

The image features large, dark, 3D-rendered letters spelling 'GO' in a bold, sans-serif font. The letters are set against a background that transitions from dark green at the top to a bright yellow-green at the bottom. A 3D Instagram icon is positioned to the left of the letter 'O'.

# HOW CONSUMERS ARE USING SEARCH IN 2023.

Rise at Seven

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# THE STUDY

We have looked into over **5,000 keywords** across a variety of industries to discover where consumers are searching for specific terms and phrases – and, spoiler alert: **Google is no longer the go-to for all search queries.**

Comparing search volumes on YouTube and TikTok to Google, we have found the niches and industries where the social platforms dominate and the ones where Google remains on top. For example, TikTok is picking up on more searches, especially by younger audiences and it's no surprise more and more brands are utilising the TikTok space especially around "how to" searches and money advice.

Today, more people are searching for everyday related searches across fashion, money advice, travel hacks and even health advice. Because of this, we need to adopt a **search everywhere approach**, not just looking at Google but also the likes of YouTube and TikTok.

However, there are still loads of industries where Google dominates the consumer search. We looked into what people search for on Google rather than other popular platforms like TikTok and YouTube and found Google still dominates "near me" search terms for local SEO.

Whilst Google is losing some searches to the likes of TikTok, YouTube still remains a popular search platform for video tutorials, especially around hair and how-to guides. But, where do you need to be focusing your SEO and content efforts for your industry?

# WHERE ARE YOUR TARGET CUSTOMERS SEARCHING?

**Strapped for time?** Here's a quick summary:

- Searches for cars and automotive queries are now bigger on TikTok than on Google
- TikTok is stealing "how to" search volume from Google
- Users are going to TikTok for money-saving advice rather than Google
- 73% of the higher volume keywords on TikTok are informational – is TikTok stealing informational search from Google?
- 21% of the keywords searched for more on TikTok than Google are commercial
- Of those 21%, the search volumes were found to have 10X more search volume on TikTok than Google
- TikTok could be more influential than Google for fashion-related queries
- There are 503% more searches on TikTok than Google for fashion-related terms
- Gaming is one of the biggest industries where search volumes are higher on TikTok than Google
- Google still dominates "near me" search terms
- "What's on" search queries are most prominent on Google compared to anywhere else
- Users are going to Google for health queries more than any other platform
- Google remains king of local search queries,
- YouTube is a key part of the car buying journey, as hundreds of millions search on there monthly (more than TikTok and Google)
- Crypto search volume is 10 times bigger on YouTube than on Google
- YouTube steals hair tutorials and how-to guides for the hair and beauty industries
- YouTube is the most popular channel for tech search – bigger than Google
- Searches for road trips are bigger on YouTube than on Google





**TIKTOK**

**VS GOOGLE: THE STUDY**

# TIKTOK VS. GOOGLE

It's no secret that consumer search is changing and as social platforms grow and new ones appear, people are using more than just good old Google to search. It's all well and good ranking highly on Google for your niche, but if the majority of users are searching for it on TikTok, you may not be found and therefore will lose potential traffic, sales or referrals.

As of 2022, **TikTok had over 1.7 billion users worldwide**, a growth of 66% in just one year. So it comes as no surprise that as a response to this, more businesses are turning their marketing strategies to **TikTok SEO**, but is this where your target customer is searching?

We believe attention and discoverability is the most valuable digital commodity right now. As a result, marketers need to consider the full user search journey and no longer just think about Google.

With this in mind, our search and insights experts at **Rise at Seven** have analysed over 5,000

keywords across a variety of industries, from automotive and finance to fashion and beauty, and pulled out 100 keywords and phrases that have a higher search volume on TikTok compared to Google.

We have also looked at the intent behind the search, showing which keywords are purely informational vs commercial.

**The data certainly tells us some interesting things about consumer search behaviour...**

# THE TRAVEL INDUSTRY

A huge lure of social media is escapism and what better way to shut out the mundanity of everyday life than to see videos of exotic beaches, relaxing countryside landscapes or exciting cities? From travel itineraries to inspiration for your next holiday, we discovered the travel key terms dominating the search on TikTok.

Search Term	Intent	Google Search Volume	TikTok Search Volume	Difference in Searches
Roadtrip	Commercial	301,000	447,000	146,000
Travel to Korea	Informational	5,400	18,000	12,600
Travel to China	Informational	22,200	32,900	10,700
Travel to Sri Lanka	Informational	4,400	14,700	10,300
Travel to Poland	Informational	5,400	14,700	9,300
Travel to Seoul	Informational	4,400	12,000	7,600
Travel to Turkey	Informational	880	6,600	5,720
Travel to Dubai	Informational	5,400	8,000	2,600
Travel to Tokyo Japan	Informational	4,400	6,600	2,200
Travel to LA	Informational	1,900	2,900	1,000

# #TRAVELTOK IS MORE THAN JUST A HASHTAG.

With #TravelTok currently having 14.7 billion views (and counting), users are going to TikTok for a range of travel search queries across the globe. Travel brands and businesses should make the most of the extra 208,020 searches found from our select travel keywords alone.

