

SEO SOP: Market Share Report

09/25/2024 10:18 am CDT

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 displays 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. Below this, there are several performance metrics: MARKETPLACES (3), OPEN ORDERS (1,071), TODAY'S SALES (\$4,026.48), BUYER MESSAGES (0), and BUY BOX WINS (93%). A dropdown menu is open under the Brands tab, with 'Brand Analytics' highlighted by a red arrow. Other options in the menu include Manage Experiments, Brand Dashboard, Brand Catalog Manager, Customer Reviews, Customer Engagement, Virtual Bundles, and Brand Referral Bonus. Below the metrics, there are sections for News, Restock Inventory (for 'Heavenly Hunks Oatmeal Dark Cho...' with a recommended quantity of 8,457), Ship Orders (2 orders to ship), and an offer to convert more offers to FBA.

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.

amazon seller central Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance Partner Network B2B Brands

Heavenly Hunks | United States | English | Search | Messages | Help | Us

Search Catalog Performance Search Query Performance

Search Query Performance **Amazon Brand Analytics** Take a feedback survey

Provides visibility into your search terms performance based on shoppers' search behavior. For the selected timeframe, it shows metrics of the top terms of your catalog or ASIN (e.g., search displays, clicks, adds to shopping cart and purchases). The purchases and sales totals may not match the total count from your sales reports as these metrics include those originated from the search results page (e.g., exclude widgets, details page, etc.)

Brand: Heavenly Hunks Reporting Range: Weekly Select week: Week 23 | 2022-06-05 - 2022-06-11 Apply

Search Query	Rank	Search Query Volume	Search Funnel - Impressions			Search Funnel - Clicks				Search Funnel - Cart Adds				Search Funnel - P	
			Total Count	Brand Count	Brand Share	Total Count	Brand Count	Brand Share	Same Day Shipping Speed	Total Count	Brand Count	Brand Share	Same Day Shipping Speed	Total Count	Brand Count
heavenly hunks	1	1,858	80,652	27,439	34.63%	1,745	1,515	86.77%	281	285	235	82.35%	47	111	97
lactation cookies	2	10,405	510,526	30,124	5.9%	11,171	810	7.25%	2,430	1,566	63	4.02%	324	551	29
heavenly hunks oatmeal dark chocolate	3	145	5,186	2,027	39.09%	128	123	96.09%	29	40	40	100.00%	10	22	22
lactation	4	2,576	166,652	3,412	2.05%	3,095	89	2.88%	751	548	8	1.46%	136	170	3
lactation snacks	5	2,431	154,105	3,540	2.3%	2,883	83	2.88%	648	408	7	1.72%	93	147	3
dark chocolate	6	16,098	1,060,894	5,311	0.5%	11,208	34	0.3%	593	5,044	2	0.04%	83	2,422	1
boobies	7	1,114	40,205	3,630	9.03%	817	25	3.06%	102	73	4	5.48%	8	29	3
organic snacks	8	2,675	327,951	3,471	1.4%	3,235	55	1.64%	407	1,441	3	0.21%	86	688	2
heavenly hunks birthday cake	9	93	3,496	1,392	39.82%	70	43	90.0%	5	6	5	83.33%	0	2	2
heavenly chits	10	26	1,509	464	30.75%	37	28	75.68%	2	6	6	100.00%	1	4	4
assie bites	11	875	40,799	2,800	6.84%	765	29	3.79%	13	108	3	2.78%	0	47	1
organic chocolate	12	870	56,009	1,602	2.86%	578	22	3.81%	21	282	4	1.42%	2	136	2
heavenly hunks peanut butter chocolate	13	28	2,034	561	27.58%	35	24	68.57%	9	8	5	62.5%	2	6	3
healthy cookies	14	491	35,035	1,639	4.68%	495	26	5.25%	95	113	4	3.54%	6	57	1
lactation cookies for increased breast milk	15	327	17,102	1,388	8.12%	344	26	7.56%	76	57	4	7.02%	11	17	1
dairy free snacks	16	833	62,165	1,947	3.13%	859	20	2.33%	101	186	2	1.08%	7	83	1
heavenly hunks	17	26	1,198	296	24.79%	19	14	87.5%	7	3	3	100.00%	3	3	3
cookies	18	51,114	3,980,621	2,148	0.05%	35,564	8	0.02%	1,196	20,148	2	0.01%	768	10,649	1
sine cookies	19	705	31,315	2,010	6.44%	563	19	3.37%	24	210	3	1.43%	1	80	0
peanut butter	20	63,509	3,604,848	2,475	0.07%	44,778	8	0.02%	2,311	17,270	2	0.01%	583	14,718	0
heavenly hunks organic oatmeal dark chocolate	21	17	938	207	22.07%	13	10	76.92%	3	6	5	83.33%	0	5	2
oatmeal cookies	22	2,399	134,746	2,479	1.84%	1,652	13	0.79%	37	1,043	1	0.1%	5	537	0
lactation supplement	23	4,555	245,548	1,078	0.44%	5,856	21	0.36%	1,358	1,316	2	0.15%	344	453	1
little debbie snacks	24	6,126	449,584	2,635	0.59%	6,300	10	0.16%	126	3,442	0	0.0%	20	1,888	0

