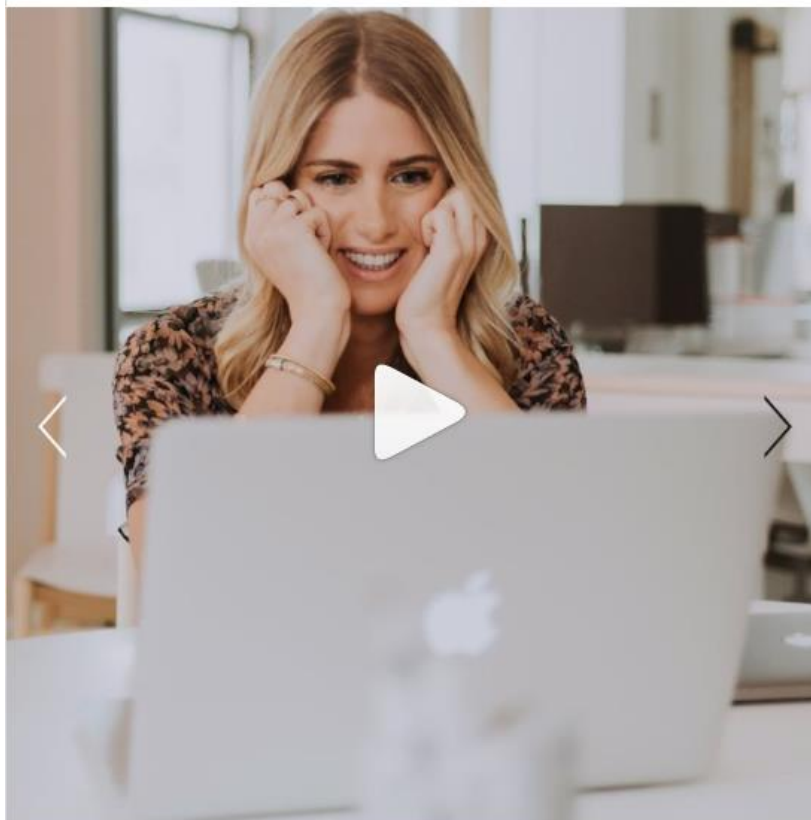
It's not fashionable to  
be honest



**fashionambitionist**

199k followers

[View Profile](#)



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4,290 likes

**fashionambitionist**

Can't sleep in anticipation of tomorrow 📺 @gabriel.grossman this is toooooo much to handle. Photo by: @Flytographer

[view all 304 comments](#)

Add a comment...



People lie...

But we don't lie to  
Google...

Google is a confessional  
booth  
for the 'fake news' era.

We tell Google things we  
wouldn't tell our  
partners, our family, our  
friends ... even our  
doctor.

i don't know how to manage

i don't know how to manage **my time**

i don't know how to manage **my money**

i don't know how to manage **my emotions**

i don't know how to manage **my life**

i don't know how to manage **my stress**

i don't know how to manage

i don't know how **you** manage

i don't know **my managers last name**

i don't **see** manage **wireless network**

i don't **see** manage **devices on hulu**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

We turn to Google,  
in-the-moment, when we're  
experiencing events of  
huge significance.



meeting my girl

meeting my girlfriend's parents

meeting my girlfriend

meeting my girlfriend's son

meeting my girlfriend after a long time

meeting my girlfriend's dad

meeting my girlfriend's ex boyfriend

meeting my girlfriend's sister

meeting my girlfriend's mexican family

meeting my girlfriends indian parents

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*





meeting my part

meeting my partners **ex wife**  
meeting my partner's **child for the first time**  
meeting my partners **parents for the first time**  
meeting my partner's **child**  
meeting my partners **friends**  
my meeting partner  
my meeting partner **by anders fourdy**  
meeting my **life** partner  
meeting my **ex at a party**

Google Search

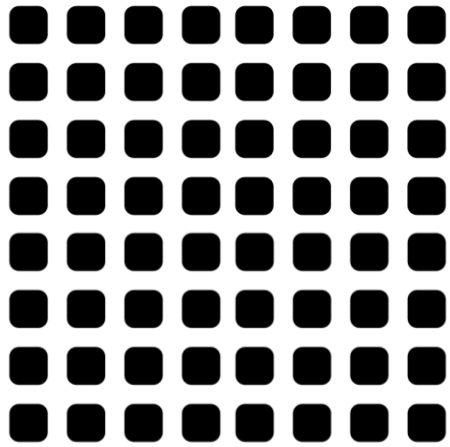
I'm Feeling Lucky

*Report inappropriate predictions*

# Google

Google Search

I'm Feeling Lucky



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The data set  
is huge



It's  
free



And there's zero  
research bias



It's instantly  
available

We're talking about  
keyword research, right?

“Traditionally, keyword research has been performed to better understand what phrases searchers are using to find the content, products or services you provide.

“But using keyword research for that is akin to treating the symptom rather than the problem itself.”

The brand and performance potential of (often) 'long tail' search data has been grossly undervalued...

Future success could be lurking in the long tail.



resses a

resses at **debenhams**  
resses **asos**  
resses at **next**  
resses at **matalan**  
resses at **dorothy perkins**  
resses at **john lewis**  
resses **asda**  
resses at **tesco**  
resses at **new look**  
resses at **wallis**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*



resses b

resses **brighton**

resses **boohoo**

resses **bodycon**

resses **boden**

resses **by roman**

resses **black**

resses **boutique**

resses **bon marche**

resses **bridesmaid**

resses **by coast**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*





resses c

resses **coast**

resses **casual**

resses **cheap**

resses **cocktail**

resses **curve**

resses **come true**

resses **chi chi**

resses **cos**

resses **cheap uk**

resses **cut on the bias**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*



BUILT BY THE TEAM BEHIND  
[COVERAGEBOOK.COM](#)

Language

EN

Region

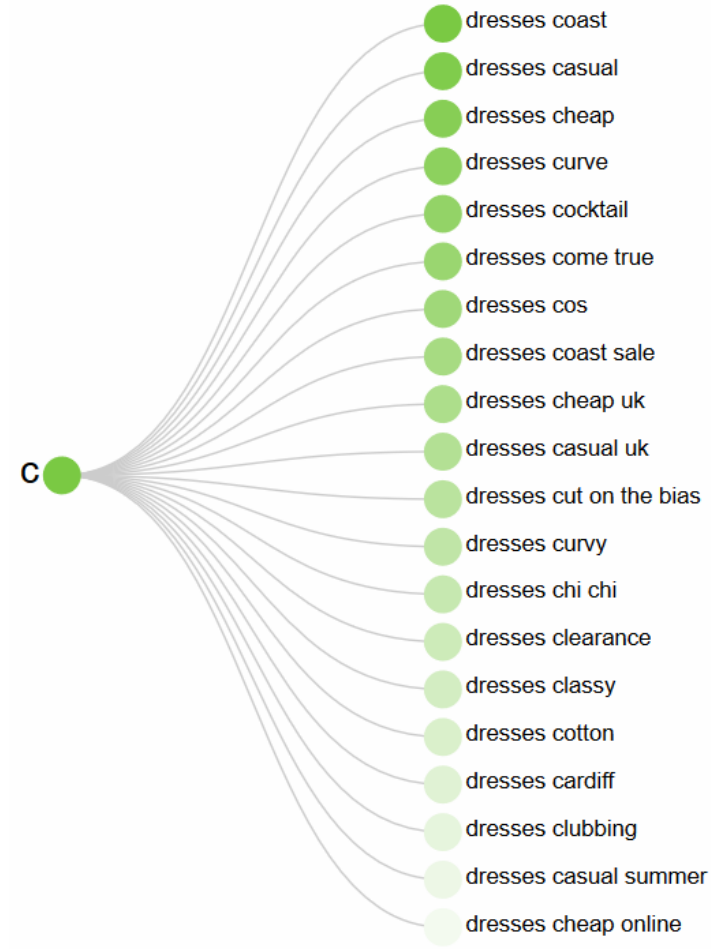
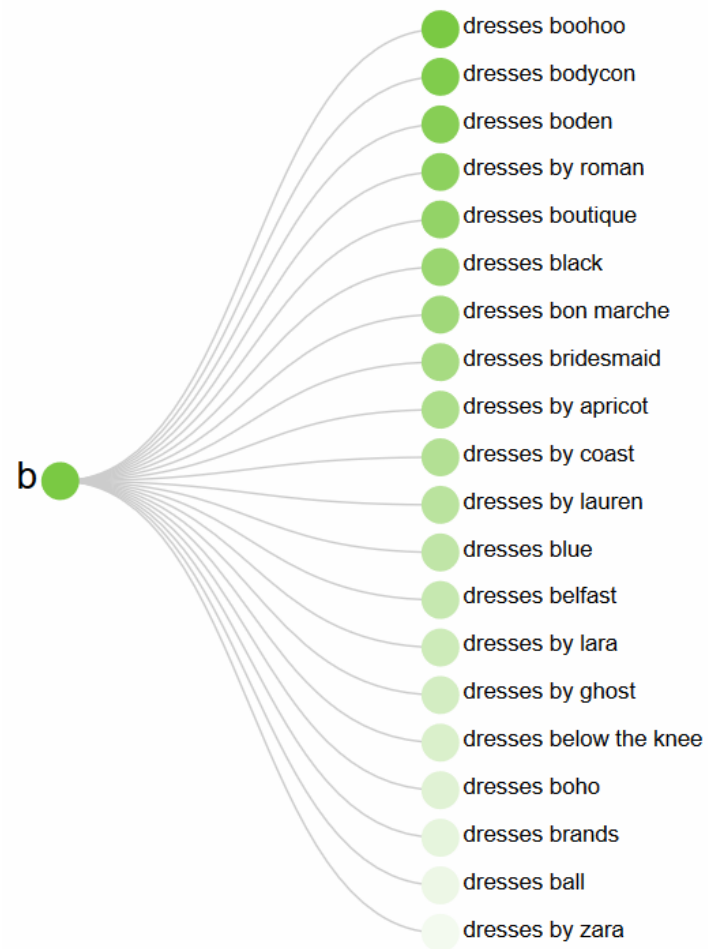
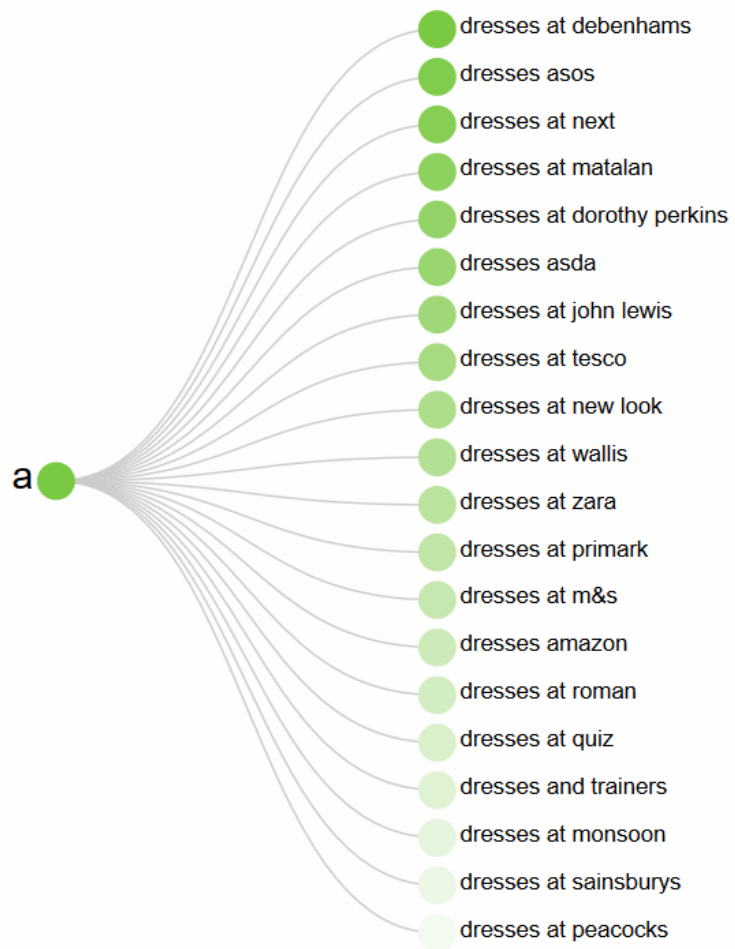
United Kingdom