Read here about [how we are helping Parkdean Resorts](#) become more discoverable on TikTok through TikTok SEO.

## HOW WE REACHED OVER 500K NEW CONSUMERS FOR PARKDEAN RESORTS BY BECOMING MORE DISCOVERABLE ON TIKTOK

Rise Discovery: Case Study

UK staycations



Durdle Door



Things to do in Newquay



# THE FASHION INDUSTRY

Online shopping is not a new phenomenon, however, the way users are now searching for fashion is. From outfit inspiration and fashion advice to purchasing items on TikTok shop, we've discovered the following fashion search terms that dominate the social media platform over Google.

Search Term	Intent	Google Search Volume	TikTok Search Volume	Difference in Searches
New jeans	Commercial	2,240,000	6,066,000	3,826,000
Leggings	Commercial	450,000	2,715,000	2,265,000
Jumper	Transactional	673,000	810,000	137,000
Outfit ideas	Informational	110,000	163,000	53,000
How to wear a tie	Informational	14,800	49,100	34,300
Fashion on trend	Commercial	33,100	49,100	16,000
Fashion trend	Commercial	33,100	49,100	16,000
Bodycon long dress	Informational	3,600	12,000	8,400
What to wear	Informational	22,200	26,900	4,700
Outfit ideas summer	Informational	12,100	14,700	2,600
How to wear a wig	Informational	4,400	6,600	2,200
Vacation outfit ideas	Informational	1,900	3,600	1,700
How to style outfit	Informational	1,900	3,600	1,700
How to style shirts	Informational	1,300	1,900	600



# SQUAT PROOF? TIKTOK WILL TELL YOU..

Rise at Seven  
#SearchIsChanging



leggings

2,715,000 searches\*



vs. Google: 450,000\*

## THERE ARE **503% MORE SEARCHES** ON TIKTOK THAN GOOGLE FOR FASHION KEYWORDS.

If you're a fashion retailer offering jeans, you could be missing out on over **3.8 million potential customers** if you're not using TikTok to market your brand. Our data highlights that using TikTok to showcase your products, how to wear your them and provide inspiration is a key way users are interacting with the platform as it's far easier (and more relatable to the consumer) to see real people trying on outfits and styling them than simply seeing the models on your website.

Although the ultimate aim of a fashion brand is to sell and therefore the focus may primarily be on transactions, you could be missing out on a key part of the customer journey – the informational aspect. 'How to' and 'ideas' dominate the fashion search queries on TikTok and can be a key way to attract new customers and bring your fashion business to the forefront of a consumer's mind.

*Thought: is TikTok stealing "how to" search from Google?*

*It appears 'how to' volumes for fashion are bigger on TikTok than Google in this case...*

# THE HAIR & BEAUTY INDUSTRY

From the popular GRWMs (**get ready with me**) to users trying out the latest trends, hair and beauty content is ever-present on TikTok, but how can this work for your brand? The following keywords were just some of the terms and phrases in hair and beauty that are searched for more on TikTok than on Google.

Search Term	Intent	Google Search Volume	TikTok Search Volume	Difference in Searches
Makeup	Commercial	1,220,000	4,062,000	2,842,000
Makeup tutorial	Informational	60,500	1,487,000	1,426,500
Hair styles	Informational	1,500,000	2,715,000	1,215,000
Hairstyles	Informational	1,500,000	2,715,000	1,215,000
Skincare	Informational	1,220,000	1,487,000	267,000
Hairstyles for short hair	Informational	246,000	447,000	201,000
Skincare routine	Informational	246,000	447,000	201,000
Easy hairstyles	Informational	74,000	244,000	170,000
Makeup kit	Commercial	201,000	365,000	164,000
Makeup hacks	Informational	4,400	89,600	85,200
Skin care tips	Informational	22,200	89,600	67,400
Skincare tips	Informational	22,200	89,600	67,400
Hairstyle straight hair	Informational	2,400	60,100	57,700
Skin care korean	Commercial	2,900	49,100	46,200
Skin care products	Commercial	135,000	163,000	28,000

# TIKTOK DOMINATES MAKEUP SEARCH TERMS

From tutorials to product reviews, users are turning to TikTok for beauty-related search queries. Our data found that searches for 'makeup' were 238% higher on TikTok compared to Google at an extra 2.8 million searches.

Hair brands should also be looking to optimise TikTok SEO as search terms regarding hairstyles soared on the platform, largely due to users being able to clearly see how to recreate looks and follow steps visually. You can see how we did this for **CLOUD NINE** and found an extra five million searches they weren't tapping into.

Commercial terms like 'skincare products' had 28,000 more searches on TikTok than Google,

similarly, 'skincare routine' had an **increase of 201,000 searches compared to Google.**

This clearly demonstrates that consumers are turning to TikTok for both informational and transactional content relating to skin care.

Now, TikTok dominating the fashion and beauty search space may not come to that much of a surprise. But, these findings just might...





# AUTOMOTIVE

There once was a time when the thought of even buying a car online as opposed to a showroom seemed wild. But we are now seeing users heading to TikTok to search for cars, from brands to specific models. Our experience of working with many automotive brands has clearly shown a change of behaviour when it comes to the car buying journey. YouTube is a key channel people go to early on in the purchasing journey and so many now are buying cars online without even seeing them.