Figure 2.

Select the account, reporting range, year, as well as month from which you are pulling the data. For this training purpose, we shall be choosing monthly as the reporting range and 2022 as the target year. Then, download the report, access the report, and paste all data into your worksheet. Use the current month and year as the title. For example, December 2022. See Figure 3.

When downloading data from the first month, download up to 100 search queries only. You can download up to 500 search queries for the succeeding months. This is because we want to compare the first month's data with the most recent data to determine any major differences.

Scratch - Age of Sage - MSR

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Search Query	Search Query	Search Query	Impressions	Impressions	Impressions	Clicks: Total	Clicks: Click	Clicks: Bran	Clicks: Bran	Clicks: Price	Clicks: 1D S	Clicks: 2D S	Cart Adds: 1	Cart Adds: C	Cart Adds: E		
2	star wars gifts: fo	1	912501	20422719	139790	0.68	208829	22.01	1366	0.68	22.99	15.99	8206	20267	29569	55230	6.05	43
3	star wars gifts: fo	2	526758	12030527	81085	0.67	105520	20.03	867	0.82	20	15.99	6924	13140	19910	31471	5.97	31
4	grogg	3	148349	3452707	54059	1.55	35895	24.2	888	2.47	19.97	15.99	2034	4917	6183	10562	7.4	31
5	sage candles for	4	21225	464298	17062	3.67	9046	42.82	891	9.85	14.99	9.99	1150	1084	2062	3844	18.2	39
6	dr sequal soap	5	394700	8748102	120528	1.38	119735	30.34	1023	0.85	30.95	16.99	23577	12954	22032	39500	10.01	11
7	house of the dra	6	52659	1195472	82737	4.41	11381	21.61	457	4.02	21.99	15.99	196	904	1502	3226	6.13	22
8	lord of the rings i	7	161537	3799182	72444	1.91	37667	23.32	514	1.36	22.99	29.99	917	2705	5266	10620	6.57	16
9	game of thrones	8	157167	3474782	58425	1.68	34935	22.23	388	1.11	20.99	15.99	853	3778	6458	9838	6.26	15
10	star wars	9	1192865	23785365	47533	0.2	108568	15.81	475	0.25	23.99	19.99	14516	19521	28936	47891	4.01	12
11	game of thrones	10	468569	8563850	48752	0.57	41470	8.85	335	0.81	29.95	15.99	1197	1559	3122	5152	1.1	14
12	baby yoda gifts	11	295381	6068804	22453	0.37	66399	23.27	524	0.79	16.19	15.99	3063	6988	12703	22213	7.78	18
13	andor	12	33494	779146	33213	4.26	4947	14.77	334	6.75	22.99	24.99	59	219	302	596	2.7	11
14	game of thrones	13	91788	2099937	42470	2.11	22697	24.73	288	1.27	21.99	15.99	594	2694	4145	6002	6.54	13
15	grogg gifts	14	32029	707592	18923	2.67	7706	24.06	354	4.59	16.98	15.99	323	833	1147	2470	7.71	14
16	star wars gifts: fo	15	77656	1740754	20343	1.17	17350	22.34	395	2.28	18.88	15.99	588	2244	3276	5170	6.66	14