Enter your keyword.

e.g. dresses, xbox, flights, etc.

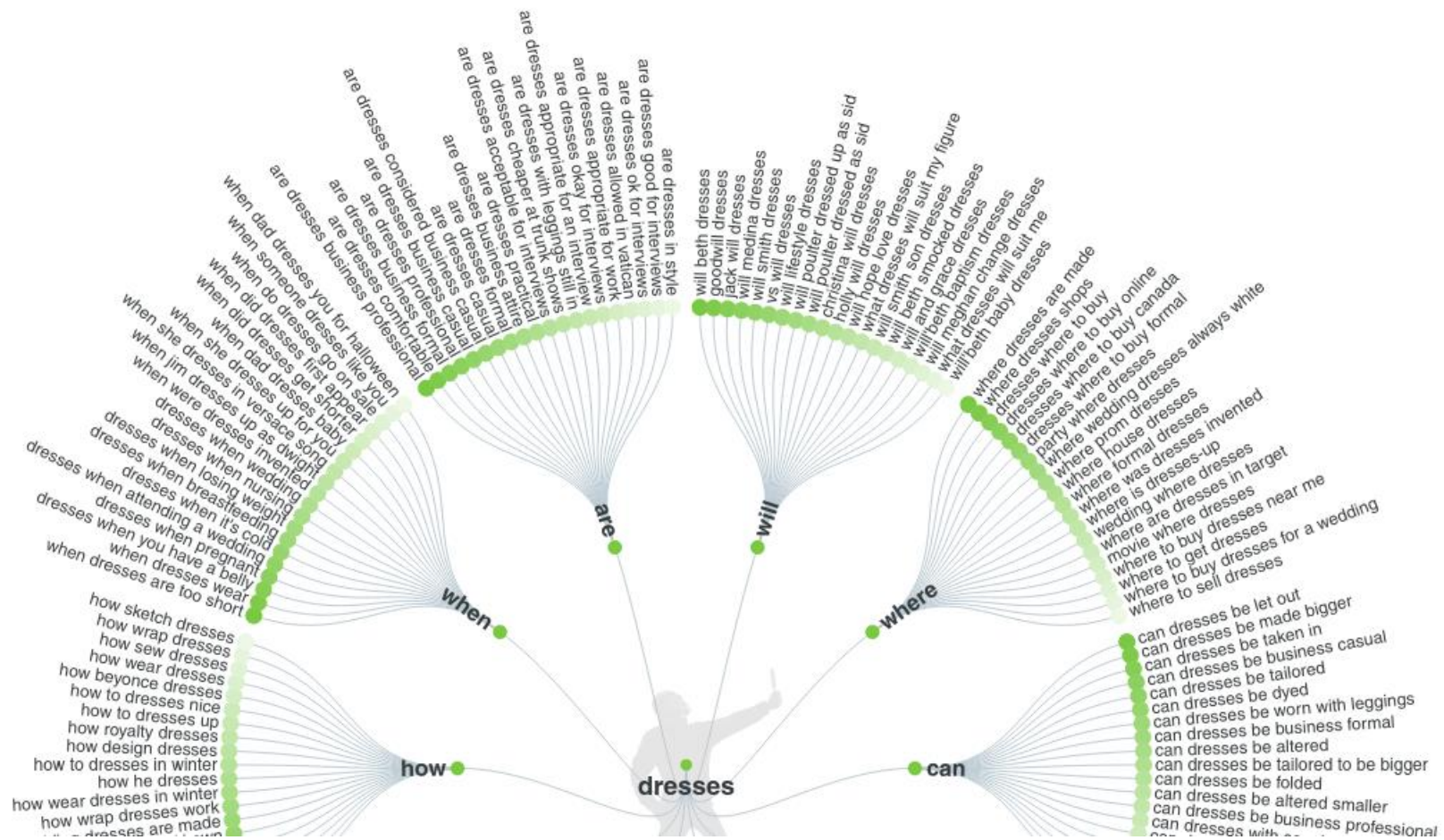
Get Questions

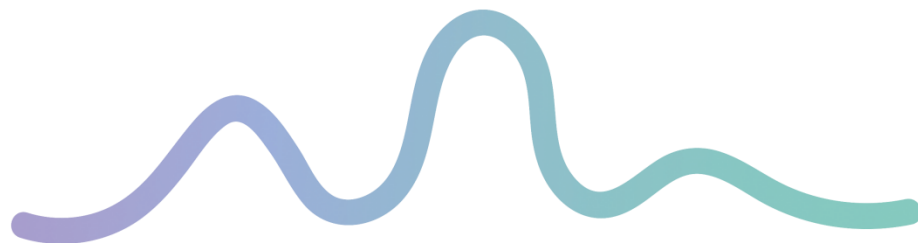
**New!** Set default language and region











# SEARCHLISTENING™

The process of understanding what an audience truly thinks, using the ultimate source of insight - search data - to access the unbiased perspectives of millions of people.

