

Using Hitwise to Manage your brand – Update

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AdWords Trademark Policy Revision (UK and Ireland)

What's changing in AdWords Trademark Policy? When?

Google has made a policy revision that applies to complaints that we receive regarding trademarks in the UK and Ireland. For complaints received on or after Friday 4 April 2008, we will no longer review a term corresponding to the trademarked term as a keyword trigger. However, we will continue to perform a limited courtesy investigation of complaints regarding ad text purported to be in violation of a trademark.

Beginning 5 May 2008, keywords that were disabled as a result of a trademark investigation will no longer be restricted in the UK and Ireland.

Why did Google change its trademark policy?

We want advertisers to use keywords that are most relevant to their business and our user's interests. Google's goal is to provide our users with the most relevant information, whether it is from our search results or advertisements. A key to achieving this goal with our ads is providing relevant choices and giving users the opportunity to determine which ads they find most relevant.

Who's affected by the policy change?

Google's revised trademark policy applies to trademarks held in the UK and Ireland. We will continue to handle trademark complaints for all other countries pursuant to the [existing trademark policy](#).

What will happen to existing trademark complaints?

- Complaints received prior to 4 April 2008:

We will investigate complaints against trademark use in ad text and keywords. Complaints will be processed according to the [current policy](#).

- Complaints received on or after 4 April 2008:

If the complaint requests that we prevent the use of the trademark in ad text, we will continue our efforts to support this request. Complaints will be processed under [our revised procedure](#).

- All Complaints:

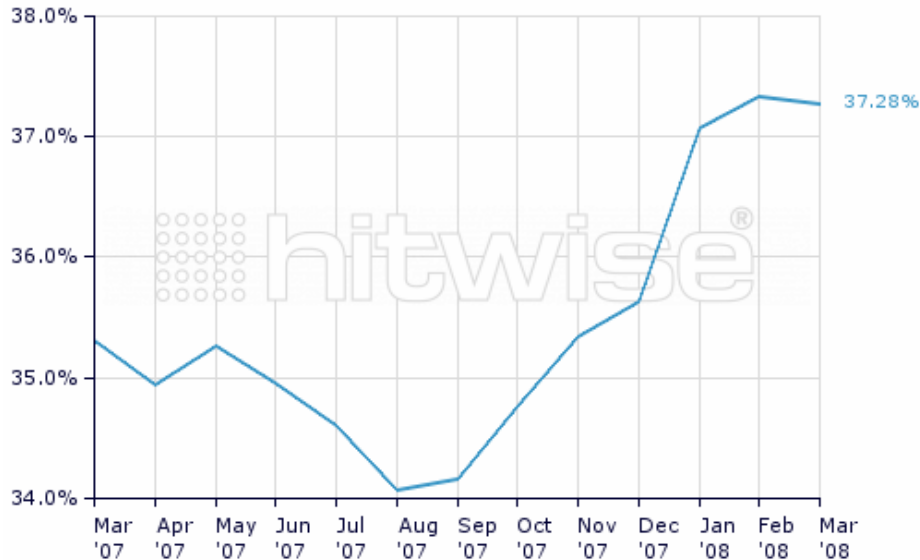
Beginning in May 2008, keywords that were disabled as a result of a trademark complaint and investigation will no longer be restricted in the UK and Ireland.

Will Google respond to any trademark complaints in relation to the UK and Ireland?

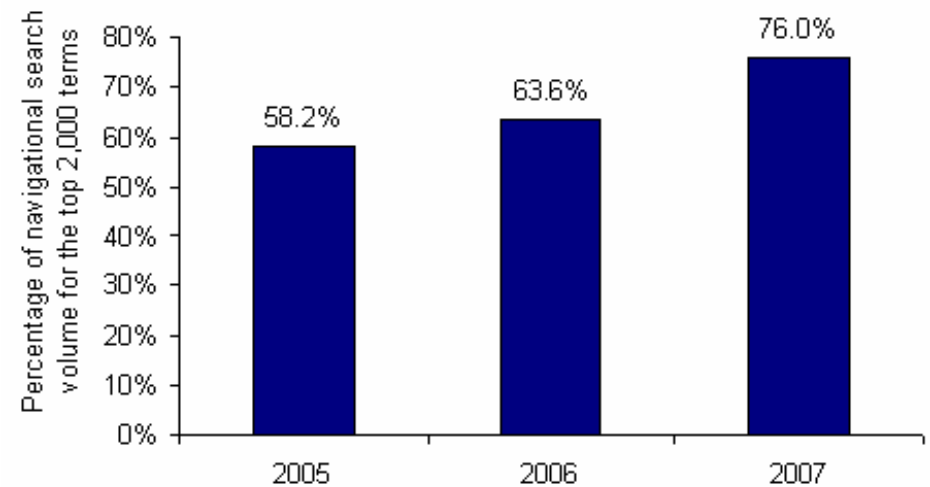
Yes. With respect to the UK and Ireland, Google will perform limited courtesy investigations of reported trademark violations and complaints related to ad text.

Why was it significant?

Upstream UK Internet traffic to All Categories from Search Engines



Proportion of UK search volume that is navigational search



Computers and Internet - Search Engines

Monthly upstream % of 'All Categories', based on UK usage.
Created: 17/04/2008. © Copyright 1998-2008 Hitwise Pty. Ltd.



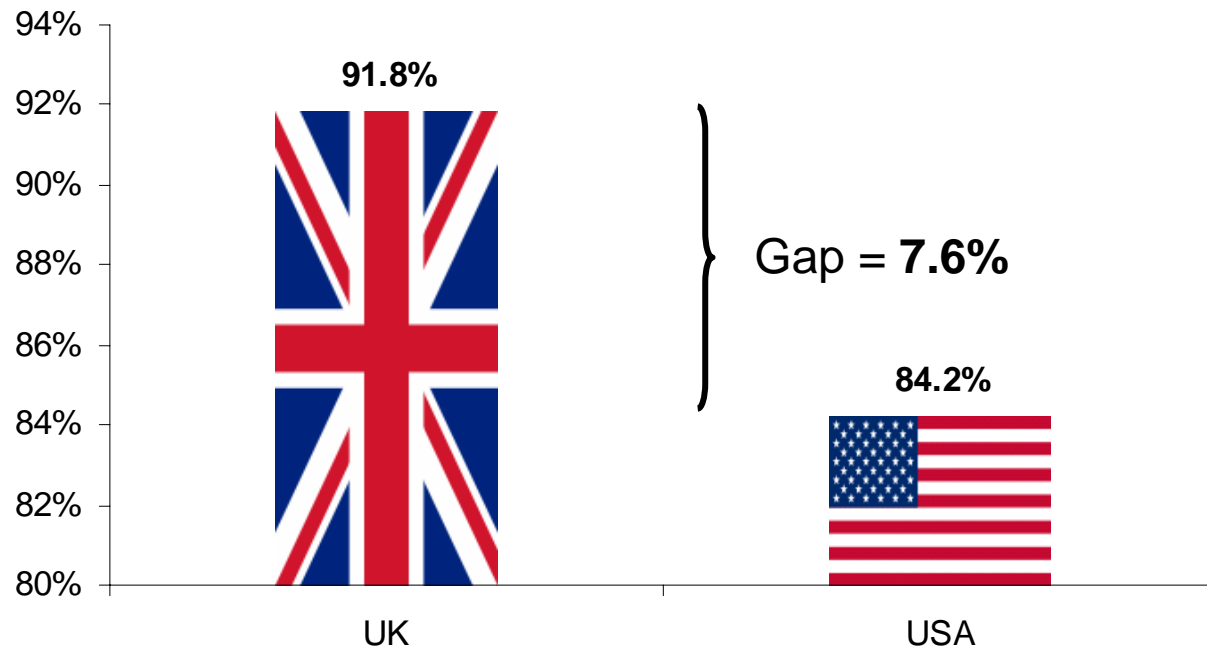
Displaying 1 to 10 of 52 search engines.

