

# **How to calculate Share Of Search**

**The SEO Tool**

**approach**

**BOTTLE**

# The SEO Tool Approach

## Using Ahrefs

1. If your brand name is also a generic term then Google Trends isn't going to work for Share of Search.

For example, if you are calculating SoS for the cereal brand 'Spoon'.

2. Instead, we will need to work back from the website traffic to gather the branded searches, using an SEO tool – like Ahrefs.

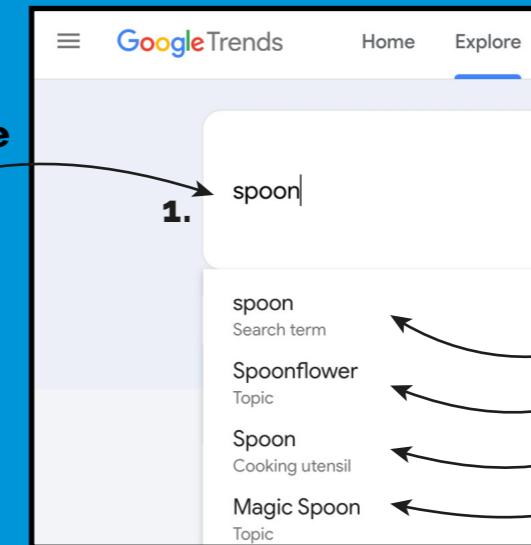
3. For this example, we will calculate a Share of Search for four 'niche' brand competitors in the UK granola cereals market - Spoon, Lizi's, Rollagranola, and Bio & Me.

4. Most SEO tools are similar, so start by copy / pasting the Spoon URL [spooncereals.co.uk](http://spooncereals.co.uk) in the Site Explorer view.

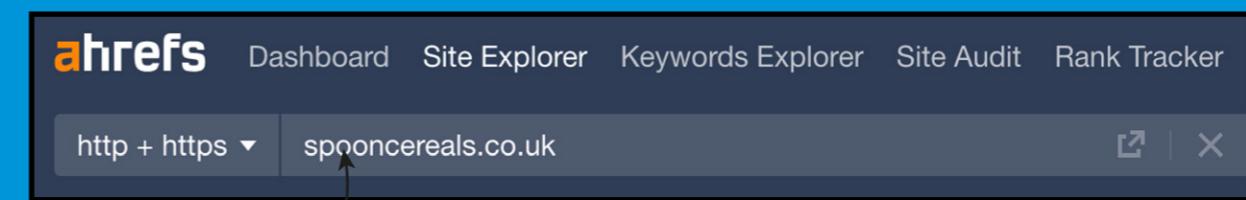
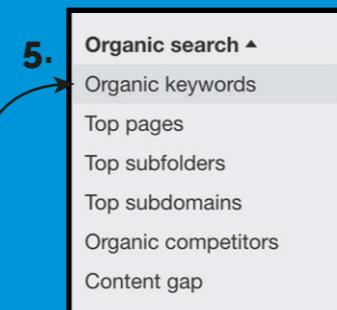
5. Navigate to the 'Organic keywords' page – where we can see the full list of all the search term keywords that are driving traffic to the Spoon website.

6. You see a long list (185 keywords in this cropped example) - and a series of dropdown options.

Sorry, too generic for Google



Google Trends probably won't isolate the brand searches from the generic topic searches.



6. Organic keywords How to use

Average volume United Kingdom Position Volume KD CPC Traffic SERP features Word count Keyword URL

