

## Hitwise Search Terms

Hitwise Search Terms is an industry first search marketing tool that is essential for any company with a web presence.

Based on the usage patterns of more than 8 million UK Internet users, Search Terms shows you the phrases your customers are using to find you and your competitors' sites across the 70 most popular search engines.

With Search Marketing becoming a dominant part of the online marketing mix, detailed information is critical to maximise your search engine optimisation and paid keyword campaigns. Data is reported from more than 60,000 global websites across 150+ categories.

The Search Terms service is available on a local market basis and 2 types of reports are offered:

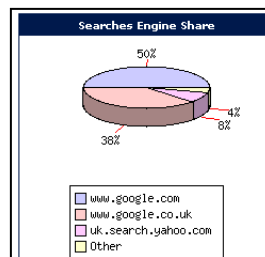
### 1. Most popular search terms clicked on and search engines used to find a website

8.34% of users who clicked through to [www.opodo.co.uk](http://www.opodo.co.uk) typed in 'flights'

Google.com delivered 50% of traffic to Opodo

Displaying 1 to 30 of 346 unique successful search terms to 'Opodo UK'.

Rank	Search Term	Search Engines	Share
1.	opodo	<a href="#">View Engines</a>	18.64%
2.	flights	<a href="#">View Engines</a>	8.34%
3.	cheap flights	<a href="#">View Engines</a>	7.65%
4.	british airways	<a href="#">View Engines</a>	6.12%
5.	holidays	<a href="#">View Engines</a>	5.89%
6.	bmi	<a href="#">View Engines</a>	5.09%
7.	cheap holidays	<a href="#">View Engines</a>	4.10%

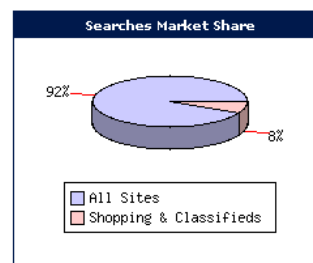


### 2. Most popular search terms for an industry

'ebay' was the most popular shopping keyword searched and the retail category represented 8% of all searches

Displaying 1 to 30 of 8,309 unique successful search terms to the 'Shopping & Classifieds' industry. Note: This is a filtered list.

Rank	Search Term	Share
1.	ebay	6.14%
2.	argos	2.02%
3.	amazon	1.74%
4.	ebay uk	1.09%
5.	tesco	1.01%
6.	b&q	0.90%
7.	comet	0.82%
8.	currys	0.72%
9.	homebase	0.69%
10.	www.ebay.co.uk	0.67%



The Search Terms tool is offered through the Hitwise Competitive Intelligence Service. Using the Search Terms tool in combination with Hitwise's Ranking, Charting, Clickstream and Demographic tools means that businesses can enhance their online customer acquisition strategies, saving valuable time and money.

Now you know.  
[www.hitwise.co.uk](http://www.hitwise.co.uk)