Rank	Search Engine	Volume
1.	www.google.co.uk	73.91%
2.	www.google.com	13.82%
3.	uk.search.yahoo.com	2.85%
4.	www.uk.ask.com	2.70%
5.	www.live.com	2.14%
6.	search.msn.co.uk	1.17%
7.	search.yahoo.com	1.12%
8.	search.orange.co.uk	1.06%
9.	search.msn.com	0.31%
10.	www.ask.com	0.17%

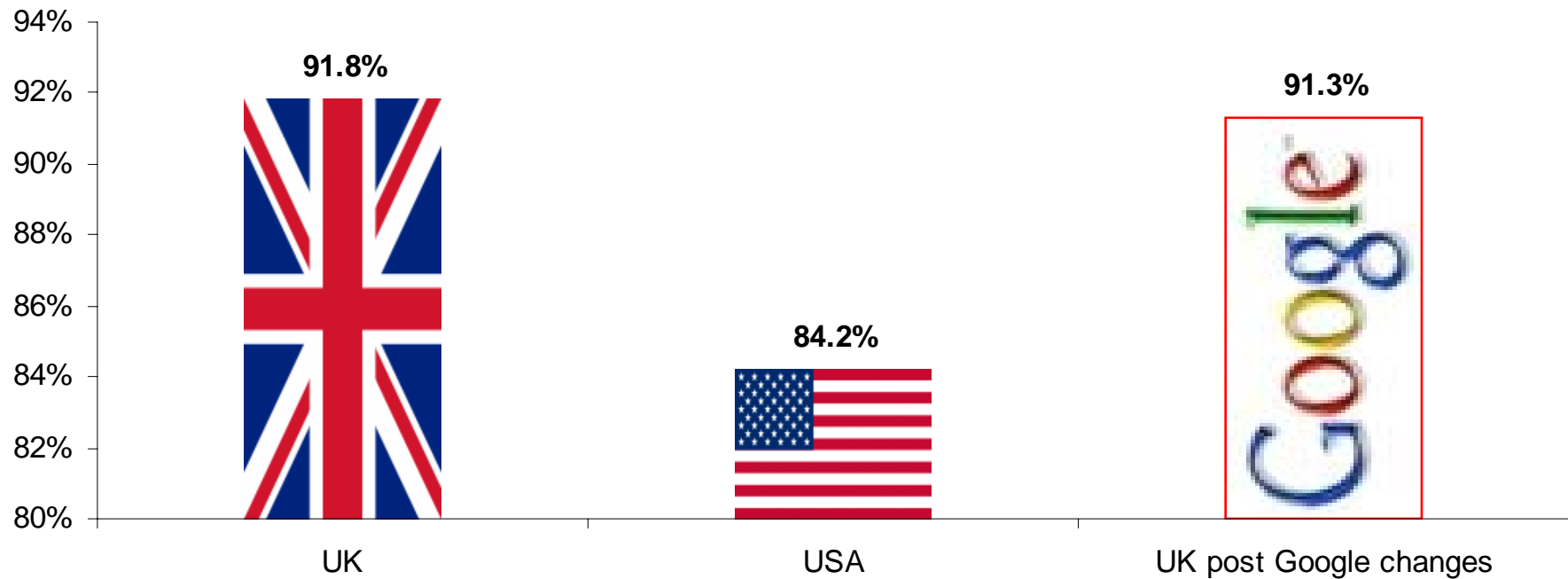
Displaying 1 to 30 of 33270504 search terms.

Rank	Search Term	Volume
1.	bebo	1.16%
2.	facebook	1.06%
3.	ebay	1.05%
4.	youtube	0.80%
5.	you tube	0.35%
6.	myspace	0.30%
7.	argos	0.24%
8.	bbc	0.22%
9.	amazon	0.20%
10.	autotrader	0.18%