185 keywords 21 Aug 2023 Don't compare Filters

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
+ spoon cereals	2	200	0	1.28	158	0	1	<a href="https://www.spooncereals.co.uk/">https://www.spooncereals.co.uk/</a> 4 more	18 h ago
+ spoon granola	3	350	0	0.24	127	0	1	<a href="https://www.spooncereals.co.uk/pages/granola">https://www.spooncereals.co.uk/pages/granola</a> 1 more	3 d ago
+ spoon cereal	2	250	15	1.28	91	0	1	<a href="https://www.spooncereals.co.uk/">https://www.spooncereals.co.uk/</a>	3 d ago
+ spoon uk	1	100	33	0.00	10	0	4	<a href="https://www.spooncereals.co.uk/">https://www.spooncereals.co.uk/</a> 4 more	2 d ago
+ spoon	6	16.0K	61	0.24	7	0	14	<a href="https://www.spooncereals.co.uk/">https://www.spooncereals.co.uk/</a>	1 d ago
+ granola cereal	5	1.5K	1	0.20	7	0	14	<a href="https://www.spooncereals.co.uk/products/the-low-sugar-one">https://www.spooncereals.co.uk/products/the-low-sugar-one</a>	5 d ago
+ magic spoon cereal uk	5	1.1K	0	0.24	6	0	17	<a href="https://www.spooncereals.co.uk/">https://www.spooncereals.co.uk/</a>	2 d ago
+ cereal spoon	3	100	0	0.20	6	0	6	<a href="https://www.spooncereals.co.uk/">https://www.spooncereals.co.uk/</a> 4 more	2 Aug 2023
+ overnight granola	4	250	2	N/A	6	0	10	<a href="https://www.spooncereals.co.uk/blogs/recipe/s/overnight-granola">https://www.spooncereals.co.uk/blogs/recipe/s/overnight-granola</a>	1 Aug 2023

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## Using Ahrefs

7. With the 'date' dropdown, choose the earliest historical date you want to capture – in this version of ahrefs we can only go back 6 months.

8. We want to only select branded keywords from the full list – so use the 'keyword' dropdown to create 'rules'

9. With some finessing, you have a shorter list of branded keywords – which result in a (smaller) volume of branded traffic to the website

10. Export this list as an Excel file, and edit it further by:

- a. deleting the rows with terms that you spot which are not relevant brand searches (in this example, in yellow, there are searches that relate to another brand 'Magic Spoon' as well as searches that look like they are related to the common abbreviation for Wetherspoons pub food.)

8.

7.

9.

10.