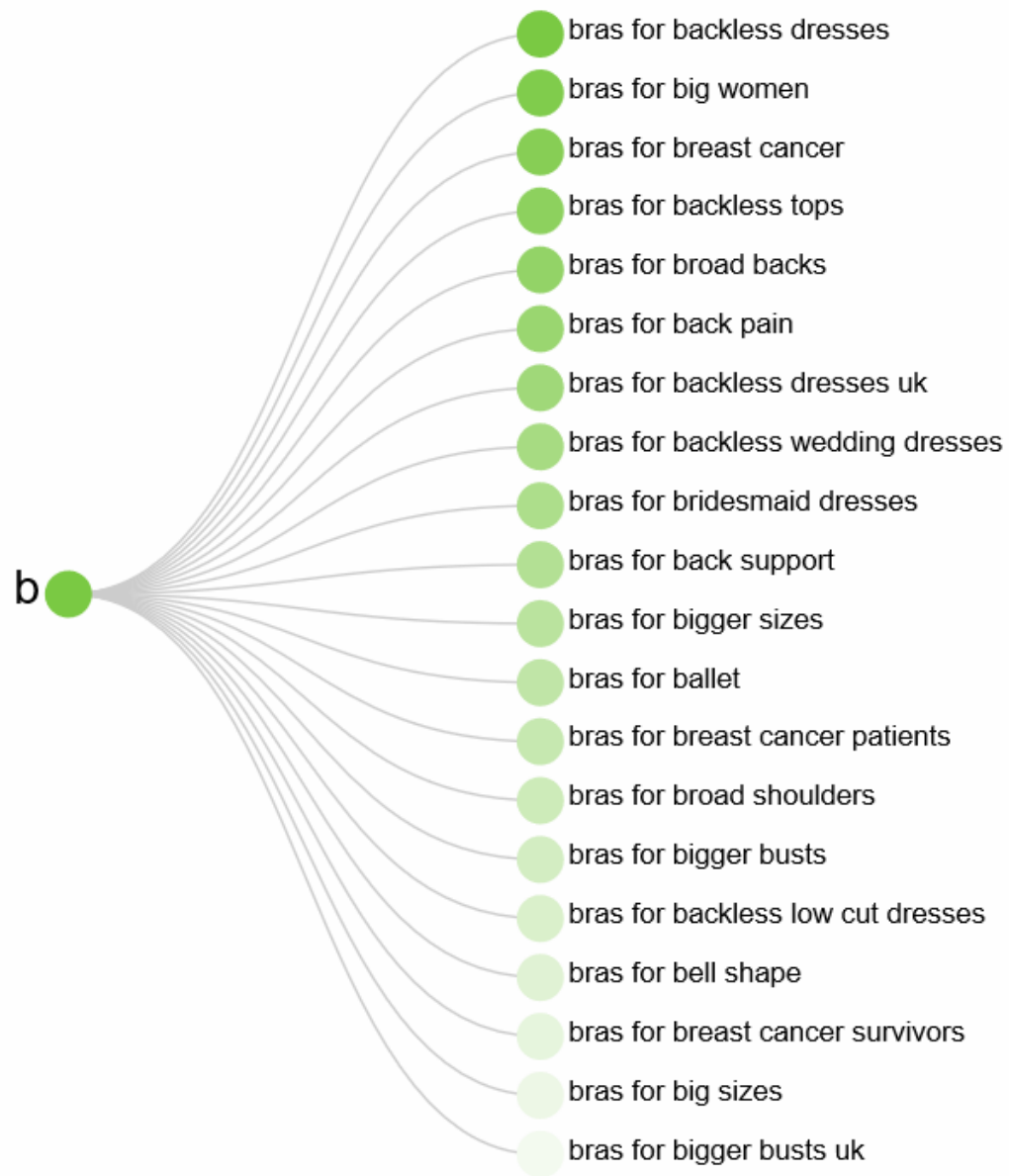
# Five steps to better Search Listening

1. Use determiners to understand behaviours, goals and motivations across the purchase journey, from initial trigger to ongoing ownership
2. Use spaces as wildcards and be ready to get tribal
3. Use 'like' to identify the most influential brands and influencers
4. Use 'for' to identify how searchers label themselves
5. Use Search Listening on an ongoing basis to track changes in audience sentiment and seasonal trends









# Triggers could include...



Specific outfit



Getting married



Everyday life



A bra fitting



A holiday



Breast feeding



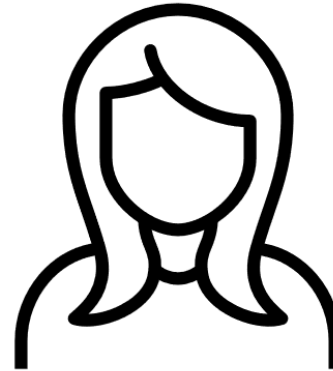
A sporting interest



Pregnancy



An intimate relationship



# Triggers could include...



Specific outfit

bras for dresses

bras for dresses  
bras for dresses **with low backs**  
bras for dresses **with thin straps**  
bras for dresses **with low fronts**  
bras for dresses **with low sides**  
bras for dresses **with no back**  
bras for **wedding** dresses  
bras for **prom** dresses  
bras for **strapless** dresses  
bras for **halter** dresses

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

bras for dresses

bras for **backless** dresses  
bras for **low back** dresses  
bras for **low cut** dresses  
bras for **wedding** dresses  
bras for **strapless** dresses  
bras for **prom** dresses  
bras for **halter** dresses  
bras for **backless** dresses **uk**  
bras for **v neck** dresses  
bras for **off shoulder** dresses

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

best strapless

best strapless **bras**  
best strapless **bra uk**  
best strapless **bra for large bust uk**  
best strapless **bras for large breasts uk**  
best strapless **bra for e cup**  
best strapless **bra for g cup**  
best strapless **backless bra**  
best strapless **minimiser bra uk**  
best strapless **shapewear**  
best strapless **bikini**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

which bra with

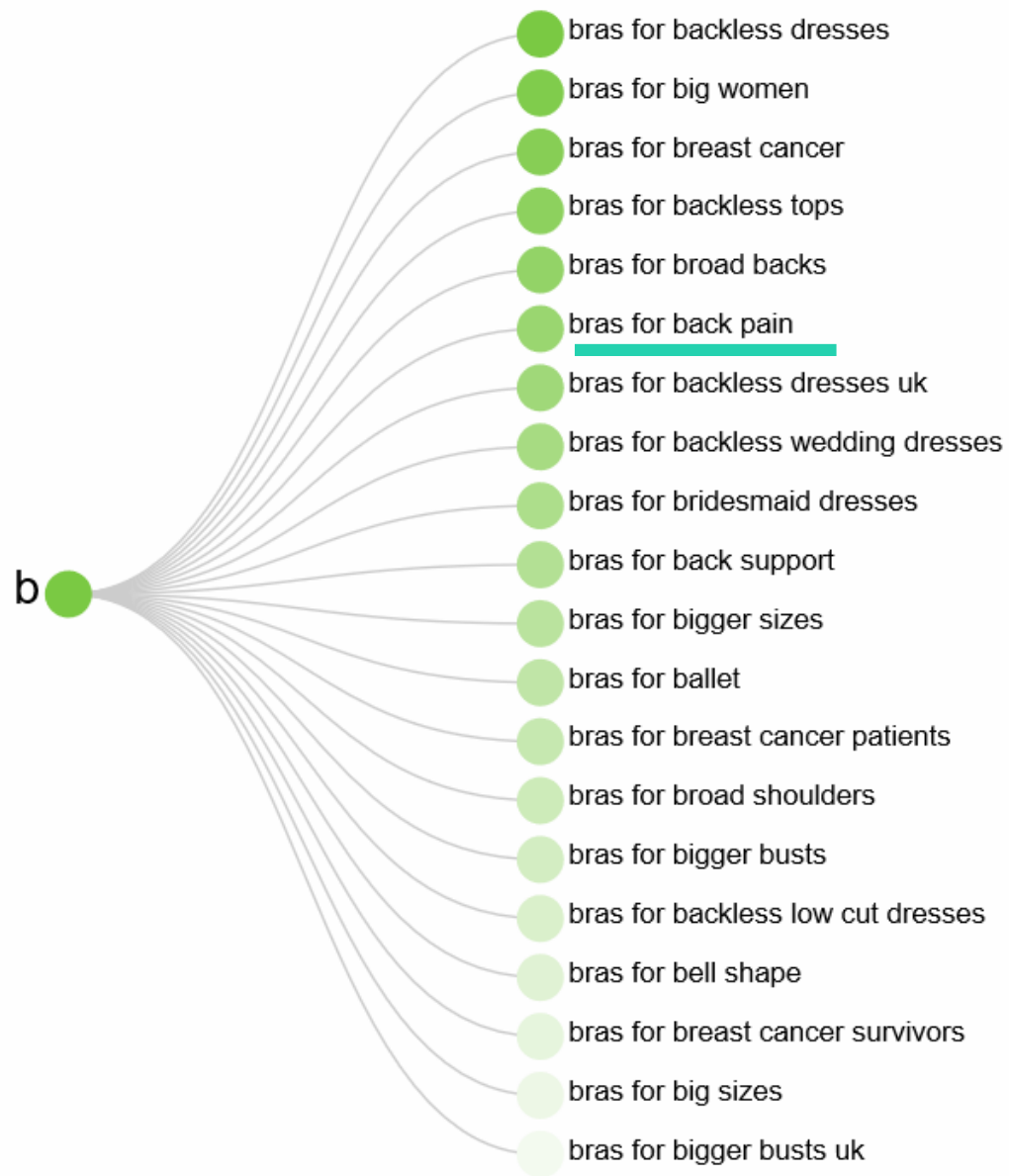
**what** bra with **off the shoulder dress**  
which bra **to wear**  
which bra **to wear at night**  
which bra **for backless dresses**  
which bra **for me**  
which bra **to wear with tank tops**  
which bra **to wear with deep back blouse**  
which bra **to wear with backless blouse**  
which bra **to wear with halter dress**  
which bra **to wear with cami**