Proportion of branded search traffic going to brand owners' websites

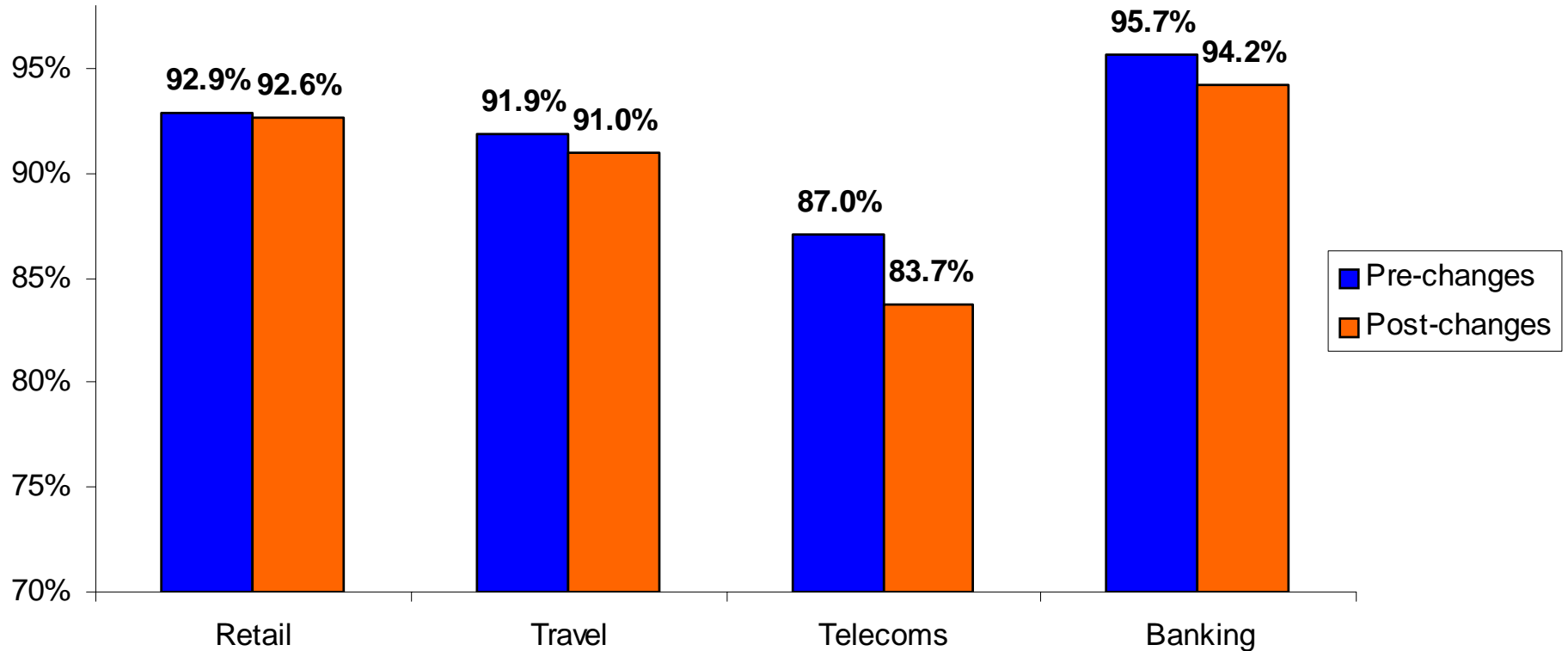


Proportion of branded search traffic going to brand owners' websites



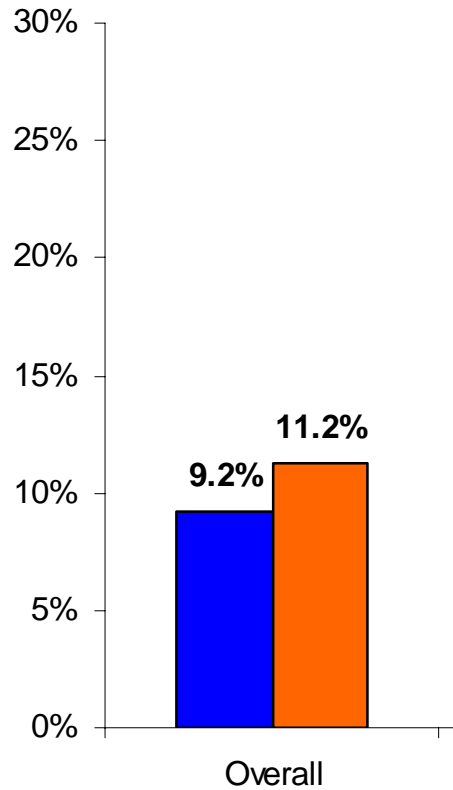
Actual impact much less than expected: **0.6% drop**

Proportion of brand searches going to brand owners' websites



- Minimal impact across all industries.
- Telecom and banking were worst hit.

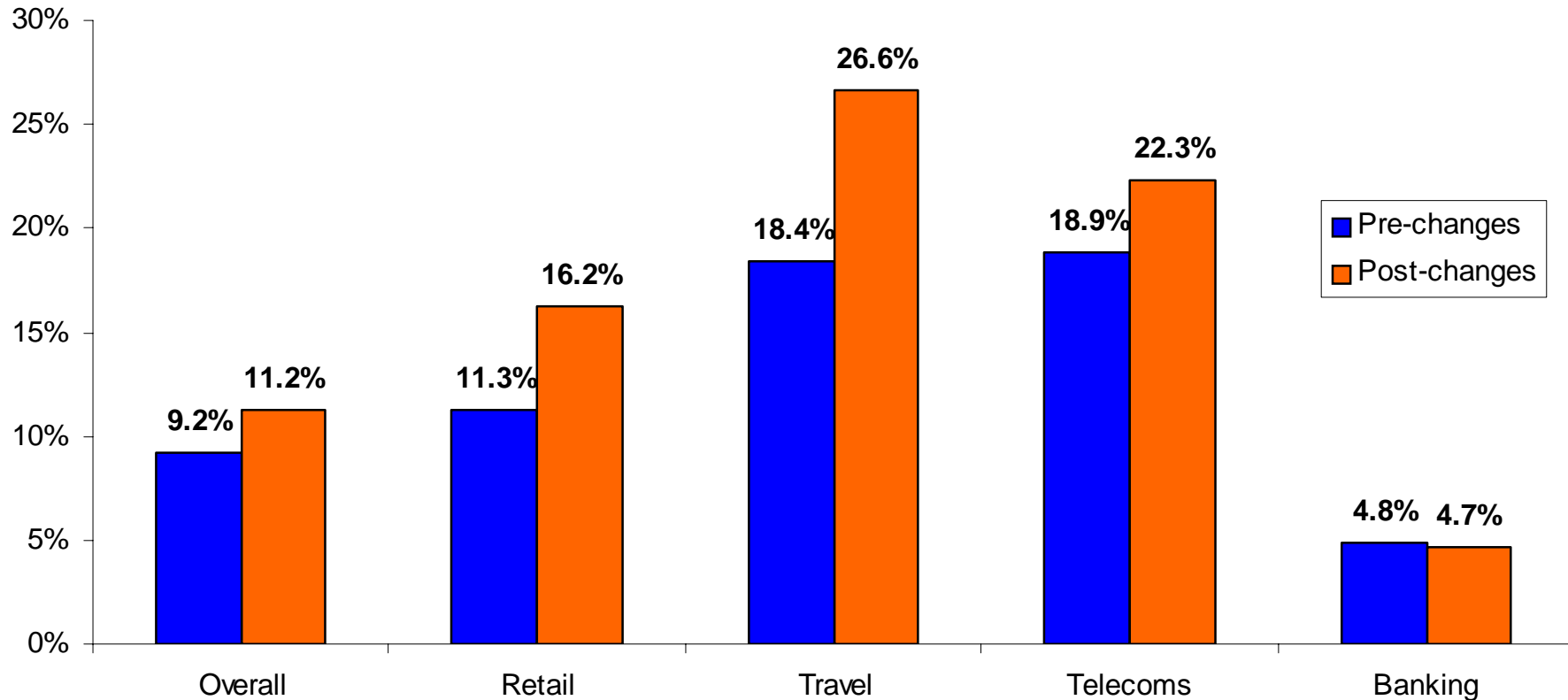
Proportion of successful brand searches that are paid for



- Noticeable increase in paid brand search

Paid brand search increasing

Proportion of successful brand searches that are paid for



- Travel and retail have increased the most.
- Banking has decreased its paid brand search, but was also one of the worst hit by the Google changes.