Keyword	SERP features	Volume	KD	CPC	Organic traffic	Paid traffic	Current position	Current URL	Current URL	Updated
spoon cereals	Sitelinks, People also ask, ...	200	0	1.28	158	0	1	https://www.spooncereals.co.uk/		10/02/2023 06:31
spoon granola	Thumbnail, Sitelinks, Peop...	350	0	0.24	127	0	1	https://www.spooncereals.co.uk/		06/02/2023 15:19
spoon cereal	People also ask, Sitelinks, ...	250	11	1.28	92	0	1	https://www.spooncereals.co.uk/		14/02/2023 09:10
magic spoon cereal uk	People also ask, Sitelinks, ...	1100	1	0.24	33	0	10	https://www.spooncereals.co.uk/		19/02/2023 15:00
spoon uk	Sitelinks, Image pack	100	12	0	12	0	3	https://www.spooncereals.co.uk/		07/02/2023 18:23
cereal spoon	People also ask, Image pac...	100	0	0.2	8	0	5	https://www.spooncereals.co.uk/		30/01/2023 19:38
spoon	Sitelinks, Image pack, Loca...	16000	62	0.24	4	0	15	https://www.spooncereals.co.uk/		20/02/2023 01:26
spoon breakfast	People also ask, Image pac...	10	0	0	3	0	1	https://www.spooncereals.co.uk/		04/02/2023 07:04
magic spoon uk	Adwords top, Adwords site	800	0	0.32	3	0	19	https://www.spooncereals.co.uk/		17/02/2023 16:53
spoon food	People also ask, Image pac...	10	57	0.44	2	0	2	https://www.spooncereals.co.uk/		13/02/2023 05:31
butter spoon	Image pack, People also a...	40	0	0.19	1	0	9	https://www.spooncereals.co.uk/products/apple-almond-		19/02/2023 15:16
cereal spoons	People also ask, Image pac...	10	0	0.2	1	0	6	https://www.spooncereals.co.uk/		13/02/2023 07:48
where can i buy magic spoon cereal uk	People also ask, Sitelinks, ...	50	0	0.33	1	0	12	https://www.spooncereals.co.uk/		29/01/2023 20:34
magic spoon cereal uk stockists	People also ask, Image pac...	10	8	0	1	0	7	https://www.spooncereals.co.uk/		28/01/2023 13:53
kellogg's spoon uk	Sitelinks, People also ask, ...	70	0	0.09	0	0	21	https://www.spooncereals.co.uk/		19/02/2023 02:11
spoon cereal net worth	People also ask, Sitelinks, ...	20	1	0	0	0	11	https://www.spooncereals.co.uk/		27/01/2023 22:28
magic spoon uk delivery	Adwords top, Adwords site	40	0	0.3	0	0	14	https://www.spooncereals.co.uk/		21/02/2023 07:28
spoons uk	Featured snippet, People a...	100	14	1.09	0	0	21	https://www.spooncereals.co.uk/		03/02/2023 09:35
spoons food	Sitelinks, People also ask, ...	10	42	0.19	0	0	13	https://www.spooncereals.co.uk/		10/02/2023 04:36
happy spoon	Image pack, Knowledge pa...	250	0	0.21	0	0	26	https://www.spooncereals.co.uk/products/happy-gut-gra		11/02/2023 17:48
spoon logo	Image pack, Thumbnail, Si...	50	0	0	0	0	33	https://www.spooncereals.co.uk/		03/02/2023 08:08
spoon near me	Sitelinks, Local teaser, Peo...	0	0	0.86	0	0	21	https://www.spooncereals.co.uk/		19/02/2023 23:57
over the spoon	Sitelinks	300	0	0	0	0	59	https://www.spooncereals.co.uk/products/dark-choc-zing		31/01/2023 10:32
spoon london	Local teaser, Sitelinks, Im...	150	5	0	0	0	75	https://www.spooncereals.co.uk/		15/02/2023 16:05
happy spoons	Sitelinks, Image pack, Know...	200	0	0.21	0	0	79	https://www.spooncereals.co.uk/		05/02/2023 04:50
magic spoon cereal uk amazon	Sitelinks, People also ask, ...	10	14	0	0	0	69	https://www.spooncereals.co.uk/		17/02/2023 16:51
the spoon	Sitelinks, Image pack, Vide...	10	49	0	0	0	67	https://www.spooncereals.co.uk/		03/02/2023 16:54
porridge spoon	People also ask, Image pac...	100	0	0.16	0	0	89	https://www.spooncereals.co.uk/blogs/recipes/coffee-w		15/02/2023 06:32
spoons breakfast	Sitelinks, People also ask, ...	2000	3	0.21	0	0	44	https://www.spooncereals.co.uk/		21/02/2023 19:59

# The SEO Tool Approach

## Using Ahrefs

- b. Deleting the columns to leave us with only the ones we need, 'keyword' + 'Volume' + 'Organic Traffic'**

- c. Sum the columns, and label the excel tab with the brand name and month: [Spoon Feb 23]**

**11. Now repeat, for subsequent time intervals** – in our example these will be every three months, so we have data for 'Spoon' for Feb 23, May 23, Aug 23.

**12. And repeat, for the competitor brands**, editing their keywords for each time period, for their unique branded searches.

- a. Each brand might not only have different volumes** for their branded terms, but also a bigger (or smaller) quantity of branded terms – like this example for Bio & Me.