Here are some of the highest-searched automotive terms on TikTok.

Search Term	Intent	Google Search Volume	TikTok Search Volume	Difference in Searches
BMW	Navigational	7,480,000	82,300,000	74,820,000
Audi	Navigational	5,000,000	67,030,000	62,030,000
Audi A4	Transactional	1,000,000	3,319,000	2,319,000
Audi A3	Transactional	1,500,000	3,319,000	1,819,000
Fiat 500	Transactional	1,500,000	2,715,000	1,215,000
Audi A5	Transactional	673,000	1,487,000	814,000
Mini cooper	Navigational	2,240,000	2,715,000	475,000
BMW F30	Commercial	246,000	365,000	119,000
Mini cooper JCW	Transactional	33,100	89,600	56,500
Mini cooper Countryman	Transactional	135,000	163,000	28,000
BMW F80	Commercial	40,500	49,100	8,600

# ‘AUTOMOTIVE’ SEARCH IS NOW BIGGER ON TIKTOK THAN ON GOOGLE.

Our research found that ‘BMW’ had close to **75 million more searches on TikTok** than Google, with ‘Audi’ following close behind with an extra 62 million. From car reviews to showcasing the latest features on a new model, businesses can utilise TikTok to capture the evident search demand relating to automotive.





# FINANCE

As financial literacy becomes increasingly available thanks to the Internet and as users share everything from budgeting tips to investment advice, people are now turning to TikTok for their financial search queries. These are the terms and phrases in the finance sector that are searched for more on TikTok than on Google.

Search Term	Intent	Google Search Volume	TikTok Search Volume	Difference in Searches
How to invest	Informational	49,500	133,000	83,500
How to save money	Informational	90,500	133,000	42,500
how to invest in real estate	Informational	27,100	60,100	33,000
Save money	Informational	60,500	89,600	29,100
how to invest in stocks	Informational	60,500	89,600	29,100
Save money tips	Informational	22,200	49,100	26,900
How to invest money	Informational	40,500	60,100	19,600
Stocks to invest	Commercial	22,200	40,200	18,000
How to invest in crypto	Informational	4,400	22,000	17,600
How to save money low income	Informational	1,000	14,700	13,700
How to save money with low income	Informational	1,000	14,700	13,700
How to save money quickly	Informational	9,900	14,700	4,800
How to budget	Informational	18,100	22,000	3,900
How to invest beginners	Informational	1,600	4,400	2,800

# USERS ARE GOING TO TIKTOK FOR MONEY-SAVING ADVICE.

Searches for 'how to invest' have an extra 83,500 searches on TikTok than on Google. The reason for this could be due to the complexity of finance and so having someone break down the jargon for you in short-form video content as opposed to reading a lengthy article, which makes it easier for the user to understand and consume.

However, issues arise when it comes to financial search queries on TikTok as the content is unregulated, therefore misinformation can be easily spread. If you're in the financial sector, it's important to optimise TikTok SEO to not only capture search but also help to ensure users are interacting with information on the platform that is correct.

**TIKTOK GETS ASKED  
THIS 83,500 MORE TIMES  
A MONTH THAN GOOGLE.**

how to invest

**Rise at Seven**  
#SearchIsChanging

**DON'T GOOGLE YOUR FINANCES, TIKTOK THEM.**

# HOME

From interior inspo to DIY tips, TikTok has a wealth of content in this space and as it grows, so are people's home-related searches on the platform. Here are some of the home-related keywords that have a higher TikTok search volume than Google:

Search Term	Intent	Google Search Volume	TikTok Search Volume	Difference in Searches
Kitchen	Informational	1,000,000	1,487,000	487,000
House decorating ideas	Informational	5,400	163,000	157,600
House design	Informational	550,000	664,000	114,000
House decor ideas	Informational	110,000	163,000	53,000
House decor idea	Informational	110,000	163,000	53,000
House decor	Commercial	40,500	60,100	19,600
Kitchen organization	Informational	33,100	49,100	16,000

## TIKTOK HOLDS NEARLY **1 MILLION MORE SEARCHES** FOR HOME RELATED KEYWORDS THAN GOOGLE.

Our data found that of the select keywords analysed in the home category, the total search volume was nearly 1 million higher on TikTok compared to Google. Businesses specialising in kitchens should really consider TikTok SEO, as there's a **potential to reach nearly half a million more customers based on kitchen-specific search volume.**

# GAMING

With #gaming accumulating over 500 billion TikTok views, optimising TikTok SEO is a must for any game-related business or brand. The difference in search volumes for gaming-related keywords on TikTok vs Google in some cases is huge, meaning discoverability here is key!