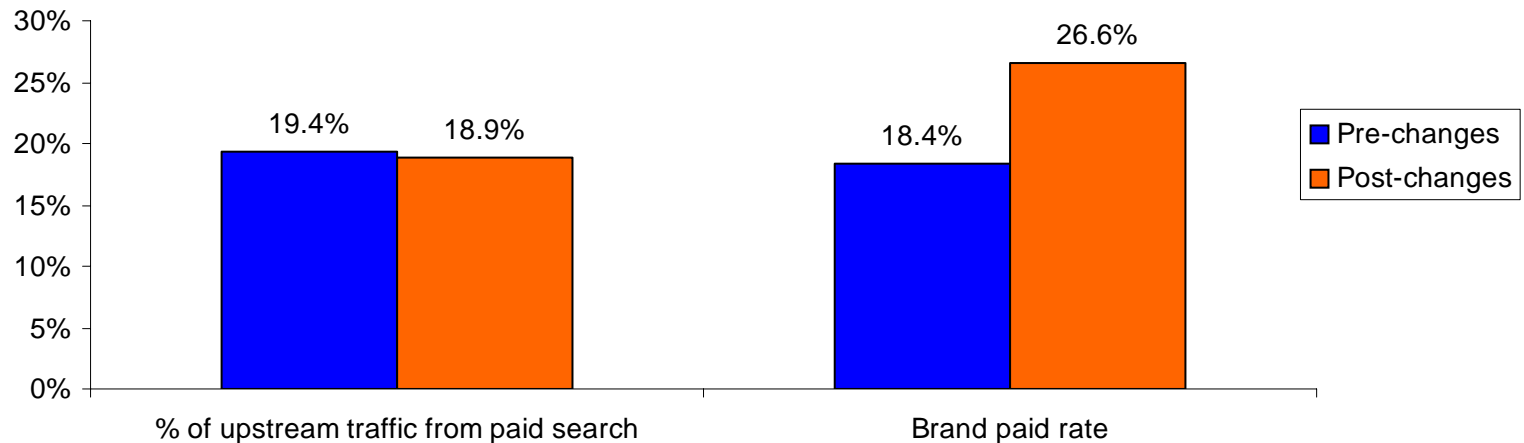
Paid brand increases in retail

Paid raid for key retail brand terms, before and after Google changes

Brand	Pre-changes	Post-changes	Change
ebay	41%	56%	15%
next	3%	15%	12%
john lewis	26%	49%	23%
debenhams	2%	11%	9%
comet	3%	43%	40%
hmv	35%	42%	7%
play.com	36%	43%	7%
homebase	19%	41%	22%
woolworths	24%	45%	21%
topshop	0%	20%	20%

Paid search in the travel market

Paid search in the travel sector

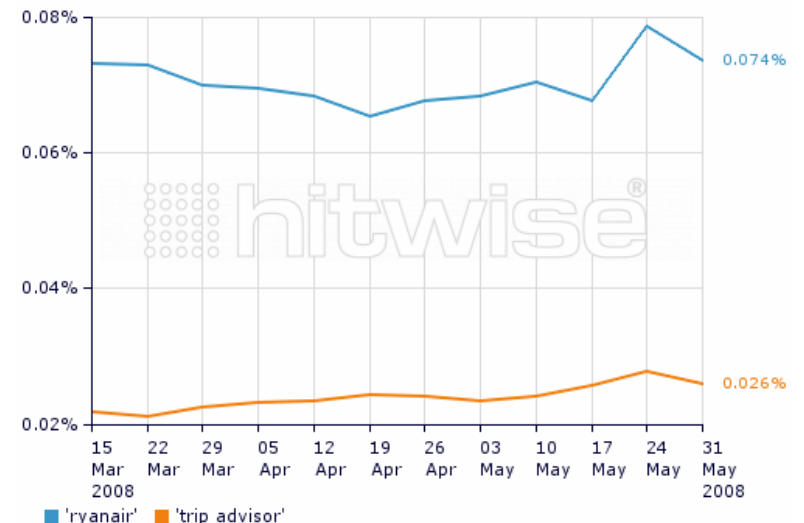


Displaying 1 to 30 of 3,512 search terms.

Rank	Search Term	Search Engines	Volume
1.	ryanair	View Engines	59.90%
2.	ryan air	View Engines	10.97%
3.	ryanair.com	View Engines	3.28%
4.	ryanair flights	View Engines	3.15%
5.	www.ryanair.com	View Engines	1.67%

Displaying 1 to 30 of 40,619 search terms.

Rank	Search Term	Search Engines	Volume
1.	trip advisor	View Engines	5.15%
2.	tripadvisor	View Engines	2.10%
3.	trip adviser	View Engines	0.25%
4.	llandudno hotels	View Engines	0.19%
5.	trip advisor.com	View Engines	0.18%



Weekly search term share of traffic to 'All Categories', based on UK usage.
Created: 04/06/2008. © Copyright 1998-2008 Hitwise Pty. Ltd.



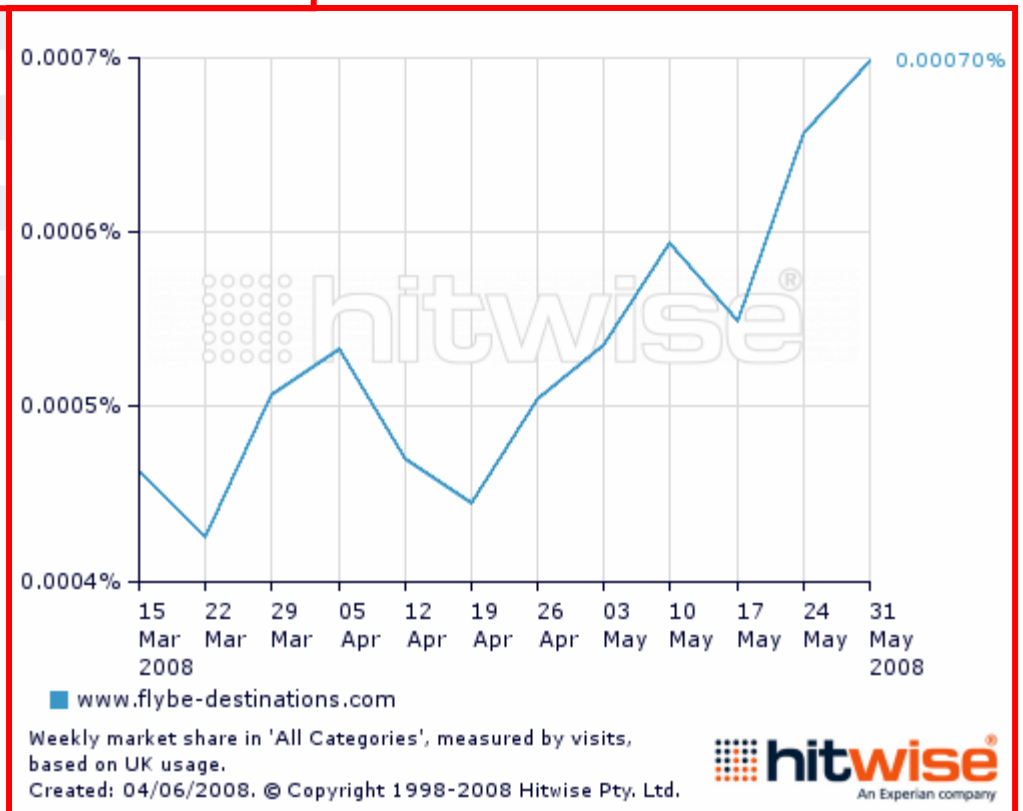
Search Terms - Search Term Analysis - flybe

The following report provides a detailed analysis on 'flybe' for the 4 weeks ending 31/05/2008. Traffic from 'flybe' was **www.flybe.com** representing **82.91%** of all traffic. **www.google.co.uk** was the second most common search engine used when searching for **flybe**, with websites in the **Travel** industry receiving the most traffic.

