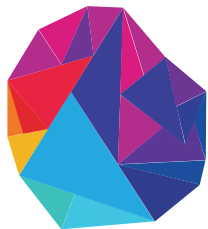


**TO
THE
NEW™**



HOW TO MEASURE ORGANIC SEARCH SHARE OF VOICE

DECEMBER 2015



“Share of Voice (SOV) is a measure of the Percentage of Customer’s attention a brand has relative to its competitors”

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1.0 Introduction

“Share of Voice (SOV) is a measure of the Percentage of Customer’s attention a brand has relative to its competitors”

In this truly digital epoch, it is an absolute imperative for digital brand marketers to [measure their digital Share of Voice \(SOV\)](#). Invariably speaking, changes in digital SOV often relate to changes in market share and brand perception. But unfortunately big brands still lack a truly comprehensive digital measurement system that can empower them to systematically monitor their digital SOV.

Digital SOV has 3 major components



While measuring SOV for paid media and owned media has never been a great challenge thanks to the unfettered access of data that a brand has when it invests in paid media and for its owned properties. But, when it comes to earned media especially organic search brands are still wary about the metrics that are shared by advertising agencies and internal digital analytics teams.

Despite its importance, measuring a truly relevant SOV for organic search has remained elusive to digital marketers now more than ever. Though the market is laden with a wide arena of tools that purport to provide organic SOV like Moz, Brightedge etc., they are still filled up with many overlapping and irrelevant metrics. In fact, most of the tools addressing this challenge serve to solve only tactical challenges like keyword quality, backlinks and crawling issues instead of trying to give a truly relevant SOV to digital marketers.

While working with our clients TO THE NEW has realized that SOV for organic search is not that elusive as it is made out to be and can be readily assimilated into a brand’s digital SOV reporting by following the methodology that has been elucidated in the next section.



2.0 Methodology for Measuring Brand SOV for Organic search

“Cutting Edge Marketing requires Cutting Edge Measurement”



We suggest separate approaches to calculate a truly relevant SOV for organic search.

- a. **Search Volume Based Approach for Brand Specific Keywords:** If you are searching for a particular brand, your search intent is absolutely clear and no matter the search result you choose, you are specifically searching for the brand in question. So for brand specific keywords comparing search volumes is a good proxy for SOV for organic search.
- b. **Clicks Based Approach for Brand Agnostic Keywords:** If you are searching for brand agnostic keywords then it is clear that you are evaluating / considering a Product / Category or Service and if a brand ranks higher in search results then, it has a greater chance of getting clicked. It is a digital marketing moment of truth for the brand if it ranks highly on such brand agnostic searches.

2.1 Calculating SOV of Organic search for Brand Specific Keywords

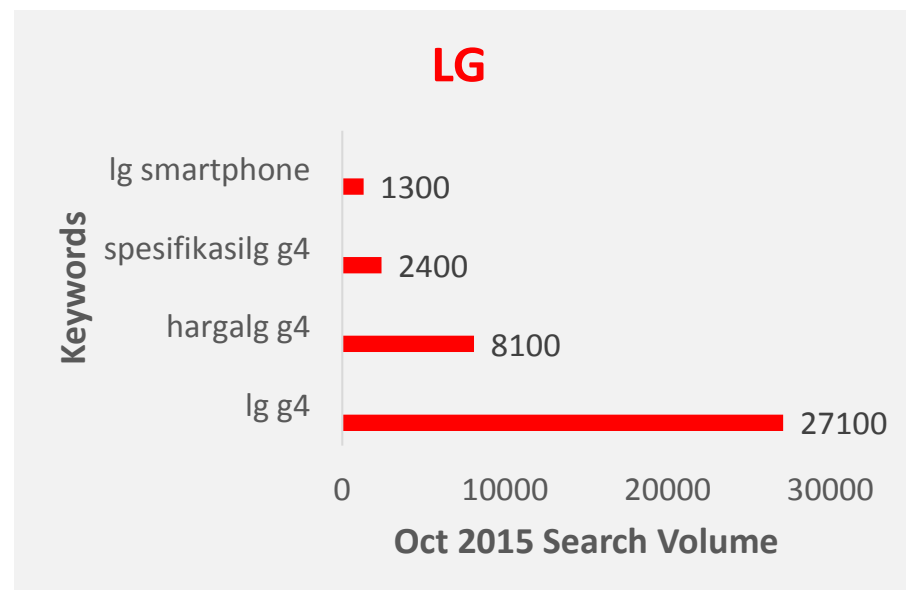
STEPS	SEARCH VOLUME BASED APPROACH
Keyword Selection	Select a set of Brand Specific Keywords. Classify the Brand Specific keywords into various themes based on your requirements. You generally create a set of keywords for each of your themes based on your Product / Service / Category Offering.
Identify Competitors	SOV Figures won't mean much if we don't have competitors to compare it to. For example for a true SOV of Organic search you need to compare how "Samsung Front Loading Washing Machine" fares in terms of number of Searches vs "LG Front Loading Washing Machine" The above list is just an illustration and realistically a brand will have a more comprehensive list than cited above
Record the Search Volume counts for Keywords	This is a time consuming step as you need to manually see for the search volume count in Google Keyword Planner for your brand as well as competitors. Classify the search volume count into large screen devices (desktops) & small screen devices (mobiles & tabs) Manually account for search volume share at regional level as well (State/Province or City) Calculate overall SOV of organic search by accounting for all keywords
Use Cases	Competitive Analysis a) Plot overall organic search SOV Vs competition b) Plot organic search SOV Vs competition at device level (Large Screen & Small Screen) c) Plot organic search SOV Vs competition at regional level (State/Province or City) Time Series Analysis for Consumer Behavior Trends & Seasonal Trends a) Plot overall organic search SOV trends at month on month level, quarter on quarter level (Sequential or Last Years) b) Plot organic search SOV trends at device level (Large Screen & Small Screen) at quarter on quarter level (Sequential or Last Years) c) Plot organic search SOV trends at regional level (State/Province or City) at quarter on quarter levels