**From Nintendo to Sony here are just some of the console manufacturers and gaming queries dominating TikTok search over Google.**

Search Term	Intent	Google Search Volume	TikTok Search Volume	Difference in Searches
Nintendo Switch	Commercial	9,140,000	13,540,000	4,400,000
Playstation 5	Commercial	5,000,000	9,026,000	4,026,000
Playstation 4	Transactional	1,830,000	4,964,000	3,134,000
Nintendo Switch games	Commercial	27,100	1,487,000	1,459,900
Playstation	Navigational	4,090,000	4,964,000	874,000
Nintendo Switch controller	Commercial	301,000	365,000	64,000
Nintendo Switch sports	Commercial	201,000	244,000	43,000
Playstation 5 games	Commercial	90,500	133,000	42,500



## TIKTOK CONSUMES **OVER 7 MILLION MORE** NINTENDO-RELATED SEARCH QUERIES ON TIKTOK THAN GOOGLE.

Nintendo fans are evidently turning to TikTok when it comes to searching for consoles, games and gaming accessories, as our data reveals over **seven million more searches than on Google** in this area. From reviews to TikTok live streams of gameplay, gaming is taking the social media platform by storm so your brand needs to, too.





# LET'S TALK ABOUT SEARCH INTENT ON TIKTOK.

We have taken these keywords and analysed the intent behind them to see what it is that users are going to TikTok more than Google for. We found of these, 73% were informational showing TikTok could be stealing informational search from Google. Interestingly [Google recently launched SGE \(search generative experience\)](#) in a bid to keep informational search on Google. The rollout of AI search, means they

are attempting to answer informational queries right in the Google SERP, meaning websites are losing traffic for informational searches because of Google's new AI feature. However, it appears TikTok is now Google's AI competitor, where the informational search appears to be higher for these keywords on TikTok than Google.

21% of these keywords searched for more on TikTok than Google were interestingly commercial. And of those, the volumes were found to be 10X bigger than Google too. There's a lot of discussion of how hard TikTok is going into Google, but now we are seeing signs of TikTok not only positioning itself as a search engine but also as an e-commerce platform threatening purchases from Amazon, too.

# TECHNOLOGY

Technology search terms and phrases are dominating TikTok, from tips and hacks for smartphones to finding the best tech products. Here are the search terms TikTok has more search volume for than Google in the tech space.

Search Term	Intent	Google Search Volume	TikTok Search Volume	Difference in Searches
iPhone	Commercial	135,000	122,780,000	122,645,000
3D Printer	Commercial	1,000,000	1,215,000	215,000
iPhone trick	Informational	9,900	22,000	12,100
Best earphones	Commercial	40,500	49,100	8,600
iPhone tricks and tips	Informational	3,600	12,000	8,400
3D Printer machine	Commercial	14,800	22,000	7,200
3D Printer ideas	Informational	27,100	32,900	5,800

## NEARLY 123 MILLION MORE SEARCHES FOR IPHONE ON TIKTOK THAN GOOGLE.

With nearly 123 million searches compared to Google's 135k, TikTok is the go-to platform for users searching for content related to iPhones. This search increase also applies to 'iPhone trick' and 'iPhone tricks and tips', with the visual aspect of short-form videos being quicker and easier to follow as opposed to written instructions for a hack. Commercial searches including 'best earphones' and '3D printer machine' also have higher volumes on TikTok, this could be due to the user-generated content on the platform working well for reviews as consumers may be more likely to trust 'real people'.

*Carrie Rose, CEO of Rise at Seven, had this to say about customer search and TikTok:*



Brands are seeing search volumes decline, but it is not because demand isn't there for your products or brand – it's just that they are searching somewhere else. **We chase consumers, not algorithms**, and it is clear that consumer search behaviour is changing. The journey isn't linear. There are multiple touchpoints before a conversion and search now plays a huge role in that but across multiple search engines/platforms. We've helped global brands find out where their customers are searching and spending their time, and therefore where they should be spending their search marketing budget to demand attention and become a more discoverable brand."

If you want to find out where your customers are searching – **get in touch** today for a discovery project with Rise at Seven.





**GOOGLE:**

**THE INDUSTRIES USERS STILL  
GOT TO GOOGLE TO SEARCH.**

# THE INDUSTRIES USERS **STILL** **GO TO GOOGLE TO SEARCH.**

Where does Google still dominate consumer search? We analysed over 5,000 keywords to discover which industries and search terms are still predominantly searched on Google rather than other popular platforms like TikTok and YouTube. Here's a quick summary of our findings:

- Google still dominates "near me" search terms
- "What's on" search queries are most prominent on Google compared to anywhere else
- Users are going to Google for health queries more than any other platform
- For Google, local search queries remain King

From the likes of TikTok to YouTube, the way we search is ever-changing as new platforms arise and users look for different types of content to answer their queries. In the past, Google has always been the main focus for SEO, however, depending on your industry you may want to divide your attention as Google is no longer the only go-to.

Google is still the undisputed leader of the search engine world, but, which industries and keywords are specifically most searched for on the platform than anywhere else?



# HEALTH

We've all been there – Googling our symptoms when feeling ill and diagnosing ourselves with something outlandish, and our data shows this hasn't changed...

