

**Fragmented &  
Fast-Changing:  
A Creative New  
Approach to the  
Dynamic Search  
Journey**



VML

# The Illusion of Linear Search

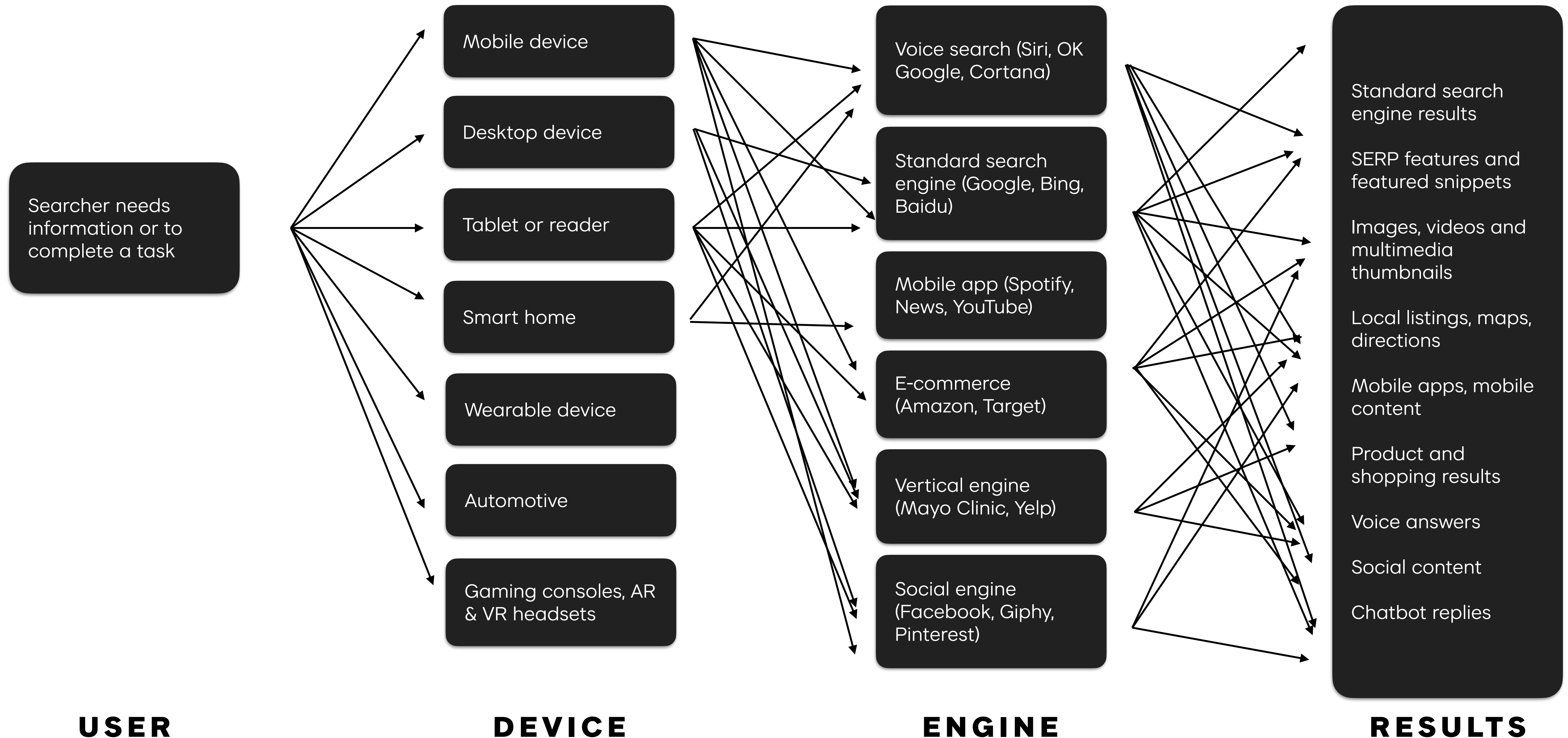
2000s

# Traditional Search Path

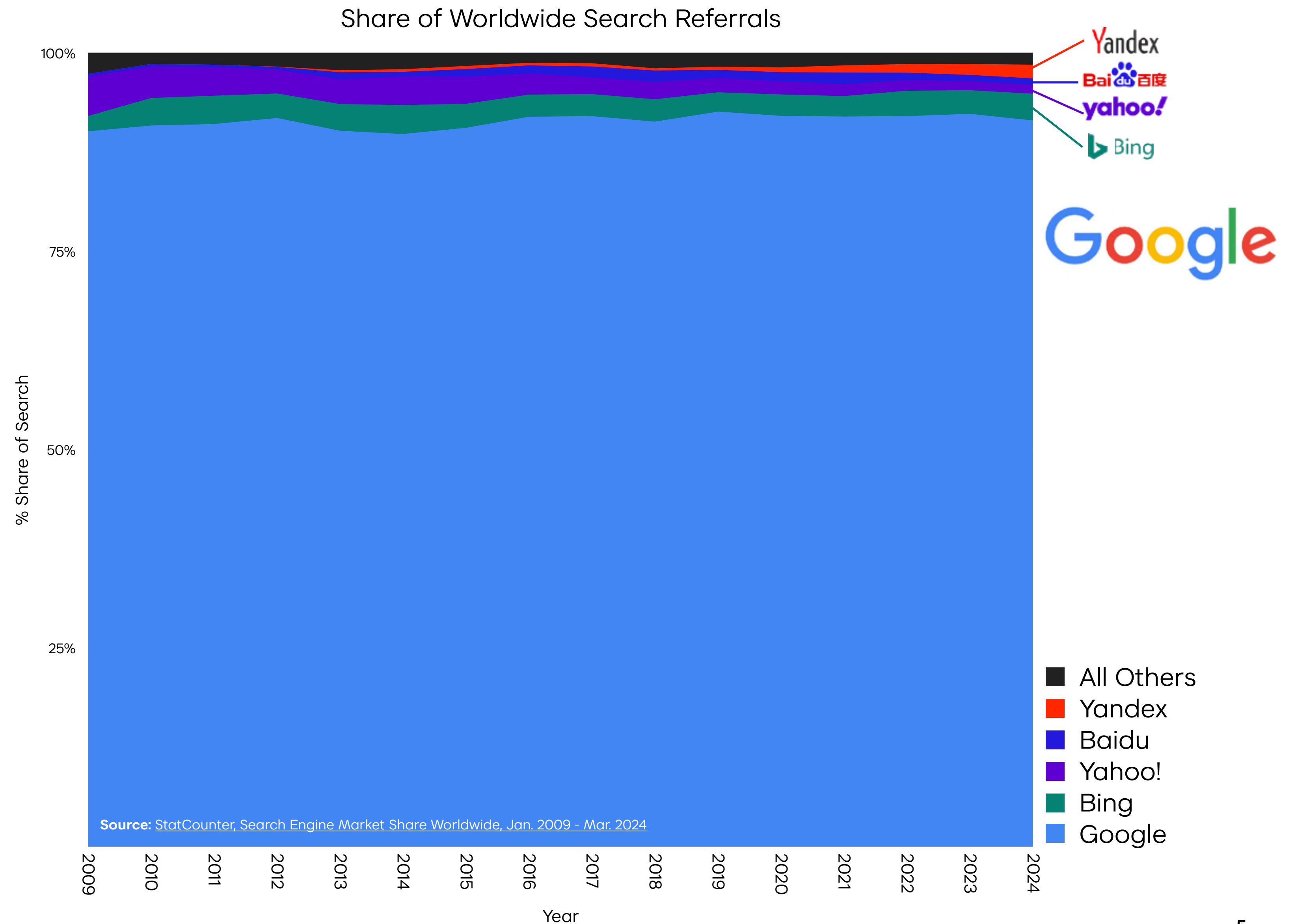


2010s

# Modern Search Path



Search has long been a single-platform affair.



“The web is a big, diverse place and **people consume content**, learn about products/services/brands, and form opinions about which problems to solve, what to prioritize, who to trust, and where to go next **outside of search engines.**”



**Rand Fishkin**  
**SparkToro**

**Recommended Reading:** [“Where Web Users Spend Time vs. Where Traffic Referrals Originate,” Rand Fishkin, SparkToro](#)

2020s

# Future-Forward Search

Anticipating the new ways and places people will search, so we can meet them where they are with the information they need.

Growth Memo

## Pinterest, the inspirational search engine

Pinterest processes more searches than DuckDuckGo and is the #1 destination for inspirational and visual search. It has a significant advantage in the search engine market.