2.1.1 Illustration

a) Selection of Keywords

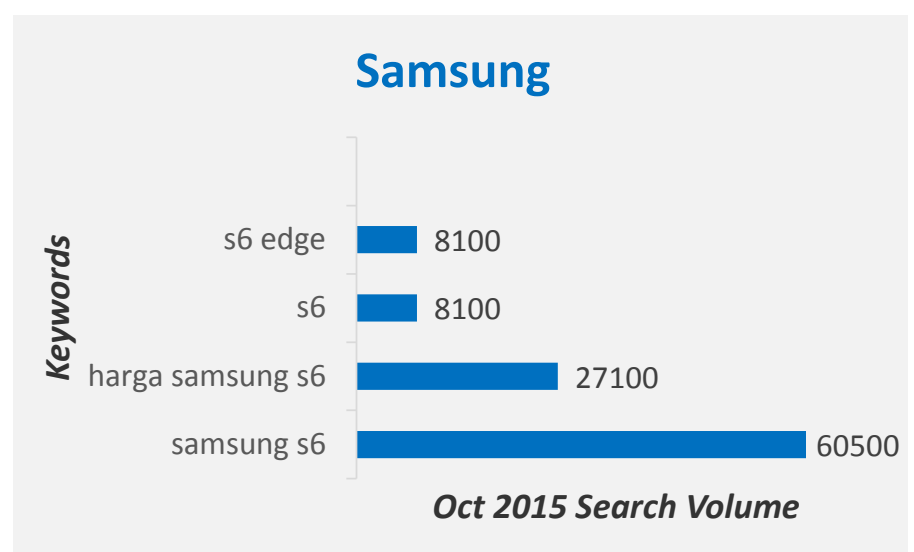
For example, if we want to calculate SOV for LG G4 Mobile Phone in Indonesian Market, we will follow these steps to arrive at that figure:

Through our analysis of keywords for LG G4 in Indonesian Market using Google AdWords Planner, we came to know that undermentioned keywords constituted majority of searches:

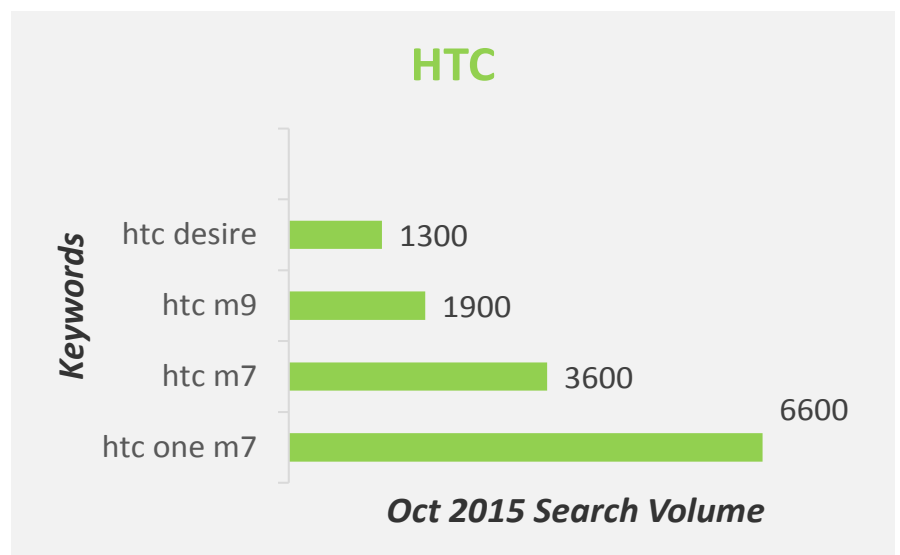
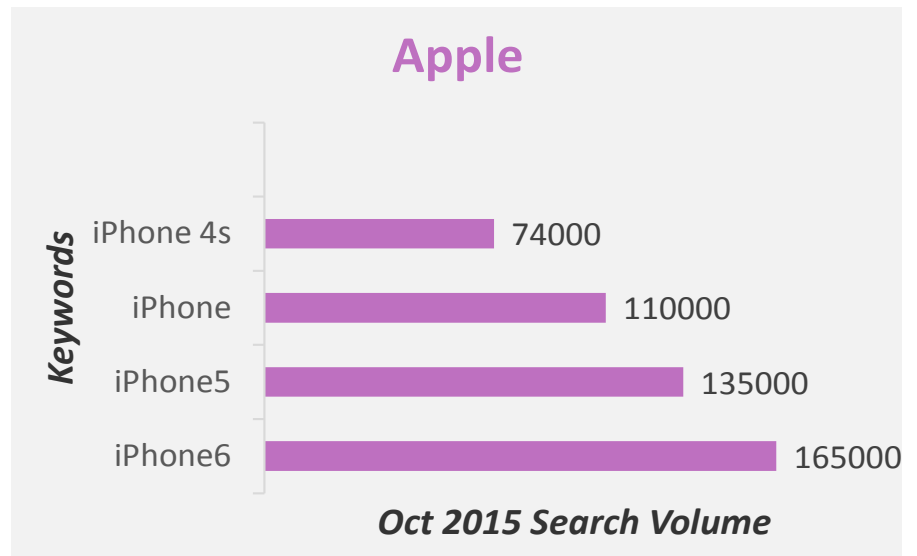


b) Tabulate keywords for competitor brands

For competitor brands we have considered Samsung Galaxy S6, Apple iPhone 6, iPhone 5, iPhone 5S and iPhone 4S, HTC m9, m7 and Desire. The keyword set that has been identified for them based on their search volume has been mentioned below:

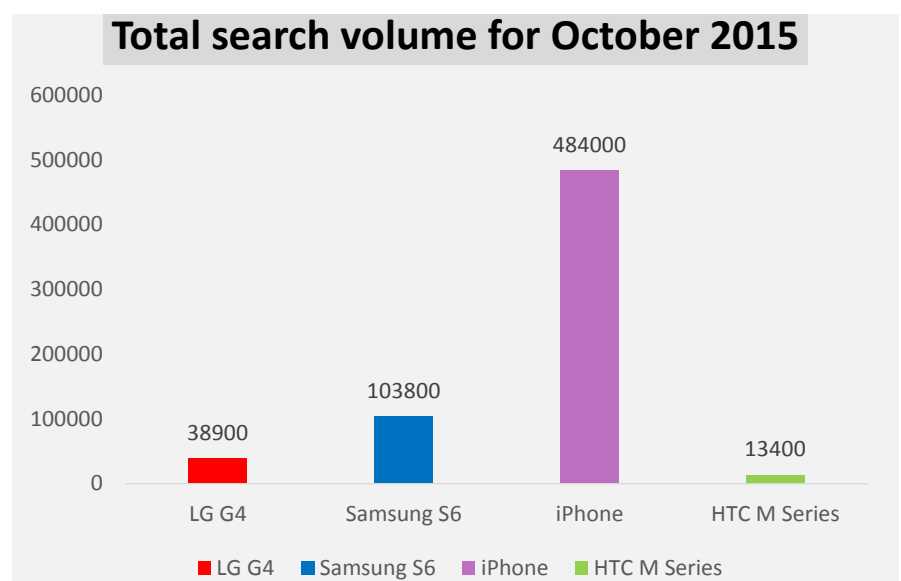


If we segregate the search volume into search volume from desktops (Large screen devices) and mobiles/tabs (Small screen devices), then we can also plot a more granular SOV for Organic search.