**13. As with the Google Trends approach, create a summary table** for all the brand data

Keyword	SERP features	Volume	KD	CPC	Organic traffic	Paid traffic	Current position	Current URL	Current URL Updated
spoon cereals	Sitelinks, People also ask, Sitelinks	200	0	1.20	158	0	1	1 https://www.spoonzereals.co.uk/	10/02/2023 06:31
spoon granola	Thumbnail, People also ask, Sitelinks	350	0	0.24	127	0	1	1 https://www.spoonzereals.co.uk/	06/02/2023 15:19
spoon cereal	People also ask, Sitelinks	250	11	1.20	92	0	1	1 https://www.spoonzereals.co.uk/	14/02/2023 09:10
<b>magic spoon cereal uk</b>	<b>People also ask, Sitelinks</b>	<b>1100</b>	<b>0</b>	<b>0.24</b>	<b>33</b>	<b>0</b>	<b>10</b>	<b>10 https://www.spoonzereals.co.uk/</b>	<b>19/02/2023 15:00</b>
spoon	Sitelinks, Image pack	100	0	0.24	12	0	1	3 https://www.spoonzereals.co.uk/	07/02/2023 18:23
cereal spoon	People also ask, Image pack	100	0	0.24	8	0	1	5 https://www.spoonzereals.co.uk/	30/01/2023 19:38
spoon	Sitelinks, Image pack, Local	16000	62	0.24	4	0	1	15 https://www.spoonzereals.co.uk/	20/02/2023 01:26
spoon breakfast	People also ask, Image pack	10	0	0.24	3	0	1	1 https://www.spoonzereals.co.uk/	04/02/2023 07:04
<b>magic spoon uk</b>	<b>Adwords top, Adwords sitelinks</b>	<b>800</b>	<b>0</b>	<b>0.30</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>17 https://www.spoonzereals.co.uk/</b>	<b>17/02/2023 16:53</b>
spoon food	People also ask, Image pack	10	57	0.40	2	0	1	1 https://www.spoonzereals.co.uk/	13/02/2023 05:31
butter spoon	Image pack, People also ask	40	0	0.10	1	0	1	1 https://www.spoonzereals.co.uk/	19/02/2023 15:16
cereal spoons	People also ask, Image pack	10	0	0.24	1	0	1	1 https://www.spoonzereals.co.uk/	13/02/2023 07:48
where can i buy magic spoon cereal uk	People also ask, Sitelinks	50	0	0.30	1	0	1	1 https://www.spoonzereals.co.uk/	29/01/2023 20:34
magic spoon cereal uk stockists	People also ask, Image pack	10	8	0.24	1	0	1	1 https://www.spoonzereals.co.uk/	28/01/2023 13:53
kellogg's spoon uk	Sitelinks, People also ask	70	0	0.00	0	0	1	19/02/2023 02:11	19/02/2023 02:11
spoon cereal net worth	People also ask, Sitelinks	20	1	0.00	0	0	1	1 https://www.spoonzereals.co.uk/	27/01/2023 22:28
magic spoon uk delivery	Edwards top, Adwords sitelinks	40	0	0.00	0	0	1	1 https://www.spoonzereals.co.uk/	21/02/2023 07:20
spoons uk	Featured snippet, People also ask	100	14	1.00	0	0	1	1 https://www.spoonzereals.co.uk/	03/02/2023 09:35
spoons food	Sitelinks, People also ask	10	42	0.10	0	0	1	1 https://www.spoonzereals.co.uk/	02/02/2023 04:36
happy spoon	Image pack, Knowledge graph	250	0	0.24	0	0	1	1 https://www.spoonzereals.co.uk/	02/02/2023 17:48
spoon logo	Image pack, Thumbnail, Sitelinks	50	0	0.24	0	0	1	1 https://www.spoonzereals.co.uk/	03/02/2023 08:08
spoon near me	Sitelinks, Local teaser, People also ask	0	0	0.80	0	0	1	1 https://www.spoonzereals.co.uk/	19/02/2023 23:57
over the spoon	Sitelinks	300	0	0	0	0	1	1 https://www.spoonzereals.co.uk/	59 https://www.spoonzereals.co.uk/products/dark-choc-zing
spoon london	Local teaser, Sitelinks, People also ask	150	5	0.24	0	0	1	1 https://www.spoonzereals.co.uk/	15/02/2023 16:05
happy spoons	Sitelinks, Image pack, Knowledge graph	200	0	0.24	0	0	1	1 https://www.spoonzereals.co.uk/	05/02/2023 04:50
magic spoon cereal uk amazon	Sitelinks, People also ask	10	14	0.24	0	0	1	1 https://www.spoonzereals.co.uk/	17/02/2023 16:51
the spoon	Sitelinks, Image pack, People also ask	10	49	0.24	0	0	1	1 https://www.spoonzereals.co.uk/	03/02/2023 16:54
porridge spoon	People also ask, Image pack	100	0	0.10	0	0	1	1 https://www.spoonzereals.co.uk/blogs/recipes/coffee-wi	15/02/2023 06:32
spoons breakfast	Sitelinks, People also ask	2000	3	0.24	0	0	1	1 https://www.spoonzereals.co.uk/	21/02/2023 19:59

