

Bigmouthmedia research reveals pressure on brands

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Bigmouthmedia has published statistics revealing changes in search behaviour as users abandon brand name searches in favour of a more sophisticated approach to searching for goods and services online.

Despite online shoppers using the search box to access brand sites and browsers like Firefox and Chrome offering a single bar for both navigation and search, navigational keyword usage in Europe is down this year. Conducted by bigmouthmedia's international offices in Germany, Italy, Spain, UK, France and the Nordics region, the research simultaneously reveals a growing tendency amongst users to employ increasingly complex search terms when looking for information online.

According to the survey, the steady increase in numbers of consumers using the web for entertainment has seen the percentage of keywords accounted for by navigational search fall, while the vast majority of European consumers now use two and three word search phrases to deliver more targeted results when surfing.

"Over the past few years consumers have become far more savvy about search, and as the recession drives people to hunt for the very best available deals, we're seeing them adopt a sophisticated approach with the majority now employing more complicated phrases to find their way around the web," said Andrew Girdwood, Head of Search at bigmouthmedia (<http://www.bigmouthmedia.com/>).

The research demonstrates a range of differing approaches from country to country. Web users in Italy, Great Britain and Germany were found to demonstrate the most complex search behaviour, topping the table for four-word phrases, while almost a quarter of consumers in France and Spain still rely on a single keyword when tracking down information, goods and services on the internet.

Girdwood added: "Clearly, the way that users approach the search landscape is changing. As consumers continue to become more comfortable with the technology and the sheer volume of online information proliferates it will be interesting to see how this trend develops over the next few years and how it may force many big brand companies to reassess their digital marketing strategies."

About bigmouthmedia (http://www.bigmouthmedia.com/about_bigmouthmedia/overview/)

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: Search engine optimisation, PPC, Online Media Planning, Affiliate marketing, Social Networking, Brand Monitoring, Online PR and Web Analytics. Bigmouthmedia also provides up to date daily digital marketing news along with a series of bigmouthmedia tools (<http://bigmouthtools.com/>) to ensure clients are fully informed and aware of all industry developments.

For further media information please contact:

Iain Bruce

Media Strategist
bigmouthmedia
51 Timberbush
Edinburgh
EH6 6QH
(44) 131 555 4848
Bigmouthmedia on Twitter (<http://twitter.com/bigmouthmedia/>)