Google Search

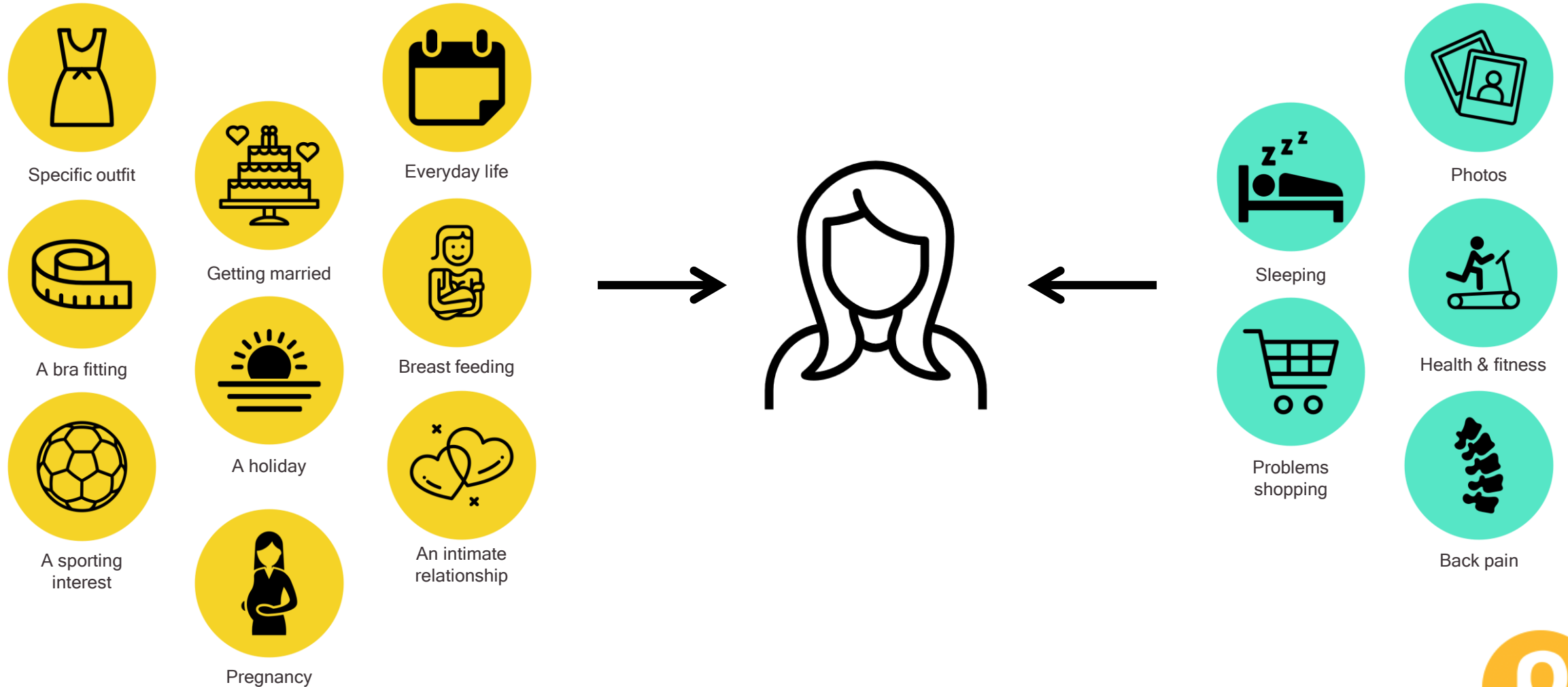
I'm Feeling Lucky

*Report inappropriate predictions*

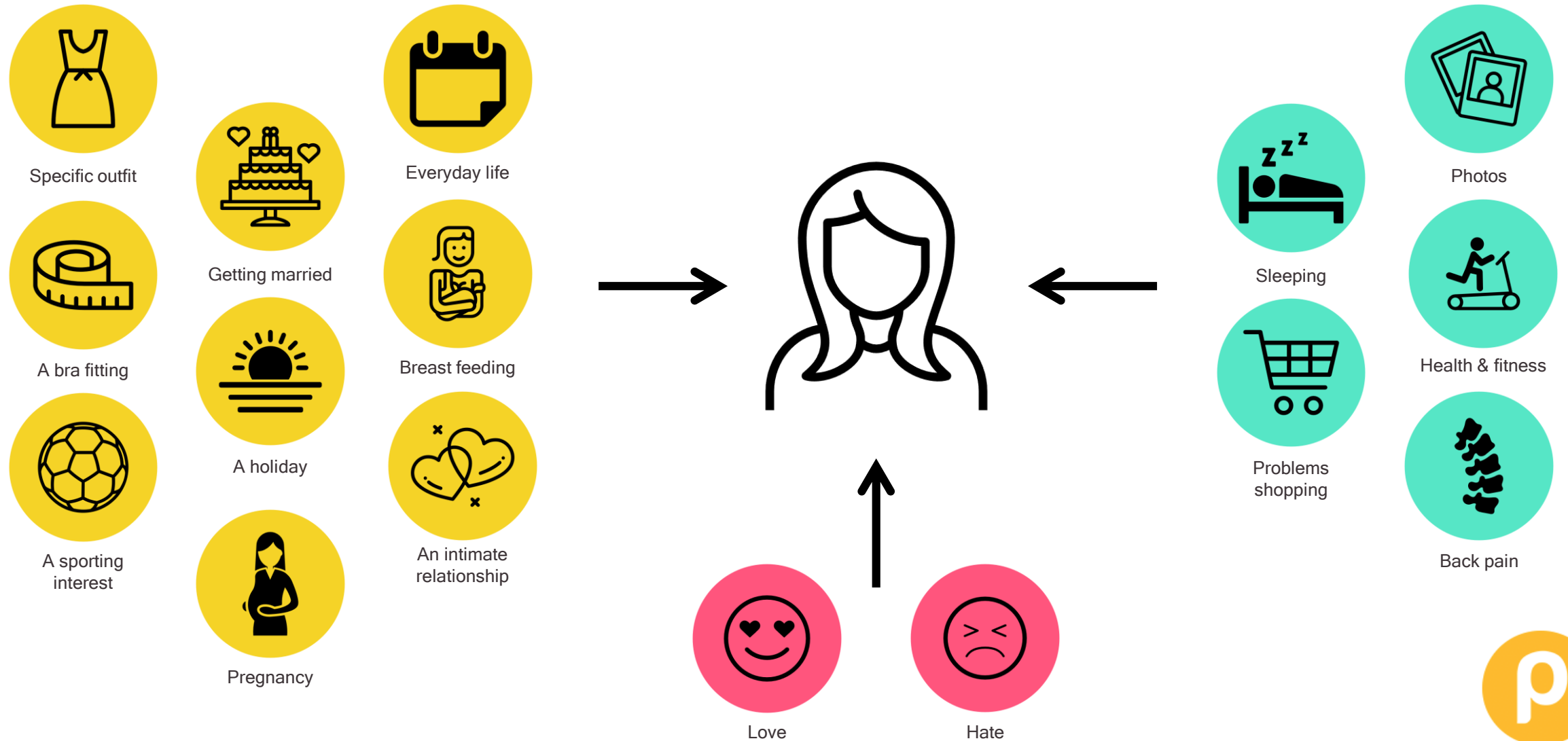




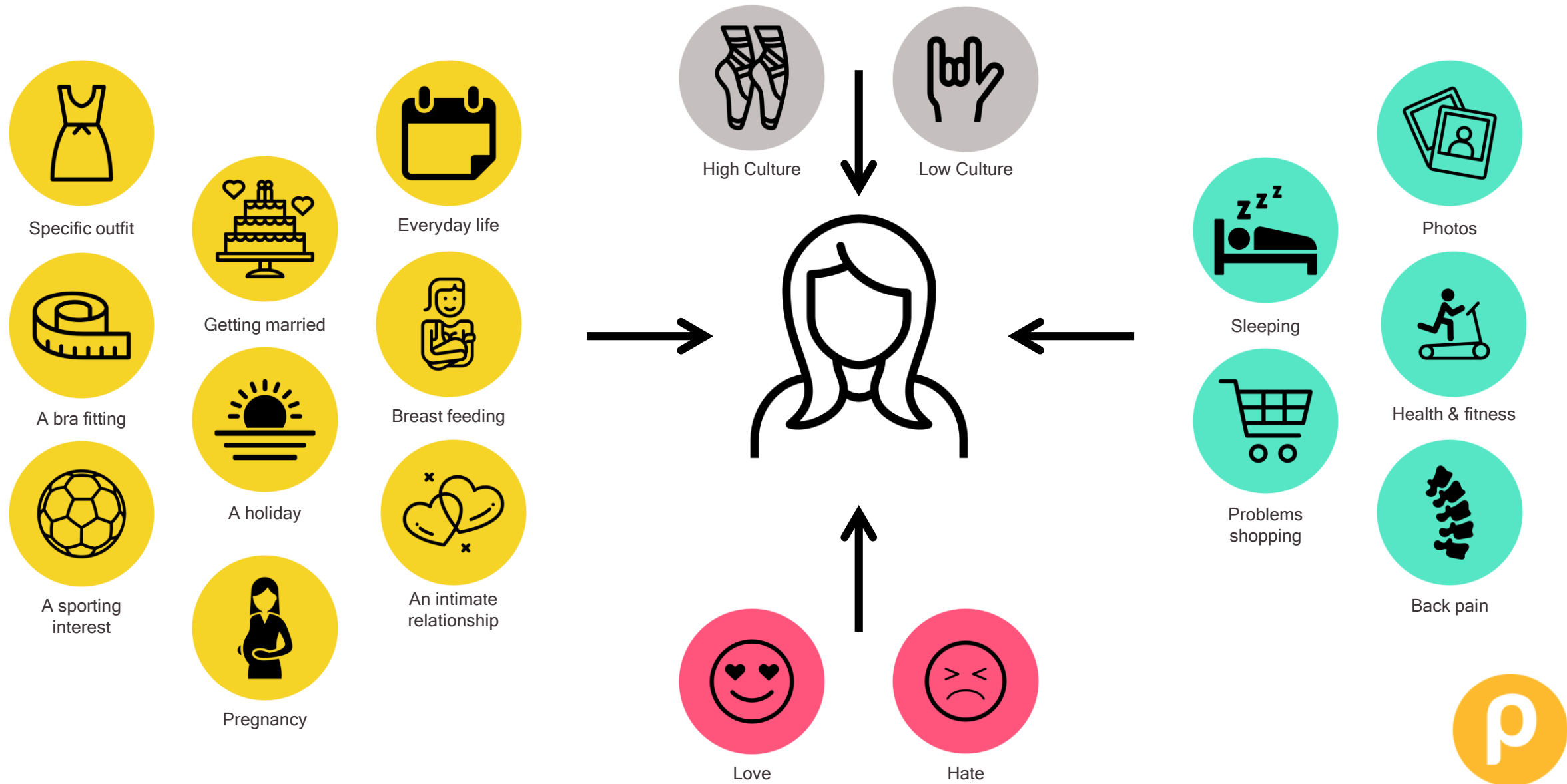
# So, we've got pain points too...