Search Term	Intent	Google Search Volume	YouTube Search Volume	TikTok Search Volume
Autism	Informational	1,500,000	1,481,000	996,000
Adhd Symptoms	Informational	1,000,000	987,000	664,000
UTI Symptoms	Informational	1,000,000	987,000	664,000
Flu Symptoms	Informational	823,000	812,000	546,000
Strep Throat Symptoms	Informational	823,000	812,000	546,000
Lupus Symptoms	Informational	673,000	664,000	447,000
Anxiety Symptoms	Informational	550,000	543,000	365,000
Autism Test	Navigational	550,000	543,000	365,000
Autism Symptoms	Informational	450,000	444,000	299,000
Pregnancy Symptoms	Informational	450,000	444,000	299,000
Symptoms Of Depression	Informational	135,000	133,000	89,600

## HEALTH IS WEALTH WHEN IT COMES TO GOOGLE SEARCH

Queries relating to 'symptoms' are searched more on Google than anywhere else with 'ADHD symptoms' having **336k more searches than on TikTok**. This could be because Google provides long-form written content as opposed to short-form videos on TikTok or visual content on YouTube, which may be the favoured result when searching for health-related information. Information regarding developmental disabilities, mental health disorders and testing for these are also more searched on Google than anywhere else.

# NEAR ME

From food recommendations to places to stay, searches for local places to go still triumph on Google. The search engine also infers local intent without even using 'near me' in the search term, using your location to suggest places in close proximity.

Search Term	Intent	Google Search Volume	YouTube Search Volume	TikTok Search Volume
Food near me	Navigational	45,500,000	44,910,000	30,200,000
Restaurants near me	Navigational	45,500,000	44,910,000	30,200,000
Hotels near me	Navigational	16,600,000	16,380,000	11,020,000
Pizza near me	Navigational	9,140,000	9,021,000	6,066,000
Breakfast near me	Navigational	7,480,000	7,383,000	4,964,000

## NEARBY FOOD RECOMMENDATION SEARCHES ARE **51% HIGHER ON GOOGLE** THAN ON TIKTOK

With 15.3 million more searches than TikTok, Google has the highest search volume for 'food near me' and 'restaurants near me'. Similarly, searches for 'hotels near me' have an extra 5.5 million searches on Google than on TikTok and 220k more than on YouTube.

Google is clearly dominating localised searches, due to their ever-updating algorithms and

location data, Google can quickly and easily show users nearby places, services and facilities. However, as TikTok has added a 'nearby' search feature and with more changes to come, it will be interesting to see how local search changes in the future.

# WHAT'S ON

Finding out what's happening near you or at a nearby location or place you're visiting is a great way to discover events. If your industry or business focuses on entertainment, shows, events and the like, our data found that Google is still very much the 'go-to' for this nature of search.

Search Term	Intent	Google Search Volume	YouTube Search Volume	TikTok Search Volume
What's On This Weekend	Navigational	22,200	21,900	14,700
What's On In Bristol	Navigational	14,800	14,600	9,800
What's On Edinburgh	Navigational	12,100	11,900	8,000
What's On Liverpool	Navigational	12,100	11,900	8,000
Manchester Whats On	Navigational	12,100	11,900	8,000
What's On In Dublin	Navigational	9,900	9,800	6,600
What's On In Sydney	Navigational	9,900	9,800	6,600
What's On Newcastle	Navigational	8,100	8,000	5,400



# GOOGLE DOMINATES SEARCH FOR **EVENTS AND ENTERTAINMENT.**

When it comes to searching for what's on both generically and location-specific, Google has the highest search volume. On Google, searches for 'what's on this weekend' are **51% higher** than on TikTok.

As stated before, Google uses your location to infer user intent and therefore displays local answers to queries regarding places, events and

services without a consumer even having to enter a location.

Consumer search is ever-changing but Google certainly isn't going anywhere. Take a look at our reports on TikTok search and YouTube search, to see where industries should be focusing their SEO efforts.

*Carrie Rose, CEO of Rise at Seven, had this to say about customer search and Google:*



Google will remain as the leading search engine for the next decade at least, and primarily take a lead when it comes to conversion search. Google still holds so much **trust, authority and power** when it comes to serving answers to health queries and I don't expect this to change. TikTok has started to serve local results (meaning you see different results based on where you are) but nowhere near to the scale of Google."

If you want to find out where your customers are searching – [get in touch](#) today for a discovery project with Rise at Seven.





**YOUTUBE**

**VS GOOGLE: THE STUDY**

# 100 KEYWORDS THAT ARE SEARCHED FOR MORE ON YOUTUBE THAN ON GOOGLE.

Google is losing searches to TikTok and YouTube, TikTok is stealing e-commerce searches from Amazon, and Instagram is fighting for attention for short-form content. Brands and businesses are battling for attention, and it's now more important than ever to be discoverable and be able to capture attention. To do that, you need a multi-platform strategy that's realistic to how people search.

Alongside our TikTok report, we decided to analyse over 5,000 keywords across multiple industries to find 100 that are searched for more on YouTube than Google. Here's a quick summary of some of our findings:

- YouTube is a key part of the car buying journey, as hundreds of millions search on there monthly (more than TikTok)
- Crypto search volume is 10 times bigger on YouTube than on Google
- YouTube steals hair tutorials and how-to guides for the hair and beauty industries
- YouTube is the most popular channel for tech search – bigger than Google
- Searches for road trips are bigger on YouTube than on Google

With over two billion users worldwide, YouTube is one of the most used platforms on the internet. But, how are consumers using this for search? With an abundance of search engines, social media apps and platforms at our fingertips, Google is not always the first point of call when it comes to searching for information.