17	house of the dra	16	251087	4791347	31727	0.66	22705	9.04	267	1.18	36	15.99	566	663	1289	2757	1.1	10
18	baby yoda	17	588082	13062144	20813	0.16	136587	23.23	396	0.29	16.99	14.99	8209	13756	24471	44248	7.52	14
19	star wars mug	18	59701	1395348	29929	2.14	17052	28.56	255	1.5	16.98	15.99	472	1991	3166	4728	7.92	8
20	starwars for adu	19	102344	2674700	23760	0.83	21073	21.37	307	1.4	23.99	15.99	59	147	245	5494	5.37	9
21	mens soap	20	61418	1527384	28212	1.85	17710	28.04	322	1.82	17.97	16.99	3136	1879	3958	6022	9.8	7
22	mens soap gift s	21	10564	238370	12616	5.29	2920	27.59	213	7.29	21.99	16.99	442	381	688	848	8.01	7
23	soap for men	22	28652	735382	18785	2.55	8329	29.07	233	2.8	17.85	16.99	1742	823	1767	3003	10.48	6
24	lord of the rings i	23	303787	6998817	28795	0.41	75022	24.7	232	0.31	22.99	29.99	2544	6229	11847	21848	7.19	7
25	soap gift sets for	24	8775	230896	14336	6.21	2597	29.6	174	6.77	18.99	16.99	244	436	682	732	8.34	6
26	lord of the rings i	25	15545	379897	18133	4.77	4592	29.54	167	3.64	19.99	14.99	68	309	594	1359	8.74	6
27	house of dragon	26	15116	364069	15340	4.33	3532	23.37	151	4.28	21.99	29.99	68	289	475	985	6.52	7
28	age of sage	27	847	36891	19796	53.66	741	87.49	666	88.08	16.99	16.99	7	42	123	24	2.83	2
29	starbucks cups	28	722876	1564939	24424	0.16	174130	24.09	283	0.16	29.5	14.99	2641	11472	22266	32620	4.43	5
30	batman gifts for	29	180400	3650881	12229	0.32	42527	23.57	172	0.4	19.95	14.99	1090	4735	6578	13824	7.66	7
31	gift sets for men	30	194190	4240864	25548	0.6	31101	16.02	110	0.35	25.99	16.99	2585	3950	6329	7652	3.63	3
32	natural soap for	31	11853	277995	14377	5.17	4950	41.76	273	5.52	17.99	16.99	972	657	1164	1317	11.11	4
33	andor star wars	32	18951	266658	14142	5.3	2426	12.8	132	5.44	22.99	24.99	74	134	214	525	2.77	3
34	halloween gifts	33	23822	519849	11566	2.22	4028	16.91	163	4.05	15.99	14.99	192	366	759	1482	6.22	6

December 2022 November 2022 Summary Brand Share - Impressions Brand Share - Clicks Brand Share - Add to Cart Brand Share - Purchases

Figure 3.

II. Search Query Organization

Using the [template](#), on the raw monthly data tab, arrange the search queries using the search query score from A to Z. Then, copy all the figures in the following columns and paste them onto the Summary sheet:

- 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	E	F	G	H	I	J	K	L
Search Query	Rank - December 2022	Rank - November 2022	Δ Brand Share % (Increment) - December 2022	December 2022				November 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.

Date	Log	Auditor
5/13/2024	All information updated	FMCS - Paul Santiago