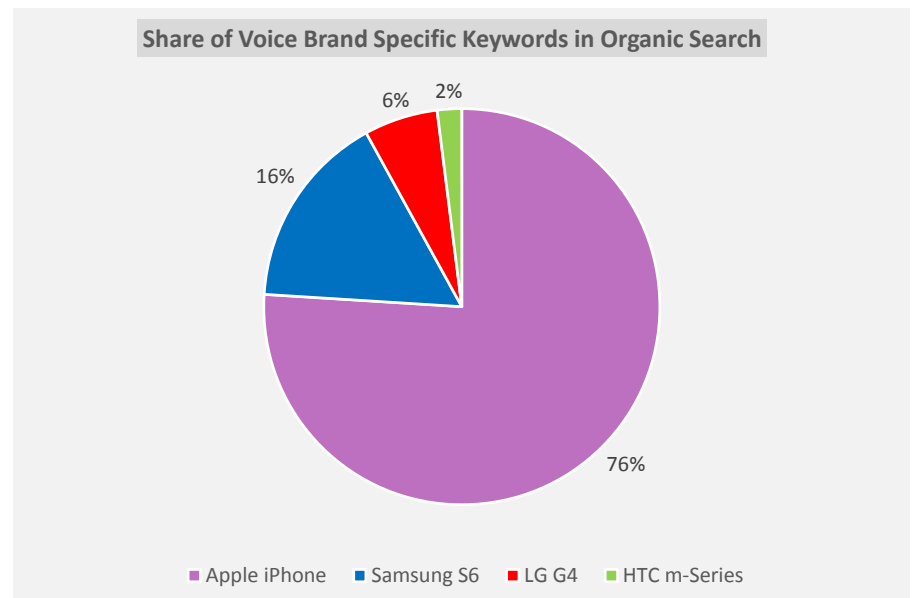


c) Calculate Overall Brand SOV for Organic search

Total search volume for October 2015 of top keywords for all the brands:



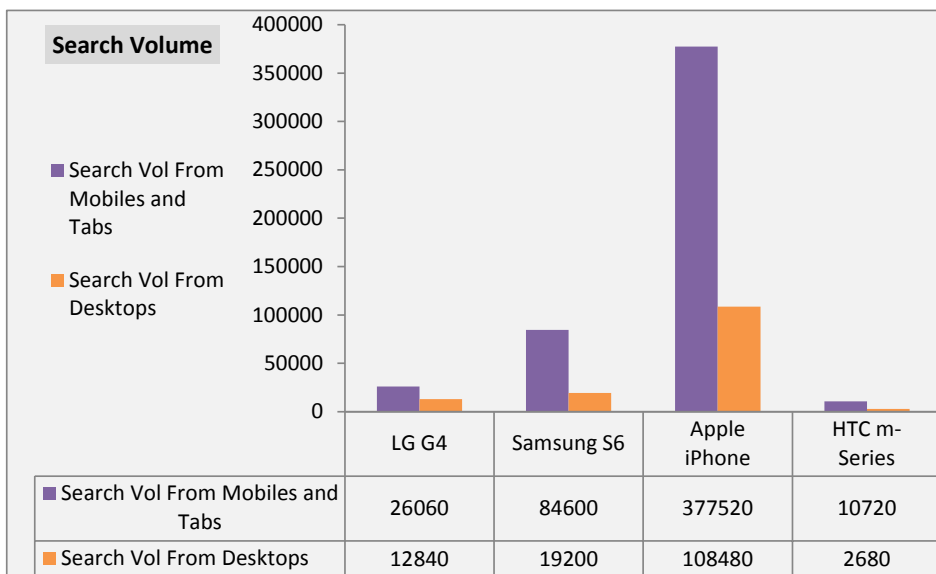
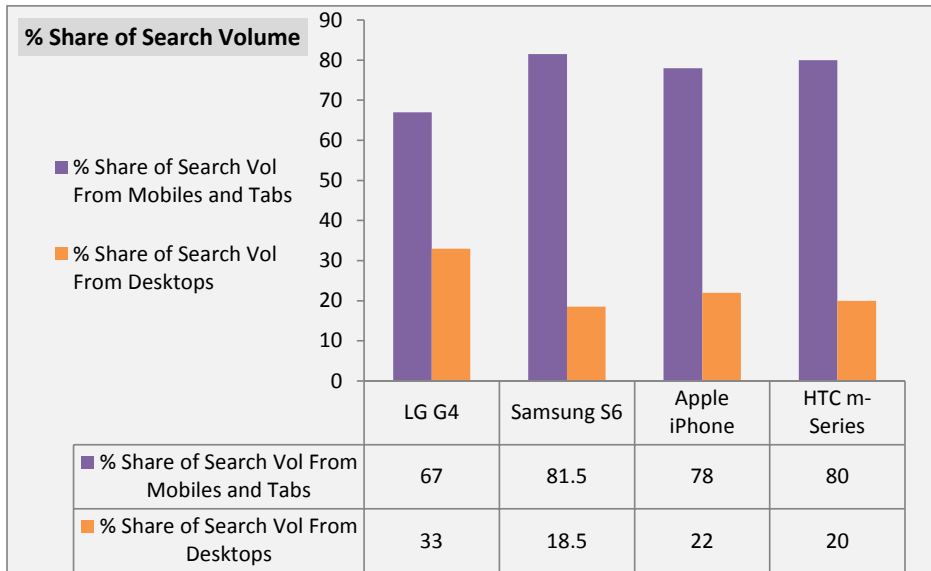
Overall SOV for LG G4 for the month of October in Indonesian Market can be depicted using a pie-chart