**So, we've taken a look at how consumer search is changing by industry, and here's what we've found...**

# AUTOMOTIVE

From reviews of the latest models to a DIY tutorial on how to replace your back window wipers, YouTube has a wealth of car content. So much so we found that **YouTube has over 232,000,000 more searches overall for select car-related keywords than Google**, the largest of any industry in our study.

Search Term	Google Search Volume	YouTube Search Volume	Difference in Searches
BMW	7,480,000	122,390,000	114,910,000
Audi	5,000,000	99,690,000	94,690,000
Audi a6	823,000	4,935,000	4,112,000
Audi a4	1,000,000	4,935,000	3,935,000
Audi a3	1,500,000	4,935,000	3,435,000
Q5 audi	60,500	2,704,000	2,643,500
Fiat 500	1,500,000	4,037,000	2,537,000
BMW E36	823,000	3,306,000	2,483,000
Mini cooper	2,240,000	4,037,000	1,797,000
Audi a5	673,000	2,211,000	1,538,000
BMW F30	246,000	543,000	297,000
Mini cooper countryman	135,000	243,000	108,000
Mini cooper jcw	33,100	133,000	99,900
BMW F80	40,500	73,000	32,500



# YOUTUBE PLAYS A KEY ROLE IN THE CAR-BUYING JOURNEY

Our analysis found that searches for 'BMW' had **over 114 million more searches on YouTube** than on Google, an increase of 1536%. Specific models also had significantly higher search volumes on the video-viewing platform with 'Audi A6' having over 4 million more searches and 'Fiat 500' with over 2.5 million more searches.

If we compare this to TikTok, 'BMW' has a search volume of 82.3 million, for businesses in the automotive industry, capitalising on the popularity of YouTube is a must, from showcasing new stock to helpful how-to's to capture users on their car-buying journey.





# TECH

Technology was the second largest category in our study that YouTube searches dominate over Google, with **nearly 175 million extra searches**. Here are the tech-related search terms that came up on top:

Search Term	Google Search Volume	Youtube Search Volume	Difference in Searches
iPhone	135,000	149,040,000	148,905,000
Nintendo Switch	9,140,000	20,130,000	10,990,000
iPhone 14	20,400,000	24,580,000	4,180,000
iPhone 13	16,600,000	20,130,000	3,530,000
Playstation	4,090,000	7,383,000	3,293,000
Nintendo Switch Games	27,100	2,211,000	2,183,900
3D Printer	1,000,000	1,806,000	806,000
iPhone SE	2,740,000	3,306,000	566,000
Nintendo Switch Controller	301,000	543,000	242,000
Playstation 5 Games	90,500	133,000	42,500
iPhone Trick	9,900	32,700	22,800
3D Printer Ideas	27,100	48,900	21,800
3D Printer Machine	14,800	32,700	17,900

**SWITCH YOUR  
ENGINE, MARIO WILL  
THANK YOU LATER.**

🔍 nintendo switch 20,130,000 searches\* 

# YOUTUBE IS THE MOST POPULAR CHANNEL FOR **TECH-RELATED** SEARCHES.

With products like 'iPhone' and 'Nintendo Switch' having **nearly 149 million and almost 11 million more searches** respectively, we can clearly see that YouTube is the go-to for tech product search. This also includes informational searches with 'iPhone trick' having a 230% increase on YouTube and '3D printer ideas' searches nearly doubling compared to Google.

# FASHION & CLOTHING

Perhaps a surprise to some, fashion and clothing searches are also soaring on YouTube with an **extra 12 million searches** compared to Google for the keywords analysed.

Search Term	Google Search Volume	YouTube Search Volume	Difference in Searches
new jeans	2,240,000	9,021,000	6,781,000
leggings	450,000	4,037,000	3,587,000
jumper	673,000	1,204,000	531,000
cargos	823,000	987,000	164,000
baggy jeans	673,000	812,000	139,000
outfit ideas	110,000	198,000	88,000
jeans for women	301,000	363,000	62,000
jeans for men	246,000	297,000	51,000
fashion on trend	33,100	73,000	39,900
fashion trend	33,100	73,000	39,900
summer outfit	90,500	109,000	18,500
what to wear	22,200	40,000	17,800
outfit ideas summer	12,100	21,900	9,800
vacation outfit ideas	1,900	5,300	3,400



# FASHION IS ALL ABOUT THE VISUALS.

Searches for specific products as well as styling ideas have more searches on YouTube than on Google, with 'new jeans' having an **extra 6.7 million searches** and 'outfit ideas' with 88k more. As social platforms like YouTube allow anyone to create content, consumers can easily look for

and search for body types similar to their own and honest reviews of products, meaning the video-sharing website may be seen as more trustworthy when users are searching for fashion queries.



# CRYPTO

The world of crypto is undoubtedly a confusing one for the average person, but video platforms like YouTube allow users to break down terminology and jargon into easily digestible information. This could explain why **YouTube has an extra 6.3 million overall crypto-related searches** than Google.

