

# SEO SOP: Market Share Report

01/28/2025 1:57 pm CST

## Market Share Report



**Who is this for?** For those who wish to extract and organize search query performance data and use them for Advertising and SEO purposes.



### Objectives:

- Provide visibility into the performance of the top search terms associated with your brand, based on customer search behavior.
- Fine-tune marketing strategies and enhance listings by adding keywords that align with customer interests.
- Provide an opportunity for development in the Advertising or SEO departments.

Sample worksheet: [Age of Sage - Market Share Report](#)

## I. Extract Data from Search Query Performance

The screenshot shows the Amazon Seller Central dashboard. At the top, there is a navigation bar with tabs for Catalog, Inventory, Pricing, Orders, Advertising, Stores, Growth, Reports, Performance, Partner Network, B2B, and Brands. The Brands tab is selected, and a dropdown menu is open, showing options like Brand Analytics, Manage Experiments, Brand Dashboard, Brand Catalog Manager, Customer Reviews, Customer Engagement, Virtual Bundles, and Brand Referral Bonus. A red arrow points to the Brand Analytics option. Below the navigation bar, there are several widgets: MARKETPLACES (3), OPEN ORDERS (1,071), TODAY'S SALES (\$4,026.48), BUYER MESSAGES (0), BUY BOX WINS (93%), and IPI (469 - 517). There is also a GLOBAL PROMOTIONS SALES widget. Below these are three main content areas: News (with three articles), Restock Inventory (for Heavenly Hunks Oatmeal Dark Cho...), and Ship Orders (with 2 orders to ship). There is also a widget for Offer Prime shipping for eligible items.

Figure 1.

Head over to Brands and click on Brand Analytics. From there, click on View Search Analytics, which is located at the top-center of the page.



- Search Query
- Rank
- Search Query Volume
- Impressions - Brand Share (column F)
- Clicks - Brand Share (column J)
- Cart Adds - Brand Share (column S)
- Purchases - Brand Share (column AB)

The values in columns I-M will be calculated automatically since the formulas are already included. Be sure to do this for all the succeeding months.

Furthermore, complete Search Query (column A) and the first rank data (column C) from the first month in the four brand share individual tabs. They must remain the same throughout the months/years, as they are static. Then, complete the data for the first month.

To continuously update the worksheet with the most recent month, apply the following formulas below:

- [Current Rank]

=IFERROR(VLOOKUP(firstsearchquery,'currentmonth'!A:B,2,false),"-")

- [Brand Share % Increment]

=IFERROR(currentbrandshare-firstbrandshare,"-")

- [Search Query Volume] - for Impressions

=IFERROR(VLOOKUP(firstsearchquery,'currentmonth'!A:C,3,false),"-")

- [Total Count] - for Impressions

=IFERROR(VLOOKUP(firstsearchquery,'currentmonth'!A:D,4,FALSE),"-")

- [Brand Count] - for Impressions

=IFERROR(VLOOKUP(firstsearchquery,'currentmonth'!A:E,5,FALSE),"-")

- [Brand Share] - for Impressions

=iferror(vlookup(firstsearchquery,'currentmonth'!A:F,6,false),"-")

The formulas above are used to check the data in the current month column of a range and return the corresponding value from a target column if it exists. If there is an error, it will return a dash (-) instead.

Repeat the same process for the other data on **Brand Share - Clicks**, **Cart Adds**, and **Purchases** with the needed adjustments on the formulas. For example, on the **Brand Share - Clicks** tab, copy the same formulas applied in the **Brand Share - Impressions** tab, however, adjust the range from A:G and the target value from 4 to 7.

A	B	C	D	December 2022				November 2022					
Search Query	Rank - December 2022	Rank - November 2022	Δ Brand Share % (Increment) - December 2022	Search Funnel - Impressions				Search Funnel - Impressions					
				Search Query Volt	Total Count	Brand Count	Brand Share %	Search Query Volt	Total Count	Brand Count	Brand Share %		
		1	0.00%										
		2	0.00%										
		3	0.00%										
		4	0.00%										
		5	0.00%										
		6	0.00%										
		7	0.00%										
		8	0.00%										
		9	0.00%										
		10	0.00%										
		11	0.00%										
		12	0.00%										

Figure 4.

Pro tip: For every Brand Share tab, use the following codes to guide you with the range and target values. Verify the placement of data at every start of the week to ensure the codes are still appropriate.

- 4 5 6 – D E F (Impressions)
- 7 9 10 – G I J (Clicks)
- 16 18 19 – P R S (Cart Adds)
- 25 27 28 – Y AA AB (Purchases)

Next, on the **Summary** sheet, select the top search query with a significant *average brand share* difference. You can compare the most recent month vs. the previous month, or any from the previous months.

As a result of this training, you should be able to provide visibility into the performance of the top search terms associated with your brand, as well as provide an opportunity for development in other areas, such as Advertising or SEO.