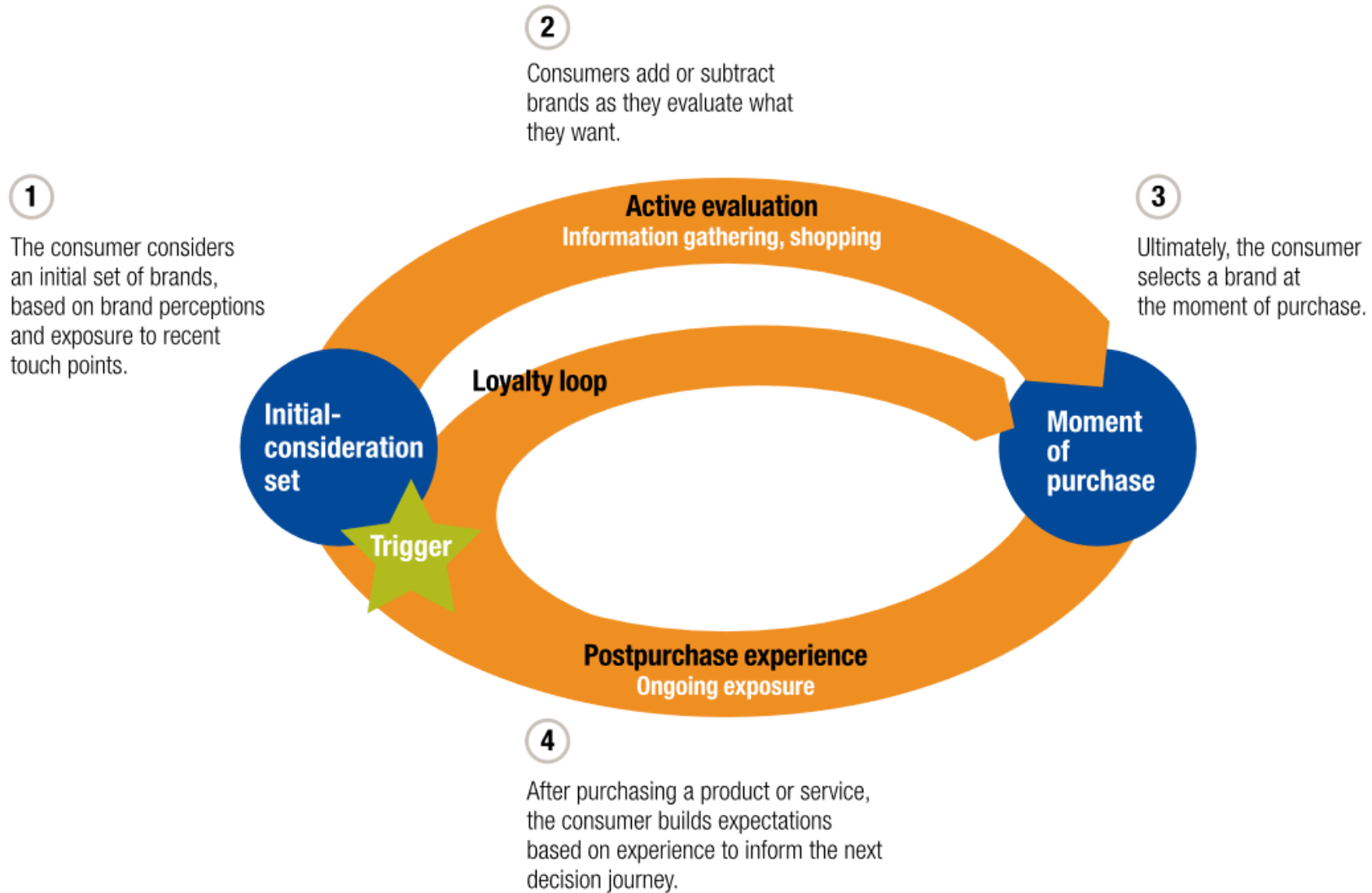


# Now factor in attitude



# Social segmentation too









my bra is

my bra is **itchy**

my bra is **so uncomfortable**

my bra is **digging into me**

my bra is **leaving dark marks**

my bra is **hurting my ribs**

my bra is **riding up at the front**

my bra is **leaving red marks**

my bra is **bruising me**

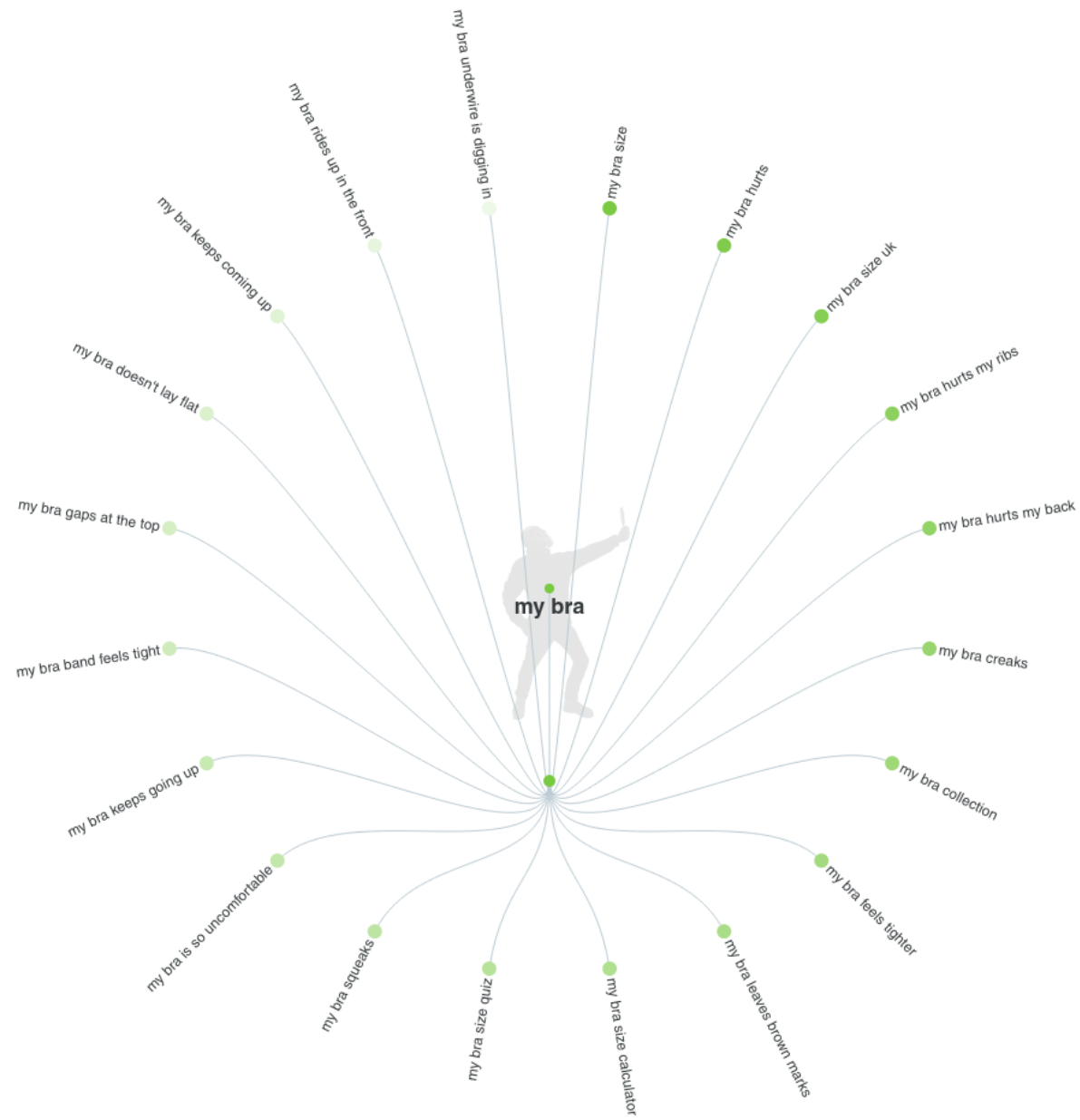
my bra is **killing me**

my bra is **stabbing me**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*





## Tip #1:

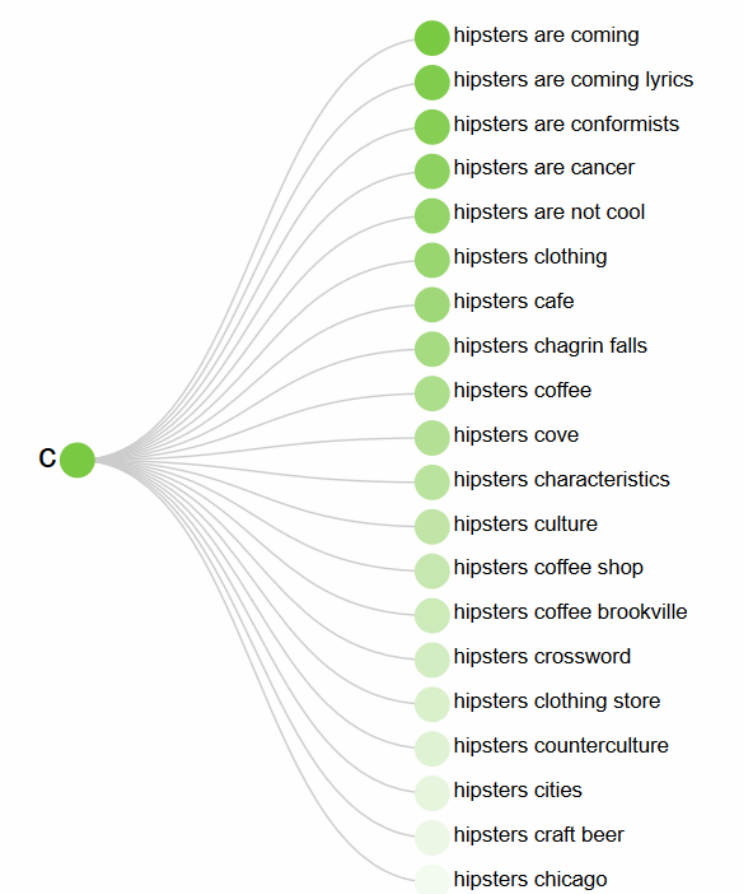
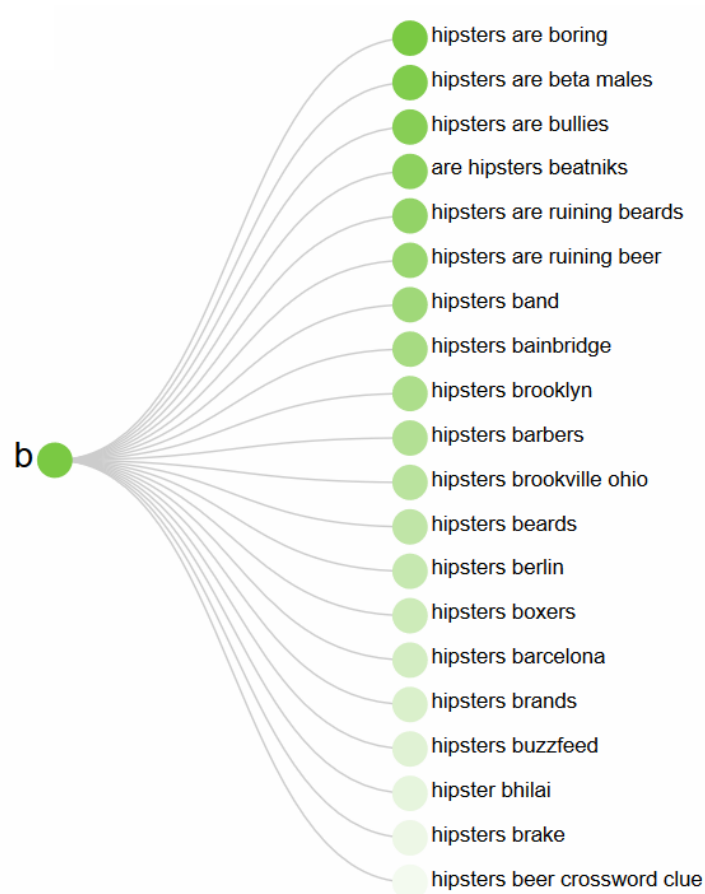
Use generic nouns to explore behaviour at the start of the purchase journey.

