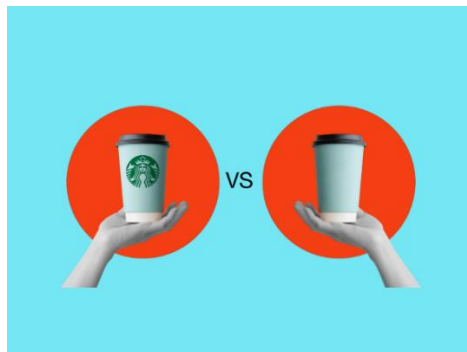


# Search (Branded vs Non-Branded)

## What you should know about Branded vs Non-Branded Search



**First thing you should know:** By far, the most popular way for a user (consumer) to find a business or service is through an online search engine and the King of all “search” is **Google**. Simply put, Google controls over 90% of all online search queries, regardless of device or search engine they are using. Google compiles the best data and analytics, and it is a huge “missed opportunity” for new customers if your business is not part of it.

**The second thing you should know:** Search engines have a much harder time matching your business to a potential customer (or searcher) if you have not properly registered your account, with an active domain address, and a properly formatted website. It’s a big part of any search algorithm and is what Google uses to match users with the proper search results. It’s not to say your business won’t come up on a search without these things, but there are many factors that go into search engine queries. The trick is to increase the likelihood of your business showing up organically (for free) on page one or page two. Every marketing company has their own “secret recipe” (strategy) for doing this.

For this reason alone, you should know the difference between a **Branded** search and a **Non-Branded** search.

**Branded Search:** Simply put, is when a user knows your business name (or Brand) when creating a search query. Generally, these users are existing customers, people in your community, people your industry, family members, or friends. The likelihood that your business comes up on the first 2 pages of a Branded search is extremely high, around 95%. This is assuming the user spells your name correctly and a good reason to add keyword names that are commonly misspelled. At the same time, this is when all of your social media pages and other register sites like Yelp or MapQuest come up in a search result page.

**Non-Branded Search:** Non-Branded for more important than a Branded Search because the user does not know your company by name. An example of this is “**Find plumbers near me**” or perhaps “**Best pizza restaurants in town**”. A Non-Branded search is all about “Key Words” that appears on your website and properly registered with search engines. There are hundreds of different approaches to this strategy. As mentioned earlier, every marketing company has their own “secret recipe” based on their client’s objective. Finding the right keyword combination can have the greatest and quickest impact on contact rates, finding new customers, increased web traffic, or customers walking into your physical place of business. Social Media pages and other registered websites are unlikely to show up on a Non-Branded search because your business name is not used.