Delete the columns that we don't need

Keyword	Volume	Organic traffic
spoon cereals	200	158
spoon granola	350	127
spoon cereal	250	92
spoon uk	100	12
cereal spoon	100	8
spoon breakfast	10	3
spoon food	10	2
cereal spoons	10	1
spoon cereal net worth	20	0
spoon logo	50	0
porridge spoon	100	0
	<b>1200</b>	<b>403</b>

**10c.**

Keyword	Volume	Organic traffic
bio and me	1200	448
bio and me granola	500	172
bio & me	450	160
bio&me	400	138
bio and me porridge	250	92
bio and me yoghurt	150	62
bio & me granola	150	46
bio & me porridge	80	28
bio&me granola	80	27
bioandme	70	27
bio me granola	70	26
bio & me yogurt	50	17
bio and me porridge pots	40	16
bio&me yoghurt	40	16
bio me	70	12
bio and me granola reviews	60	4
bio and me granola tesco	50	1
invivo bio me	90	0
bio me essential	50	0
	<b>3850</b>	<b>1292</b>

**12a.**

**13a. first, with the search volumes for each brand at the same time period**

SoS	Feb-23	May-23	Aug-23
spoon	1200	1290	1120
lizi's	3260	3160	3710
rollagranola	820	820	820
bio & me	3030	3190	3850
<b>sum</b>	<b>8310</b>	<b>8460</b>	<b>9500</b>

**13b. second, with their Relative Share of Search in another table below**

relative SoS	Feb-23	May-23	Aug-23
spoon	14%	15%	12%
lizi's	39%	37%	39%
rollagranola	10%	10%	9%
bio & me	36%	38%	41%

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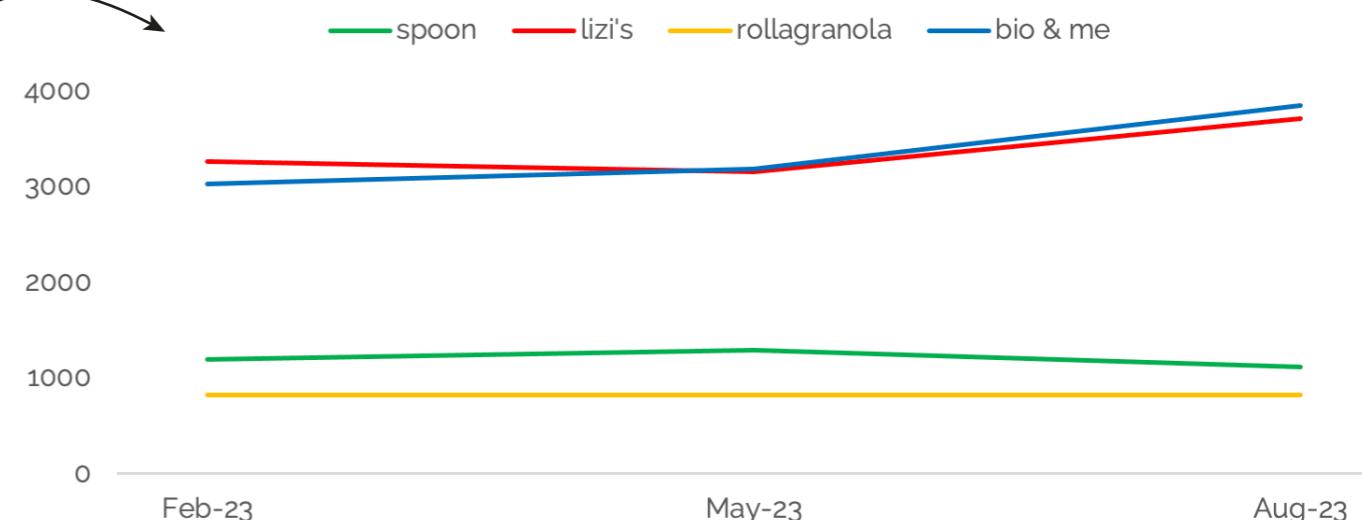
c. And create the line graphs for each set of data