Search Term	Google Search Volume	Youtube Search Volume	Difference in Searches
Crypto	211,000	2,704,000	2,493,000
Cryptocurrency	255,000	1,806,000	1,551,000
Shiba Inu Coin	229,000	1,204,000	975,000
Crypto News	177,000	987,000	810,000
Doge Coin Price	11,000	371,000	360,000
Bitcoin Mine	600	111,000	110,400
Buy Bitcoins	13,000	74,500	61,500



# SEARCH VOLUME FOR 'CRYPTO' IS **10X BIGGER** **ON YOUTUBE** THAN GOOGLE.

With **nearly 2.5 million extra searches**, searches for 'crypto' are ten times bigger on YouTube than on Google. 'Cryptocurrency' follows a similar trend with over 1.5 million more searches and specific cryptocurrencies like 'Shiba Inu coin' also gain more search volume on the video-sharing platform.

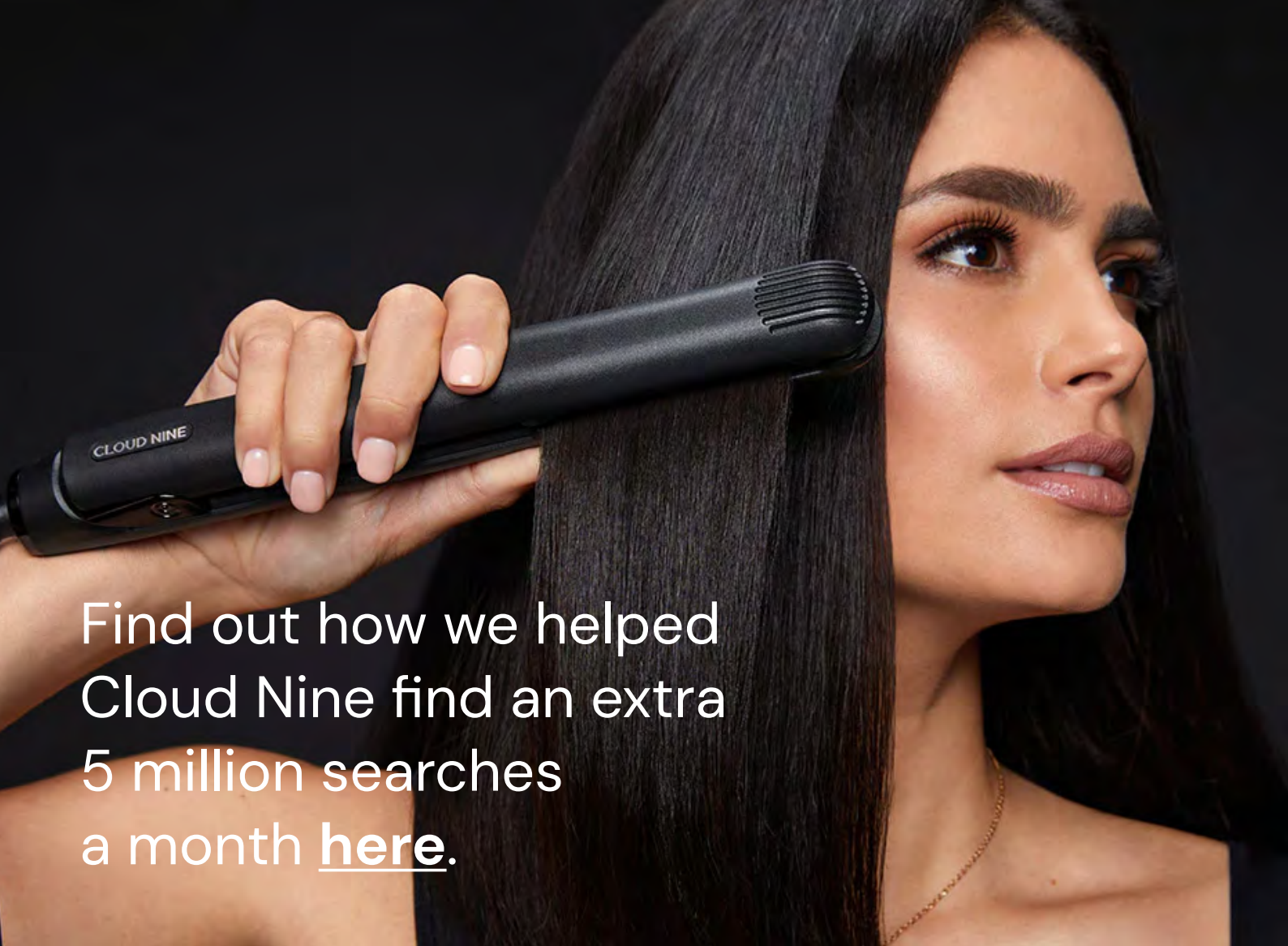


# HAIR & BEAUTY

When you think of hair and beauty search your first thought may be TikTok, however, you shouldn't underestimate the power and popularity of YouTube. With **over 15 million extra searches** compared to Google, thanks to its wealth of product reviews, styling tips and step-by-step hair tutorials, YouTube is actually dominating this industry for search.