Websites that received traffic from 'flybe'

Displaying 1 to 10 of 135 websites. [Click Here](#) to see more websites.

	Website	Volume
1.	Flybe.com	82.91%
2.	www.flybe.co.uk	4.54%
3.	www.flybe-destinations.com	4.30%
4.	www.flybe-booking.co.uk	
5.	www.worldcityweather.info	
6.	Airline Network	
7.	Cheapflights.co.uk	
8.	Wikipedia	
9.	Facebook	
10.	Bebo	



Southampton to:
Palma, Alicante
and Malaga

flybe-destinations.com

Southampton to:
Palma, Alicante
and Malaga

Discover
Northern Ireland

- Visit Belfast - vibrant, surprising and Titanic
- Enjoy the magical Causeway Coastal Route

[Flights from Glasgow](#)

[Flights from Exeter](#)

[Flights from Birmingham](#)

[Flights from Edinburgh](#)

[Flybe Destinations](#)

[Flights from Southampton](#)

[Flights from Aberdeen](#)

[Flights from Belfast](#)

[Flights from Birmingham](#)

[Flights from Bristol](#)

[Flights from Cardiff](#)

[Flights from Edinburgh](#)

[Flights from Exeter](#)

[Flights from Gatwick](#)

[Flights from Glasgow](#)

[Book your Flybe flight here!](#)

This site will give you an opportunity to get all the information you need on the destinations (or departures) that Flybe UK operate to or from. From here you can gather some info on Airports, Transport links, Location of the nearby cities, Special offers, Timetables, Latest news and more.

If you are not familiar with the airline, then here are some facts:
Flybe are the third largest low cost airline after Ryanair and EasyJet operating out of the UK.

The extensive network of Flybe is based around departures from 23 regional UK airports.

This flight network includes some of the big regional airports such as Manchester and Birmingham, but also offers a large network of flights from the smaller regional UK airports such as Exeter, Norwich and Southampton.

In 2008 they will be flying over 8 and half million passengers across 12 countries in Western Europe.

[Flybe News](#)

[Flights to Aberdeen](#)

[Flights to Belfast](#)

[Flights to Bristol](#)

[Flights to Cardiff](#)

[Flights from Doncaster](#)

[Flights to Guernsey](#)

[Flights to Inverness](#)

[Flights to Isle of Man](#)

[Flights to Jersey](#)

[Flights to Leeds](#)

Paid and organic brand hijacking



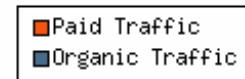
Paid and Organic Website Search Terms Report - www.flybe-destinations.com (www.flybe-destinations.com)

The following report lists the most popular terms typed into a search engine over the **4 weeks** ending **31/05/2008** that resulted in traffic to the '[www.flybe-d](http://www.flybe-destinations.com)'. For example, the most popular search term was '**flybe**' representing **57.84%** of all search traffic. The 'www.flybe-destinations.com' website received 95% pa traffic.

Displaying 1 to 30 of 104 search terms.

<input type="checkbox"/>	Rank	Search Term	Volume	Paid Rate/Organic Rate	Paid/Organic Ratio
<input type="checkbox"/>	1.	flybe	57.84%	95.26%	4.74%
<input type="checkbox"/>	2.	flybe.com	10.72%	97.71%	2.29%
<input type="checkbox"/>	3.	www.flybe.com	2.08%	86.24%	13.76%
<input type="checkbox"/>	4.	flybe.co.uk	2.00%	100.00%	0.00%
<input type="checkbox"/>	5.	flights from exeter	1.27%	100.00%	0.00%
<input type="checkbox"/>	6.	exeter airport flights	1.23%	100.00%	0.00%
<input type="checkbox"/>	7.	flyglobespan	1.02%	100.00%	0.00%
<input type="checkbox"/>	8.	www.flybe	0.86%	100.00%	0.00%
<input type="checkbox"/>	9.	flyebe	0.82%	100.00%	0.00%
<input type="checkbox"/>	10.	flybe.com uk	0.74%	100.00%	0.00%
<input type="checkbox"/>	11.	www.flybe.co.uk	<0.74%		
<input type="checkbox"/>	12.	flybee	<0.74%		
<input type="checkbox"/>	13.	flybee.com	<0.74%		
<input type="checkbox"/>	14.	flyb.com	<0.74%		
<input type="checkbox"/>	15.	febe	<0.74%		
<input type="checkbox"/>	16.	flights southampton to nice	<0.74%		
<input type="checkbox"/>	17.	flybe.com flights	<0.74%		
<input type="checkbox"/>	18.	flybe flights	<0.74%		
<input type="checkbox"/>	19.	flybe airline	<0.74%		
<input type="checkbox"/>	20.	flybeexeter	<0.74%		

Paid/Organic Ratio



This chart shows the ratio of paid to organic traffic for 'www.flybe-destinations.com'.

View Statistic:

Paid/Organic Ratio






















Website Search Terms Report - Marks & Spencer (www.marksandspen

The following report lists the most popular terms typed into a search engine over the **4 weeks** end example, the most popular search term was **'marks and spencer'** representing **26.39%** of all search analysis of the search term.

The **'Marks & Spencer'** website received **41.53%** of its visits from **'Search Engines'** websites for **Ma** visits received by the **'Department Stores'** industry from **'Search Engines'** websites (38.11%).

Displaying 1 to 30 of 10,572 search terms.

<input type="checkbox"/>	Rank	Search Term	Search Engines	Volume
<input type="checkbox"/>	1.	marks and spencer	View Engines	26.39% 
<input type="checkbox"/>	2.	marks and spencers	View Engines	9.61% 
<input type="checkbox"/>	3.	m&s	View Engines	9.47% 
<input type="checkbox"/>	4.	marks & spencer	View Engines	3.31% 
<input type="checkbox"/>	5.	m and s	View Engines	2.88% 
<input type="checkbox"/>	6.	marks and spencer online	View Engines	2.44% 
<input type="checkbox"/>	7.	m & s	View Engines	2.33% 
<input type="checkbox"/>	8.	marksandspencer	View Engines	1.40% 
<input type="checkbox"/>	9.	marks spencer	View Engines	1.27% 
<input type="checkbox"/>	10.	marks & spencers	View Engines	0.88% 
<input type="checkbox"/>	11.	m s online	View Engines	0.78% 
<input type="checkbox"/>	12.	marks	View Engines	0.72% 
<input type="checkbox"/>	13.	mands	View Engines	0.59% 
<input type="checkbox"/>	14.	per una	View Engines	0.52% 
<input type="checkbox"/>	15.	marks&spencer	View Engines	0.44% 
<input type="checkbox"/>	16.	marks and spencers online	View Engines	0.39% 
<input type="checkbox"/>	17.	www.m&s.co.uk	View Engines	0.38% 
<input type="checkbox"/>	18.	www.marksandspencer.co.uk	View Engines	0.37% 
<input type="checkbox"/>	19.	www.marksandspencer.com	View Engines	0.36% 



Website Search Terms Report - Marks & Spencer

The following report lists the most popular terms for the website. For example, the most popular search term was 'marks and spencer'.