**14.** As a reminder about why the **Ahrefs approach is good** (because let's face it, it's a lot more involved than the Google Trends approach)- you can be sure that you are really looking at branded searches, when the brands are easily confused with other generic searches (or searches for similar brand names) because it traces back from traffic to the website URL- it's the only way (we're aware of) to compare with an almost unlimited number of competitors, rather than the maximum of five in Google Trends- gives estimates of actual search volumes (not just the indexed (out of 100) volumes from Google Trends).

**15.** In addition, we also captured the data on branded search traffic – as a matter of course, when we exported the search volume estimates.- this is another useful, complementary, set of data.- we will look at this in another how-to, about the 'Golden Ratio'.

13c.

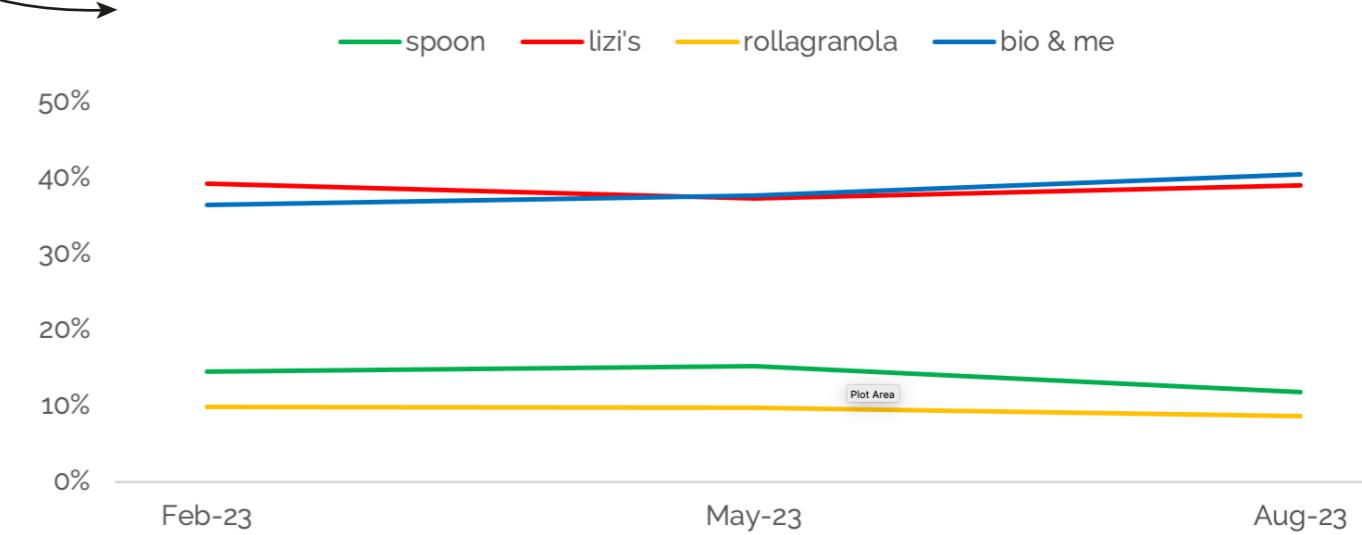
Granola Brands Share of Search



Although this is a short time frame (6 months) we can clearly see the absolute SoS, and the Relative SoS

13c.

Granola Brands Relative Share of Search



And despite the initial lack of historical data, we can begin a routine of collecting the data, quarterly, to establish the brand tracking.