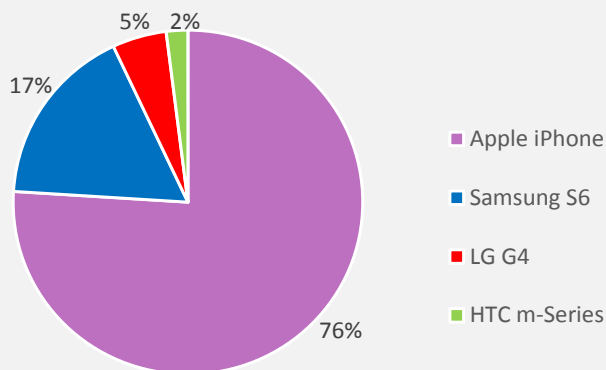
If we segregate the search volume into search volume from desktops (Large screen devices) and mobiles/tabs (Small screen devices), then we can also plot a more granular SOV for Organic search.

d) Organic SOV for Large screen devices vs Small screen devices

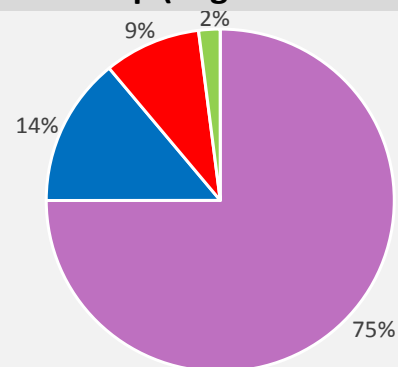
Using Google Keyword / AdWords Planner we can also determine how much search volume for a particular keyword emanated from large screen devices (Desktops) and how much from small screen devices (Mobiles & Tabs). So we aggregated the search volume % share of keywords of various brands from Desktops & Mobiles-tabs. Using this table we can also calculate SOV of Organic search for Brand Specific Keywords at device level as well.



SOV for Brand Specific Keywords for Mobile- Tab (Organic Search)



SOV for Brand Specific Keywords for Desktop (Organic Search)

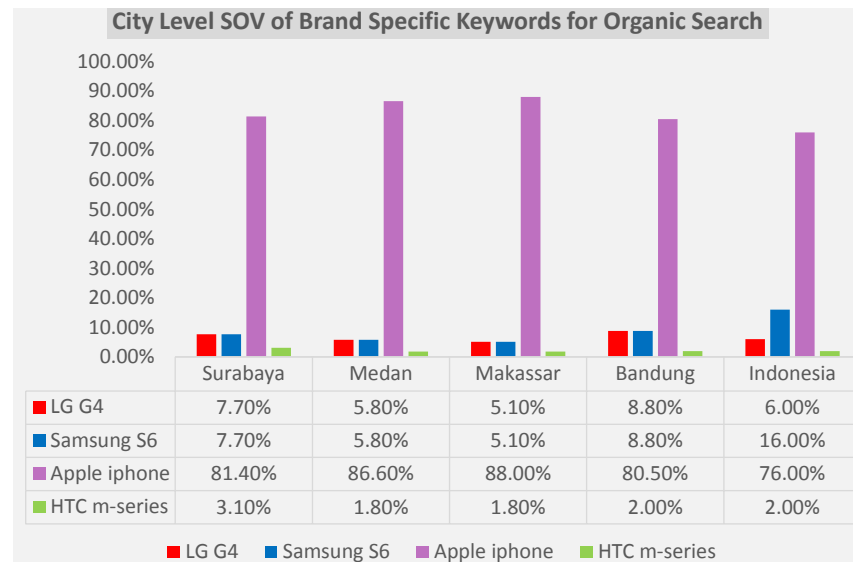
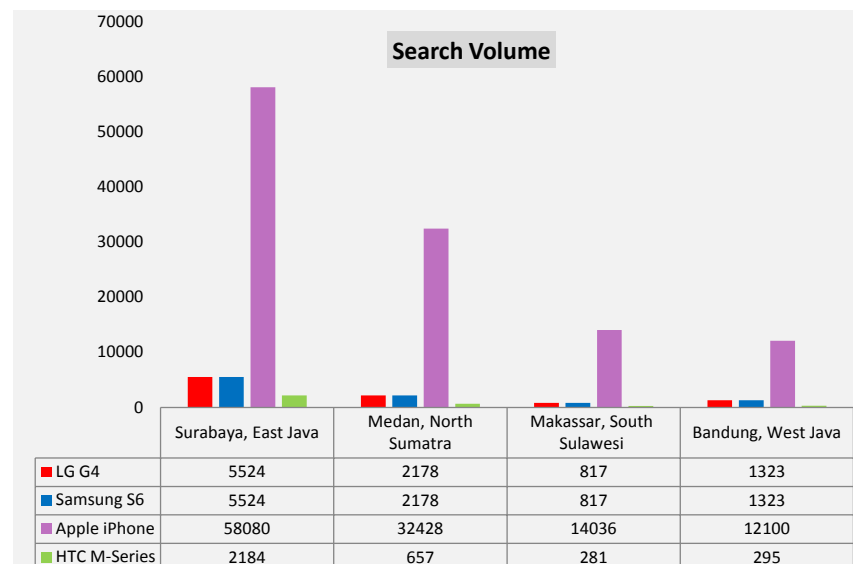