The 'Marks & Spencer' website received 41.53% of the total visits received by the 'Department Stores' industry.

Displaying 1 to 30 of 10,572 search terms.

<input type="checkbox"/>	Rank	Search Term
<input type="checkbox"/>	1.	marks and spencer
<input type="checkbox"/>	2.	marks and spencers
<input type="checkbox"/>	3.	m&s
<input type="checkbox"/>	4.	marks & spencer
<input type="checkbox"/>	5.	m and s
<input type="checkbox"/>	6.	marks and spencer online
<input type="checkbox"/>	7.	m & s
<input type="checkbox"/>	8.	marksandspencer
<input type="checkbox"/>	9.	marks spencer
<input type="checkbox"/>	10.	marks & spencers
<input type="checkbox"/>	11.	m s online
<input type="checkbox"/>	12.	marks
<input type="checkbox"/>	13.	mands
<input type="checkbox"/>	14.	per una
<input type="checkbox"/>	15.	marks&spencer
<input type="checkbox"/>	16.	marks and spencers online
<input type="checkbox"/>	17.	www.m&s.co.uk
<input type="checkbox"/>	18.	www.marksandspencer.co.uk
<input type="checkbox"/>	19.	www.marksandspencer.com



Search Terms - Search Term Suggestions for apple

Below are the most popular search terms containing the term(s) 'apple' for the 4 weeks ending 19/08/2012. The success rate is 74.64%.

Displaying 1 to 30 of 14,643 search terms.

<input type="checkbox"/>	Rank	Search Term	Volume	Success Rate
<input type="checkbox"/>	1.	apple	16.90%	81.37%
<input type="checkbox"/>	2.	apple uk	3.53%	88.86%
<input type="checkbox"/>	3.	apple store	2.85%	90.78%
<input type="checkbox"/>	4.	apple trailers	2.68%	82.71%
<input type="checkbox"/>	5.	apple bottom jeans	2.18%	82.57%
<input type="checkbox"/>	6.	apple ipod	1.61%	81.77%
<input type="checkbox"/>	7.	apple mac	1.33%	81.98%
<input type="checkbox"/>	8.	apple store uk	0.95%	87.49%
<input type="checkbox"/>	9.	apple iphone	0.79%	84.86%
<input type="checkbox"/>	10.	apple shooter	0.78%	86.47%
<input type="checkbox"/>	11.	apple.com	0.73%	86.83%
<input type="checkbox"/>	12.	apple movie trailers	0.56%	78.04%
<input type="checkbox"/>	13.	apple.co.uk	0.54%	85.13%
<input type="checkbox"/>	14.	apple safari	0.49%	86.06%
<input type="checkbox"/>	15.	apple itunes	0.43%	80.91%
<input type="checkbox"/>	16.	apple rumors	0.34%	82.50%
<input type="checkbox"/>	17.	apple uk store	0.34%	84.03%
<input type="checkbox"/>	18.	apple laptops	0.34%	81.32%
<input type="checkbox"/>	19.	apple computers	0.33%	89.52%
<input type="checkbox"/>	20.	apple shop	0.32%	90.38%

- Travel
- Harry Potter
- Social networking
- Fast moving search terms
- Brand Monitor Dashboard
- Custom Categories
- Custom Charting Lists
- Search Term Portfolios
- Rankings Alerts
- Media Alerts
- Hitwise Answers
- Benchmarking
- Search Marketing
- Affiliate Marketing
- Advertising and Content Partnerships
- Business Development
- Hitwise Industries
 - All Categories
 - Automotive
 - Aviation
 - Business and Finance
 - Community
 - Computers and Internet
 - Education
 - Entertainment
 - Food and Beverage
 - Gambling
 - Government
 - Health and Medical
 - Lifestyle
 - Music
 - News and Media
 - Shopping and Classifieds
 - Sports
 - Travel
 - Adult
 - Portals

New Dashboard | Travel | Harry Potter | Social networking | Fast moving search terms | **Brand Monitor Dashboard** | << | >>

Dashboards - 'Brand Monitor Dashboard' [1 Guest] Add Modules | More Actions

This dashboard monitors brand search terms driving traffic to your website, competitors, key industries and affiliates.

Search Term Suggestions

The following report shows search terms for the search term 'british airways', ranked by Volume of Searches for the 4 weeks ending 19/04/2008. Displaying 1 to 15 of 1,662 search terms.

Rank	Search Term	Searches
1.	british airways	68.60%
2.	british airways flights	4.61%
3.	british airways.com	1.82%
4.	british airways holidays	1.10%
5.	british midland airways	0.59%
6.	british airways jobs	0.36%
7.	british airways executive club	0.33%
8.	british airways uk	0.32%
9.	british airways baggage allowance	0.22%
10.	www.british airways.com	0.20%
11.	british airways home page	0.18%
12.	british airways terminal 5	0.18%
13.	british airways.co.uk	0.18%
14.	british airways careers	0.17%
15.	british airways arrivals	0.14%

Search Term Analysis

The following report shows websites for the search term 'british airways', ranked by Volume for the 4 weeks ending 19/04/2008.

Rank	Website	Volume
1.	British Airways	93.12%
2.	Airline Network	0.57%
3.	British Airways Recruitment	0.56%
4.	Google News UK	0.36%
5.	Wikipedia	0.31%
6.	Facebook	0.27%
7.	Opodo UK	0.25%
8.	Orange	0.25%
9.	Bloomberg	0.16%
0.	British Airways Holidays	0.14%
1.	MySpace	0.11%
2.	British Airways - Investor Relations	0.11%
3.	MSN UK	0.09%
4.	easyJet	0.08%
5.	Bebo	0.08%

Competitor Specific Sites

4 rolling week share of traffic from the term 'british airways', based on UK usage.
Created: 23/04/2008. © Copyright 1998-2008 Hitwise Pty. Ltd.

Terms to Agencies

Weekly search term share of traffic to 'Travel - Agencies', based on UK usage.
Created: 21/04/2008. © Copyright 1998-2008 Hitwise Pty. Ltd.

Google Network Search Terms...