Search Term	Google Search Volume	YouTube Search Volume	Difference in Searches
Makeup	1,220,000	6,040,000	4,820,000
Hairstyles	1,500,000	4,037,000	2,537,000
Makeup Tutorial	60,500	1,806,000	1,745,500
Skincare	1,220,000	2,211,000	991,000
Hair Styles	1,500,000	2,211,000	711,000
Eye Makeup	135,000	664,000	529,000
Layered Hair Styles	22,200	543,000	520,800
Simple Hair Styles	110,000	543,000	433,000
Skincare Routine	246,000	664,000	418,000
Makeup Kit	201,000	543,000	342,000
Braided Hair Styles	673,000	987,000	314,000
Hairstyles For Short Hair	246,000	543,000	297,000
Easy Hairstyles	74,000	363,000	289,000
Skin Care Products	135,000	297,000	162,000





Find out how we helped Cloud Nine find an extra 5 million searches a month [here](#).

## YOUTUBE STEALS HAIR TUTORIALS FROM GOOGLE.

Our search data discovered that 'hairstyles' had **over 2.5 million more searches on YouTube** than Google, as did specific hairstyle queries including 'hairstyles on short hair' and 'braided hair styles'. Visual aids are crucial when depicting this type of information and the beauty of platforms like

YouTube is that you can pause whilst you copy the content creator and press play once you're ready for the next step.

*Carrie Rose, CEO of Rise at Seven, had this to say about customer search and Youtube:*



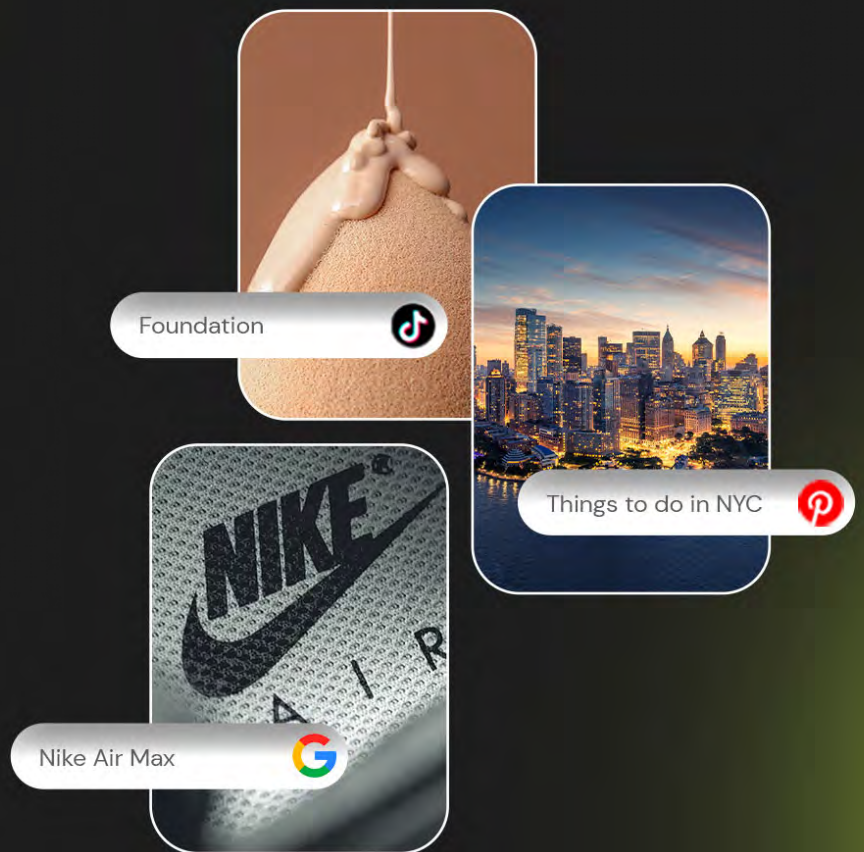
YouTube is a Google-owned product, and we are starting to see the overlap more and more when it comes to search queries as well as answers. YouTube shorts may be new, but short-form content is becoming a faster way for users to get answers to their queries. YouTube also offers real-life UGC content, reviews and a look and shop feel to the customer journey which used to only be on the high street. Want to see what things look like in real life? Want in-depth detail about the brand-new Range Rover? **YouTubers are giving that detail away in ways Google just can't.** I think YouTube's real battle is with TikTok."

If you want to find out where your customers are searching – [get in touch](#) today for a discovery project with Rise at Seven.



# DISCOVER WHERE YOUR CUSTOMERS ARE SEARCHING

Enquire for a Strategy Discover Project



## METHODOLOGY

We analysed over 5,000 keywords and pulled the top 104 keywords from sectors such as travel, automotive, health, finance, fashion and beauty, which are searched for more on Google than TikTok or YouTube to discover what channels consumers use to search for certain keywords and phrases.

We used [Keywordtool.io](#), [ahrefs](#), [Glimpse](#), [TikTok search insights](#), and our tool, [Rise Attention](#).

# Rise at Seven

The Search-First Creative Agency



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