If you compare both the pie charts then it can be clearly deduced that LG's SOV for LG G4 viz a viz its competitor brands is only 5% for Searches emanating from Mobile-tabs but when it comes to searches emanating from Desktops, the SOV of LG G4 doubles to 9%.

It indicates that LG has to fine tune its Organic Search Strategy for Mobile-Tab devices as almost three-fourth of search volume for Brands under consideration is coming from Mobile-Tab devices.

e) Calculating SOV at City Level

Using Google Keyword / AdWords Planner we can also determine how much search volume for keywords is emanated from which cities. For example in our illustration we can calculate SOV for organic search at city level as well and compare it month on month or with overall SOV to derive insights regarding your search performance at city level.



The following bar chart clearly indicates that out of the 4 cities, LG enjoys a SOV greater than its overall SOV at country level (Indonesia) in Surabaya and Bandung.

Brand marketers should compare organic search SOV with other SOV of traditional advertising as well as other components of digital SOV like paid and owned digital media. If marketing campaigns and activations are aligned using such approach then it can lead to brand excellence and improve sales as well.

2.2 Calculating SOV of Organic search for Brand Agnostic Keywords

STEPS	CLICKS BASED APPROACH (Similar to Search Visibility index but with competition captured as well)
Keyword Selection	Select a set of brand agnostic keywords. Classify them into various themes based on your requirements. You generally create a set of keywords for each of your themes based on your Product / Service / Category Offering. or ex : 32" TV, 32 inch LED TV, Buy 32" TV Online, Buy 32 inches TV online, Deals on 32" LED, Deals on 32 inches LED etc. The above list is just an illustration and realistically a brand will want a more comprehensive list than cited above.
Identify Competitors	SOV Figures won't mean much if we don't have competitors to compare it to.
Record the Rankings & Average CTR for every Keyword	This is a time consuming step as for each of the keyword selected, you need to note down if you rank for them and in what position. You only need to capture the Top 20 results as from various studies that have been done on average Click Through Rates for SERP (Search Engine Result Page), it has been noticed that Top 20 positions in search engine results invariably account for almost all of the clicks. For each position average CTR's are different. You can use any of the studies like Optify, Dejan SEO, Slingshot etc. The average CTR's also differ for Mobile & Desktop devices. So, go to Google Keyword Planner & identify the % share of mobile & desktop devices in the search volume for that keyword We have used the study by Optify for our reference. For each keyword you need to see how many of your website domain/subdomain URL's are featured in SERP and on which position. Then, add up the total average CTR's of each keyword based on the position of your domain/subdomain URL's for that keyword. For example for 32" TV if Samsung domain/subdomain got featured on 2nd, 4th & 13th position then, for Samsung the Average CTR will be 12.5% + 7.9% + 1.3% = 21.7% for desktop. You can calculate it for mobile devices as well. # Please make sure you don't get any personalized results. So clear your cookies, history, extensions etc.
Calculate SOV	You can calculate brand SOV for organic search for each keyword as Calculation Details A = Search volume of that keyword from desktops * Average CTR (Desktop) of brand for that keyword B = Search Volume of that keyword from Mobile-Tabs * Average CTR (Mobile) of brand for that keyword C (Brand search volume for that keyword) = A + B Similarly calculate brand search volume for all keywords of that particular brand and for each keyword for all competitor brands. Once you have brand search volume of all the keywords for all the brands you can easily calculate SOV of brand agnostic keywords for organic search.
Use Cases	Competitive Analysis - Plot overall organic search SOV Vs Competition - Plot organic search SOV Vs Competition at device Level (Large screen & small screen) - Plot organic search SOV Vs Competition at regional Level (State/Province or City) Time Series Analysis for Consumer Behavior Trends & Seasonal Trends - Plot overall organic search SOV trends at month on month level, quarter on quarter level (Sequential or Last Years) - Plot organic search SOV trends at device level (Large screen & small screen) at quarter on quarter level (Sequential or last years) - Plot organic search SOV trends at regional level (State/Province or City) at quarter on quarter levels