The following report shows search terms for the website 'British Airways', ranked by Volume for the 4 weeks ending 19/04/2008. (Filters applied)

Rank	Search Term	Volume
1.	british airways	21.50%
2.	ba	18.46%
3.	ba.com	6.02%
4.	british airways flights	1.21%
5.	ba flights	0.96%
6.	www.ba.co.uk	0.87%
7.	www.ba.com	0.78%
8.	british airways.com	0.64%
9.	ba.com uk	0.54%
10.	terminal 5	0.52%
11.	britishairways	0.45%
12.	flights to new york	0.29%
13.	heathrow terminal 5	0.28%
14.	ba.com	0.26%
15.	ba.co.uk	0.24%

Terms to ba.com

Weekly search term share of traffic to 'All Categories', based on UK usage.
Created: 21/04/2008. © Copyright 1998-2008 Hitwise Pty. Ltd.

Search Term Analysis

The following report shows industries for the search term 'ba', ranked by Volume for the 4 weeks ending 19/04/2008.

Rank	Industry	Volume
1.	Travel	24.59%
2.	Aviation	24.29%
3.	Transport	24.28%
4.	Commercial Airlines	24.25%
5.	Computers and Internet	0.37%
6.	Agencies	0.27%
7.	Business and Finance	0.27%
8.	Social Networking and Forums	0.19%

Fast Moving Search Terms

The following report shows search terms for the industry 'Travel - Agencies', ranked by largest relative increase for the 4 weeks ending 19/04/2008, compared with the 4 weeks ending 12/04/2008.

Rank	Search Term	Volume	Change
1.	teletext holiday offers	0.01%	New
2.	teletext holidays.co.uk	0.01%	New
3.	travel supermarket.com	0.01%	New
4.	holidays to goa	0.01%	New
5.	sunshine.co.uk	0.01%	New
6.	cheap holidays to thailand	0.01%	New
7.	crystal lakes and mountains	0.01%	New
8.	thompsons travel	0.01%	New
9.	beat the brochure	0.01%	New
10.	salou	0.01%	New
11.	holidays in crete	0.01%	New
12.	uk flights	0.01%	New
13.	atravel	0.01%	New

Search Term Suggestions

The following report shows search terms for the search term 'british airways', ranked by Volume of Searches for the 4 weeks ending 19/04/2008. Displaying 1 to 15 of 1,662 search terms.

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1.	british airways	68.60%
2.	british airways flights	4.61%
3.	british airways.com	1.82%
4.	british airways holidays	1.10%
5.	british midland airways	0.59%
6.	british airways jobs	0.36%
7.	british airways executive club	0.33%
8.	british airways uk	0.32%
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- Advertising and Content Partnerships
- Business Development
- Hitwise Industries
 - All Categories
 - Automotive
 - Aviation
 - Business and Finance
 - Community
 - Computers and Internet
 - Education
 - Entertainment
 - Food and Beverage
 - Gambling
 - Government
 - Health and Medical
 - Lifestyle
 - Music
 - News and Media
 - Shopping and Classifieds
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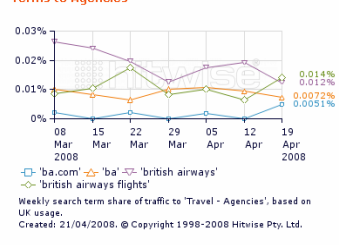
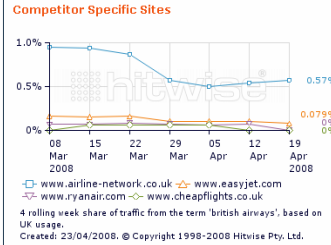
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6.	british airways jobs	0.36%
7.	british airways executive club	0.33%
8.	british airways uk	0.32%
9.	british airways baggage allowance	0.22%
10.	www.british airways.com	0.20%
11.	british airways home page	0.18%
12.	british airways terminal 5	0.18%
13.	british airways.co.uk	0.18%
14.	british airways careers	0.17%
15.	british airways arrivals	0.14%

Search Term Analysis

The following report shows websites for the search term 'british airways', ranked by Volume for the 4 weeks ending 19/04/2008.

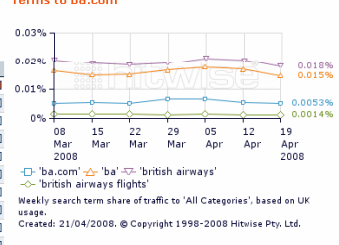
Rank	Website	Volume
1.	British Airways	93.12%
2.	Airline Network	0.57%
3.	British Airways Recruitment	0.56%
4.	Google News UK	0.36%
5.	Wikipedia	0.31%
6.	Facebook	0.27%
7.	Opodo UK	0.25%
8.	Orange	0.25%
9.	Bloomberg	0.16%
10.	British Airways Holidays	0.14%
11.	MySpace	0.11%
12.	British Airways - Investor Relations	0.11%
13.	MSN UK	0.09%
14.	easyJet	0.08%
15.	Bebo	0.08%



Google Network Search Terms...

The following report shows search terms for the website 'British Airways', ranked by Volume for the 4 weeks ending 19/04/2008. (Filters applied)

Rank	Search Term	Volume
1.	british airways	21.50%
2.	ba	18.46%
3.	ba.com	6.02%
4.	british airways flights	1.21%
5.	ba flights	0.96%
6.	www.ba.co.uk	0.87%
7.	www.ba.com	0.78%
8.	british airways.com	0.64%
9.	ba.com uk	0.54%
10.	terminal 5	0.52%
11.	britishairways	0.45%
12.	flights to new york	0.29%
13.	heathrow terminal 5	0.28%
14.	ba.com	0.26%
15.	ba.co.uk	0.24%



Search Term Analysis

The following report shows industries for the search term 'ba', ranked by Volume for the 4 weeks ending 19/04/2008.

Rank	Industry	Volume
1.	Travel	24.59%
2.	Aviation	24.29%
3.	Transport	24.28%
4.	Commercial Airlines	24.25%
5.	Computers and Internet	0.37%
6.	Agencies	0.27%
7.	Business and Finance	0.27%
8.	Social Networking and Forums	0.19%

Fast Moving Search Terms

The following report shows search terms for the industry 'Travel - Agencies', ranked by largest relative increase for the 4 weeks ending 19/04/2008, compared with the 4 weeks ending 12/04/2008.

Rank	Search Term	Volume	Change
1.	teletext holiday offers	0.01%	New
2.	teletext holidays.co.uk	0.01%	New
3.	travel supermarket.com	0.01%	New
4.	holidays to goa	0.01%	New
5.	sunshine.co.uk	0.01%	New
6.	cheap holidays to thailand	0.01%	New
7.	crystal lakes and mountains	0.01%	New
8.	thompsons travel	0.01%	New
9.	beat the brochure	0.01%	New
10.	salou	0.01%	New
11.	holidays in crete	0.01%	New
12.	uk flights	0.01%	New
13.	attravel	0.01%	New

Search Term Analysis

The following report shows websites for the search term 'british airways', ranked by Volume for the 4 weeks ending 19/04/2008.