Look for triggers.

Add determiners to explore pre and post-purchase behaviour.







hipsters fash

hipsters fashion

hipsters fashion trends

**hipster** fashion 2018

**hipster** fashion male

**hipster** fashion guide

**hipster** fashion brands

**hipster** fashion female

**hipster** fashion 2019

**hipster** fashion blog

**hipster** fashion magazines

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

surfers are

surfers are **douchebags**

surfers are **the worst**

surfers are **selfish**

surfers are **the worst sticker**

surfers are **losers**

surfers are **dumb**

surfers are **the throw aheads**

surfers are **boring**

surfers are **annoying**

surfers are **back lyrics**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

# Skiing and Snowboarding



skiing

skiing  
skiing **holidays**  
skiing **in scotland**  
skiing **packing list**  
skiing **in bulgaria**  
skiing **in japan**  
skiing **in austria**  
skiing **in france**  
skiing **near me**  
skiing **in australia**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*



snowboarding

snowboarding  
snowboarding **holidays**  
snowboarding **gear**  
snowboarding **boots**  
snowboarding **near me**  
snowboarding **lessons**  
snowboarding **manchester**  
snowboarding **helmet**  
snowboarding **jackets**  
snowboarding **holidays 2020**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*





# Skiers vs. 'Boarders

skiers are

skiers are **awesome**  
skiers are **annoying**  
skiers are **better than snowboarders**  
skiers are **faster**  
skiers are **a**  
skiers are **nerds**  
are skiers **supposed to hit the flags**  
are skiers **or snowboarders faster**  
are skiers **faster than snowboarders**  
are skiers **tall**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

snowboarders are

snowboarders are **a menace to skiers**  
snowboarders are **douchebags**  
snowboarders are **annoying**  
snowboarders are **awesome**  
snowboarders are **dangerous**  
snowboarders are **better than skiers**  
are snowboarders **allowed at alta**  
are snowboarders **allowed at deer valley**  
are snowboarders **short**  
are snowboarders **athletes**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*



snowboarders ar

snowboarders are **a menace to skiers**

snowboarders are **douchebags**

snowboarders are **annoying**

snowboarders are **awesome**

snowboarders are **dangerous**

snowboarders are **better than skiers**

snowboarders **arcade**

snowboarders **arms**

snowboarders **around the world**

**are** snowboarders **allowed at alta**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*

snowboarders are

**why** snowboarders are **annoying**

**how many pro** snowboarders are **there**

**what percentage of** snowboarders are **goofy**

**why** snowboarders are **better than skiers**

**how many** snowboarders are **there in the world**

**why** snowboarders are **cooler than skiers**

**how many professional** snowboarders are **there**

**what** snowboarders are **going to the olympics**

**how many** snowboarders are **there**

**how many** snowboarders are **goofy**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*



## Tip #2

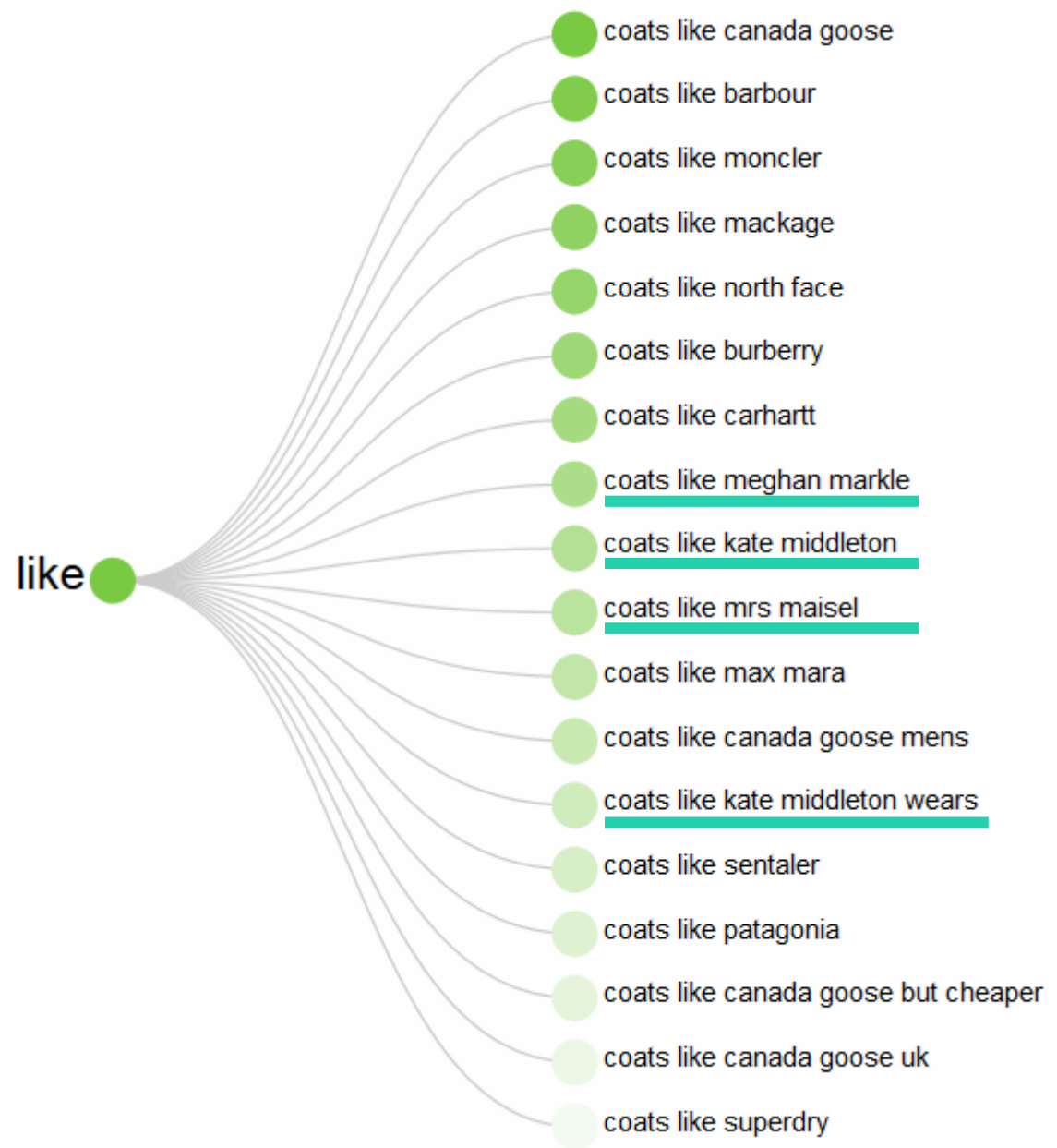
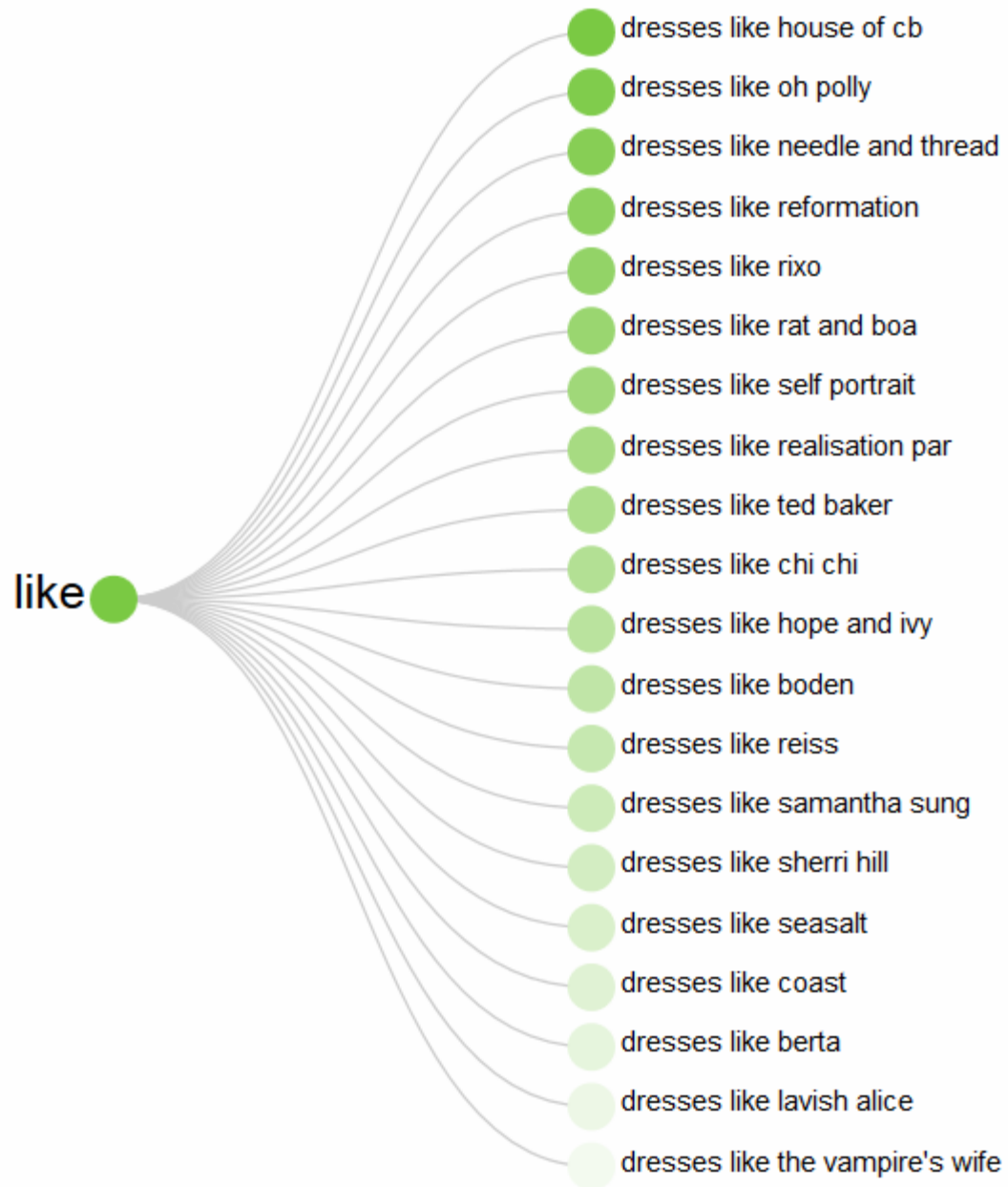
Use Search Listening to explore 'tribalism' in your audience's world.