2.2.1 Illustration

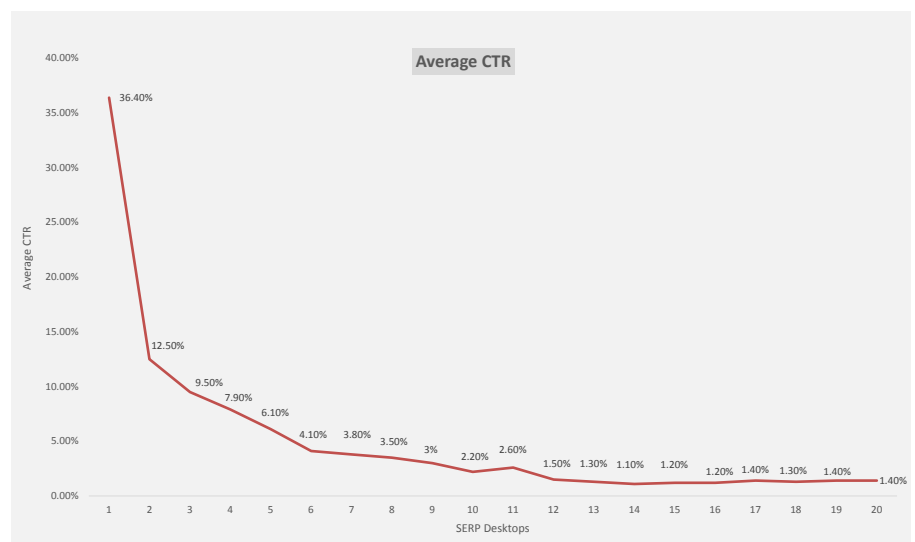
a) Selection of Keywords

b) Plot SERP for every Keyword for all the Brands with the average CTR

We will consider the below mentioned keywords and brands for this illustration.

Keywords Used	Brands
32 inch LED TV	Samsung
32" LED TV	LG
32" TV	Toshiba
32 inch TV	Sony

For this particular illustration, we have considered only search volume for keywords emanating from large screen devices (desktops) & average CTR's done by Optify study.

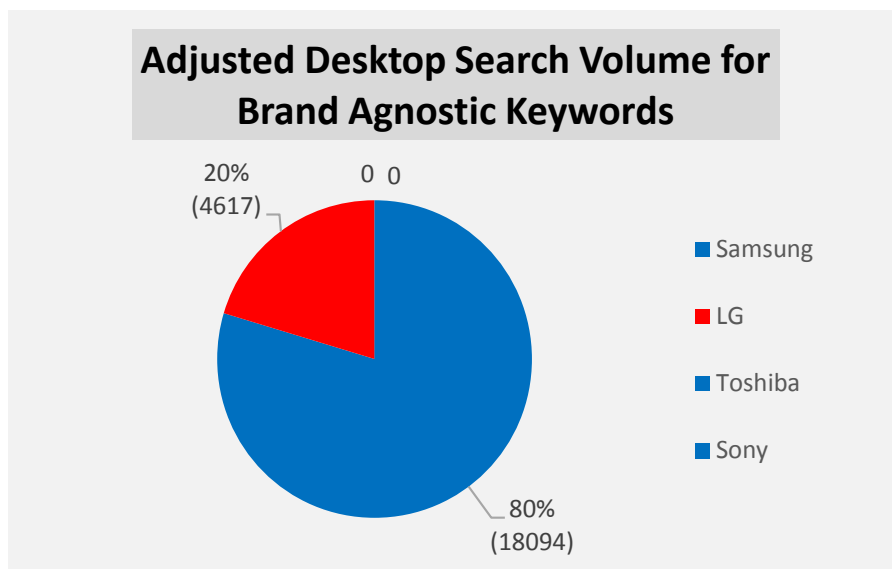


Keyword Used	Brands	SERP Ranking			Keyword Volume	
		#1	#2	#3	Desktop	Mobile & Tabs
32 inch LED TV	Samsung	7	20		57510	86320
	LG					
	Toshiba					
	Sony					
32 inch TV	Samsung	15	20		57920	84090
	LG					
	Toshiba					
	Sony					
32" LED TV	Samsung	2	4	14	63248	97752
	LG	7	8			
	Toshiba					
	Sony					
32" TV	Samsung	6	9	13	61027	90153
	LG	20				
	Toshiba					
	Sony					

c) Calculate Adjusted Search Volume (Desktop) for every Brand

Keyword	Brands	Average CTR %	Adjusted Search Volume (Desktop)
32 inch LED TV	Samsung	5.20%	2990.52
	LG		
	Toshiba		
	Sony		
32 inch TV	Samsung	2.60%	1505.92
	LG		
	Toshiba		
	Sony		
32" LED TV	Samsung	21.50%	13598.32
	LG	7.30%	4617.104
	Toshiba		
	Sony		
32" Tv	Samsung	8.40%	
	LG	1.40%	
	Toshiba		
	Sony		