Rank	Website	Volume
1.	British Airways	93.12% <div style="width: 93.12%; height: 10px; background-color: orange;"></div>
2.	Airline Network	0.57% <div style="width: 0.57%; height: 10px; background-color: orange;"></div>
3.	British Airways Recruitment	0.56% <div style="width: 0.56%; height: 10px; background-color: orange;"></div>
4.	Google News UK	0.36% <div style="width: 0.36%; height: 10px; background-color: orange;"></div>
5.	Wikipedia	0.31% <div style="width: 0.31%; height: 10px; background-color: orange;"></div>
6.	Facebook	0.27% <div style="width: 0.27%; height: 10px; background-color: orange;"></div>
7.	Opodo UK	0.25% <div style="width: 0.25%; height: 10px; background-color: orange;"></div>
8.	Orange	0.25% <div style="width: 0.25%; height: 10px; background-color: orange;"></div>
9.	Bloomberg	0.16% <div style="width: 0.16%; height: 10px; background-color: orange;"></div>
10.	British Airways Holidays	0.14% <div style="width: 0.14%; height: 10px; background-color: orange;"></div>
11.	MySpace	0.11% <div style="width: 0.11%; height: 10px; background-color: orange;"></div>
12.	British Airways - Investor Relations	0.11% <div style="width: 0.11%; height: 10px; background-color: orange;"></div>
13.	MSN UK	0.09% <div style="width: 0.09%; height: 10px; background-color: orange;"></div>
14.	easyJet	0.08% <div style="width: 0.08%; height: 10px; background-color: orange;"></div>
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- Travel
- Harry Potter
- Social networking
- Fast moving search terms
- Brand Monitor Dashboard
- Custom Categories
- Custom Charting Lists
- Search Term Portfolios
- Rankings Alerts
- Media Alerts
- Hitwise Answers
- Benchmarking
- Search Marketing
- Affiliate Marketing
- Advertising and Content Partnerships
- Business Development
- Hitwise Industries
 - All Categories
 - Automotive
 - Aviation
 - Business and Finance
 - Community
 - Computers and Internet
 - Education
 - Entertainment
 - Food and Beverage
 - Gambling
 - Government
 - Health and Medical
 - Lifestyle
 - Music
 - News and Media
 - Shopping and Classifieds
 - Sports
 - Travel
 - Adult
 - Portals

New Dashboard | Travel | Harry Potter | Social networking | Fast moving search terms | **Brand Monitor Dashboard** | << | >>

Dashboards - 'Brand Monitor Dashboard' [1 Guest] Add Modules | More Actions

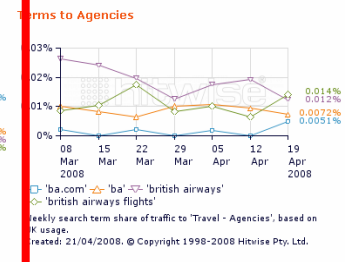
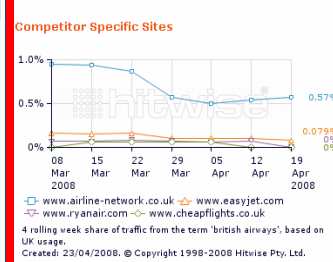
This dashboard monitors brand search terms driving traffic to your website, competitors, key industries and affiliates.

Search Term Suggestions
The following report shows search terms for the search term 'british airways', ranked by Volume of Searches for the 4 weeks ending 19/04/2008.

Rank	Search Term	Searches
1.	british airways	68.60%
2.	british airways flights	4.61%
3.	british airways.com	1.82%
4.	british airways holidays	1.10%
5.	british midland airways	0.59%
6.	british airways jobs	0.36%
7.	british airways executive club	0.33%
8.	british airways uk	0.32%
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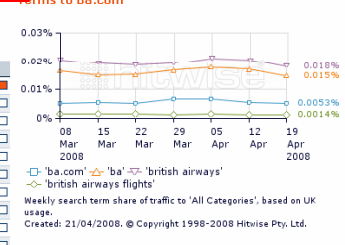
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Search Term Analysis

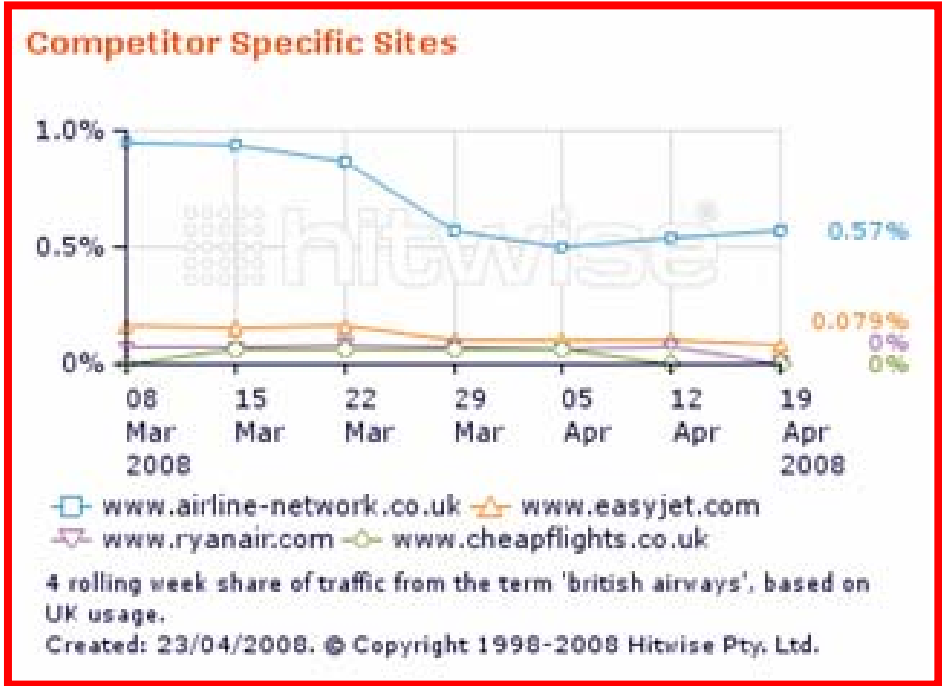
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9.	beat the brochure	0.01%	New
10.	salou	0.01%	New
11.	holidays in crete	0.01%	New
12.	uk flights	0.01%	New
13.	atravel	0.01%	New



- Google's changes have not had the impact that many expected.
- One of the key reasons for this has been an increase in paid brand search activity in the month following Google's changes.
- However, it is still early days so things may change over time.
- Hitwise search tools will allow you to monitor your brand's progress online.
- Setting up a Brand Monitor Dashboard is a great way to start monitoring your brand traffic in the face of these changes.

Robin Goad
robin.goad@hitwise.com

www.ilovedata.com