Use spaces as wildcards within Google's autosuggestions to take insight from a broad starting place.











bikinis love island

bikinis love island

bikinis love island **2018**

bikinis love island **australia**

**elmas** bikinis love island

bikinis **like** love island

**dani bikini** love island

**megan bikini** love island

**arabella bikini** love island

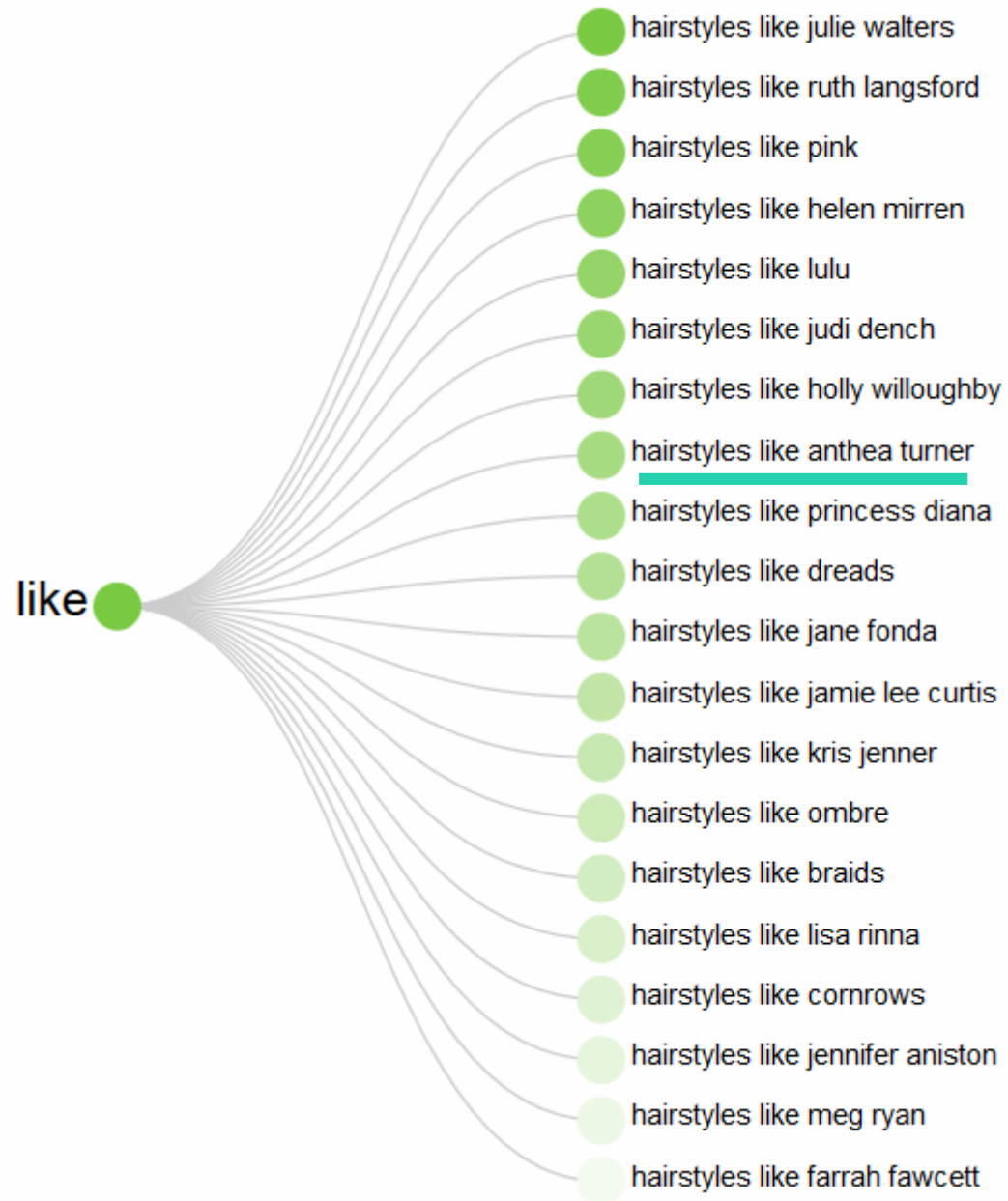
**yellow bikini** love island

**hayley bikini** love island

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*







## Tip #3

Explore 'like' searches to understand influence - both in terms of brands and individuals.

Look out for unexpected influencers!