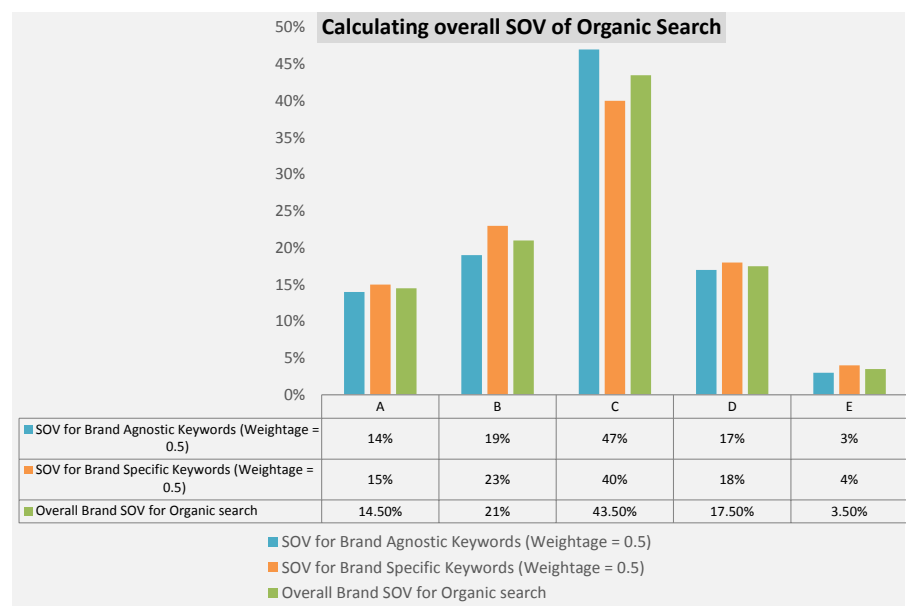
d) Calculate SOV for every Brand for given Set of Keywords



We can sum up adjusted desktop search volume of all the brands for given set of brand agnostic keywords and plot the SOV.

2.3 Calculating overall SOV of Organic Search

For calculating overall brand SOV for organic search, you can assign weightages to brand SOV for brand specific keywords and brand agnostic keywords. Based on your brand's digital objectives, you can assign more weight to either of them. For illustration purposes, we are assigning equal 50% weightage to both brand agnostic and brand specific keywords and have calculated brand SOV for a particular brand A in the table below:



3.0 Scope of Automation

Though the above mentioned process of calculating SOV for organic search looks time consuming, a large number of steps in the process can be automated to track SOV changes and derive valuable insights specific to your brand through [time series analysis](#), [competitor analysis](#), [device level analysis](#), and [location based analysis](#).

Let us look at the steps that can be automated.

“Methodology is
easy,

Real puzzle is in the
Process”

Search volume for Keywords used in brand agnostic and brand specific SOV calculation can be automated using Google API'S

SERP rankings used in brand agnostic keywords can be automated through a wide variety of tools like SEO SERP Workbench, SEMRush, Small SEO Tools, Serp Checker and many others

Avg. CTR sheet for SERP positions are available ubiquitously and you can easily Google (Optify and Dejan SEO studies can be used)

All the Adjusted Search volume calculations for brand agnostic keywords can be automated using excel formulas

TO THE NEW has helped many leading brands with their Omni Channel Marketing Dashboards. The beauty of such dashboard is that all these calculations mentioned above take place in background and are routinely updated on Automated Dashboards, which can help brands in tracking performance of all their Digital Marketing efforts at one place.

4.0 Conclusion

Through this E-Book, we have clearly articulated why measuring SOV for organic search is an absolute imperative for digital brand marketers. Not only is it a great competitor analysis metric, but also can be used for identifying changes in consumer behavior across devices and locations. It delivers a wealth of information about competitor brands without gaining access to your competitor's digital analytics data.

5.0 About THE AUTHOR

Aishwarya Sharma

Aishwarya is a Sr Analyst at TO THE NEW. He has been working closely with leading Fortune 500 Brands and Niche Companies, helping them address their marketing challenges using digital analytics. He has a real panache for problem solving and loves working with data.

6.0 About TO THE NEW

TO THE NEW is a digital technology company that builds disruptive products and transforms businesses. We leverage the power of experience design, cutting-edge engineering, cloud and analytics led marketing to enable digital transformation.

Our passionate team of 750+ people includes passionate technologists, digital analytics experts, video specialists and creative mavericks who have transformed businesses of more than 300 companies spread across 30 countries worldwide. We take pride in our culture which is driven by passion for making an impact through technology.

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