resses for tall a

resses for tall **and skinny**

resses for tall **and curvy**

resses for tall **apple shape**

resses for tall **and thin**

resses for a tall **lady**

**prom** resses for tall **and thin**

**best** resses for tall **and thin**

resses for tall **ladies australia**

**wedding** resses for tall **and skinny**

**prom** resses for tall **and curvy**

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*





jeans for long legs

**best** jeans for long legs **women's**

**best** jeans for long legs

**where to buy** jeans for long legs

**best** jeans for long legs **short torso**

**maternity** jeans for long legs

**high waisted** jeans for long legs

**mom** jeans for long legs

**mens** jeans for long legs

**good** jeans for long legs

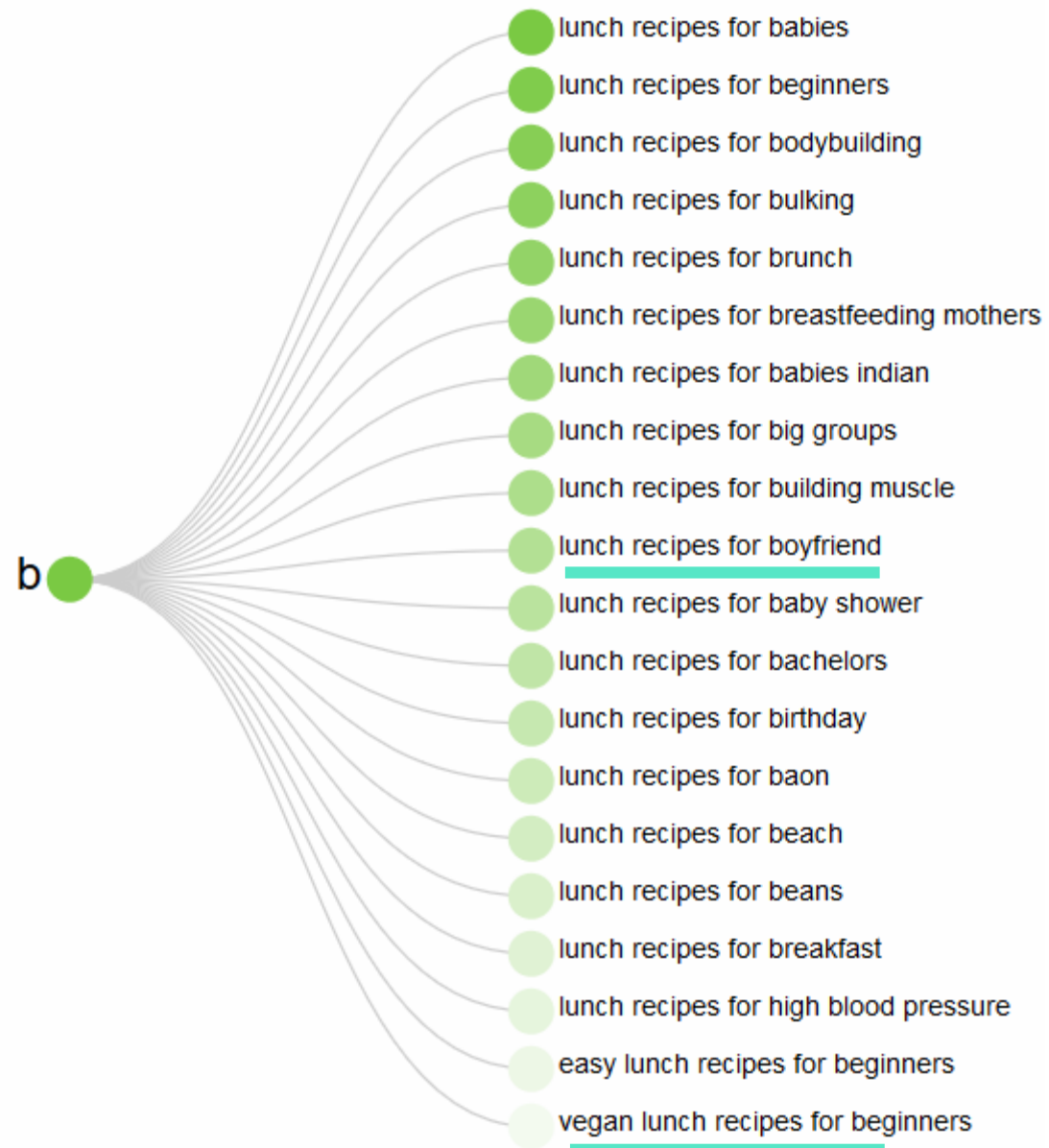
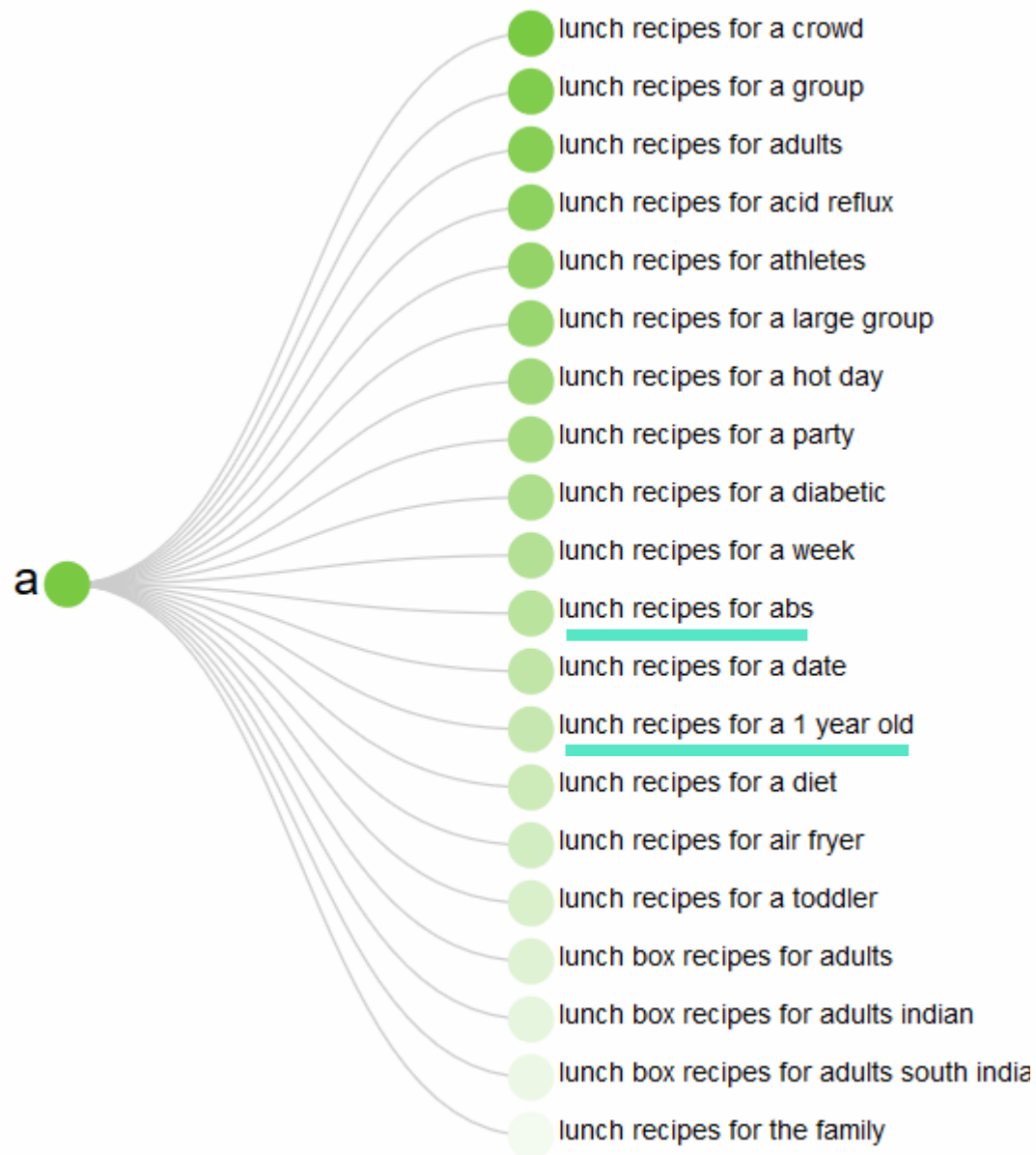
**womens** jeans for long legs

Google Search

I'm Feeling Lucky

*Report inappropriate predictions*





A woman wearing a gold, patterned, sleeveless dress and gold high-heeled sandals. She is standing with her legs crossed at the ankles, holding the hem of her dress with both hands. The image is faded and serves as a background for the text.

## Tip #4

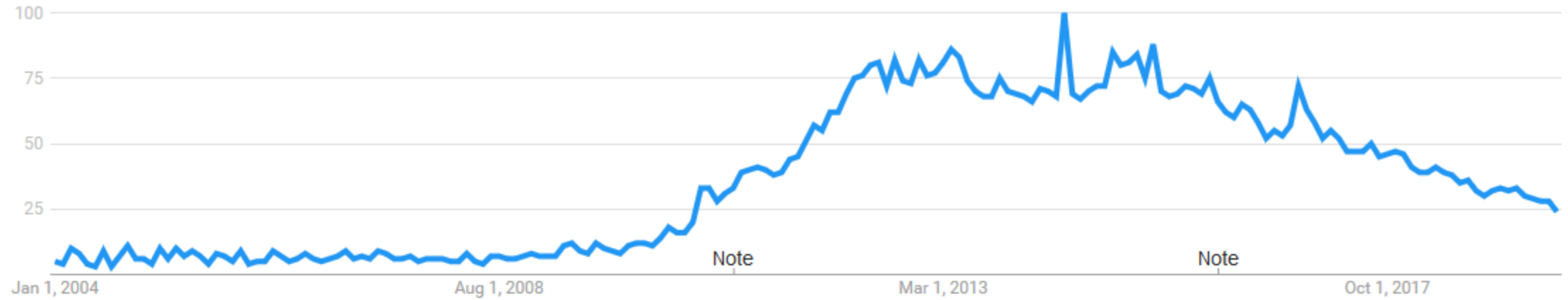
Use Search Listening to uncover the labels (both literal and inferred) that your audience gives itself, focusing on 'for' searches.

Use these labels to develop personas and build out your content plan.





FYI: We've had peak hipster



fashion trends 2019



All

Images

News

Shopping

Videos

More

Settings

Tools

About 851,000,000 results (0.46 seconds)

### Spring summer 2019 fashion trends: the trends to shop now

- Neon. Victor VIRGILEGetty Images. ...
- Yellow. Getty Images. ...
- Tie dye. Getty Images. ...
- Crochet. Yanshan ZhangGetty Images. ...
- Colour-blocking. Getty Images. ...
- Animal print. Getty Images. ...
- Cycling shorts. Yanshan ZhangGetty Images. ...
- Bucket hats. Pietro D'apranoGetty Images.

[More items...](#) • 10 Apr 2019



Spring summer 2019 fashion trends: the fashion trends you need to ...

<https://www.cosmopolitan.com/uk/fashion/style/.../spring-summer-2019-fashion-trends/>

About this result

Feedback

#### People also ask

Which Colour is in fashion 2019?



Are cold shoulder tops Still in Style 2019?



Are tassels in Style 2019?



Are maxi dresses in style for 2019?



### People also ask

Which Colour is in fashion 2019? ^

The most definitive of the spring/ summer 2019 runway colors is **yellow**, of course, which showed up in the form of Aspen Gold, Pastel **Yellow**, Turmeric, and Lemon Verbena.

[Spring/ Summer 2019 Color Trends: Spring 2019 Runway Colors ...](#)

<https://glowsly.com/spring-summer-2019-color-trends/>

Search for: [Which Colour is in fashion 2019?](#)

Are cold shoulder tops Still in Style 2019? v

Are tassels in Style 2019? v

Are maxi dresses in style for 2019? v

What are the color of the year 2019? v

What is the color for 2020? v

# Automating 'lateral' Search Listening

Seed phrase	Question	Answer	Link	Seed /Question Similarity	Question /Answer Similarity
Fashion trends 2019	What colour is in fashion 2019	The most definitive of the spring/ summer 2019 runway colors is yellow, of course, which showed up in the form of Aspen Gold, Pastel Yellow, Turmeric, and Lemon Verbena. Spring/ Summer 2019 Color Trends: Spring 2019 Runway Colors ...	<a href="https://glowsly.com/spring-summer-2019-color-trends/">https://glowsly.com/spring-summer-2019-color-trends/</a> Search for:	67%	84%



## Tip #5

Search Listening can give you up-to-date insights around priority topics (commercial or societal).

Analyse changing queries over time to track changes in audience sentiment and seasonal trends.

# Five steps to better Search Listening

1. Use determiners to understand behaviours, goals and motivations across the purchase journey
2. Use spaces as wildcards and be ready to get tribal
3. Use 'like' to identify the most influential brands and influencers
4. Use 'for' to identify how searchers label themselves
5. Use Search Listening on an ongoing basis to track changes in audience sentiment



People ask Google things  
they wouldn't ask their  
friends or admit in a  
customer focus group.

They're doing it right  
now...



Search data is a wonderful  
thing..

For everybody. Not just  
SEOs.

Just don't call it keyword  
research

[www.searchlistening.com](http://www.searchlistening.com)

Search Listening  
vs. Social Listening

# Thank you

[stefan@propellernet.co.uk](mailto:stefan@propellernet.co.uk)

[www.propellernet.co.uk](http://www.propellernet.co.uk)  
[www.searchlistening.com](http://www.searchlistening.com)

[@propellernet](#) / [@searchlistening](#)