## Is Google a Threat to Amazon's Product Search Dominance?

By Adam Levy - Aug 31, 2022 at 11:00AM

### KEY POINTS

- One survey points to a drop in consumer search traffic.
  - Meanwhile, general web search engines are seeing a rise in traffic.
  - A drop in search traffic could have a major impact on Amazon's product search dominance.
- [Motley Fool Issues Rare "All In" Buy Alert](#)

## For Gen Z, TikTok Is the New Search Engine

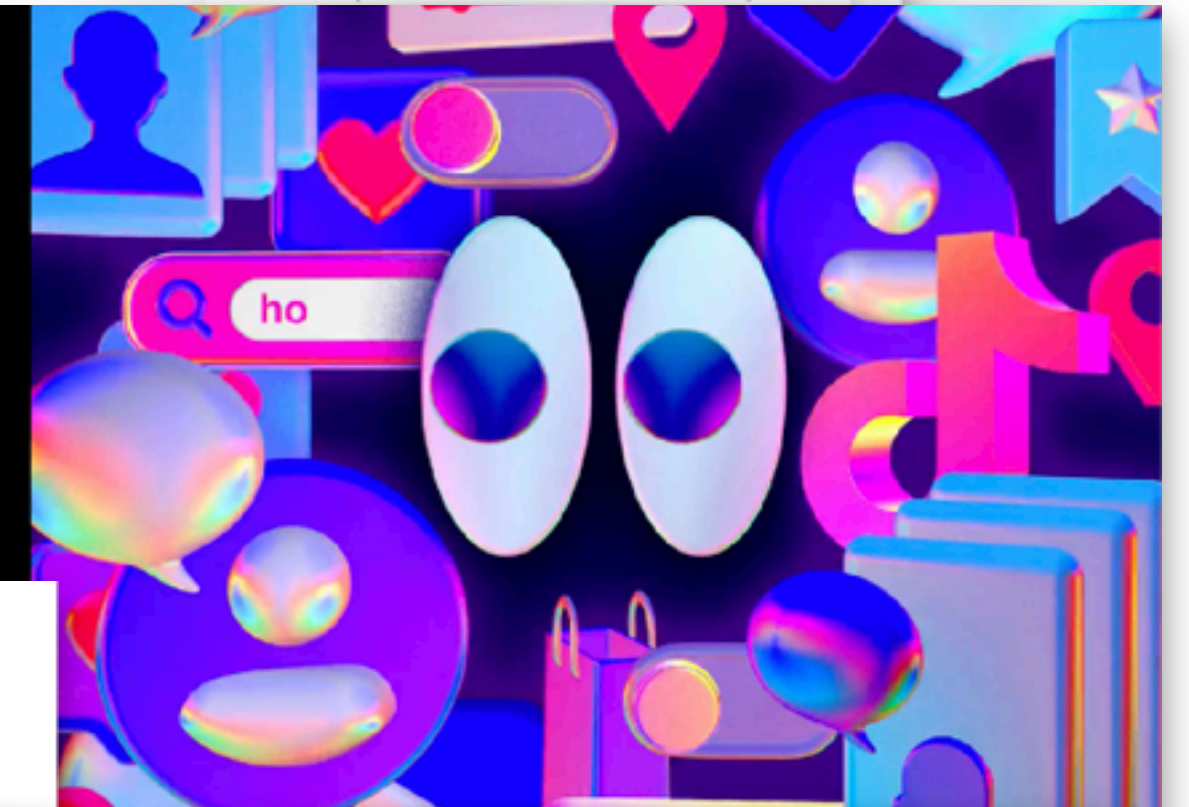
Need to find a restaurant or figure out how to do something? Young people are turning to TikTok to search for answers. Google has noticed.

NASDAQ: AMZN  
Amazon.com, Inc.



Market Cap

\$1,270B



## Google Search may face a new 'threat' from one of the biggest companies in US

TOI Tech Desk / TIMESOFINDIA.COM / Mar 11, 2024, 20:14 IST

### New For You



Karunanidhi, taken into confidence by Indra, agreed to give Sri Lanka...



Google Search's generative AI capabilities are a threat to Walmart's special occasions. Walmart is experimenting with an AI-oriented search experience. The threat is real.



TECH / GOOGLE / BUSINESS

## Google is freaking out about ChatGPT

The New York Times reports Google founders Larry Page and Sergey Brin have discussed its response to ChatGPT, with plans to launch over 20 AI products this year, including a demo of its own search chatbot.

By Richard Lawler and James Vincent

Jan 20, 2023, 8:57 AM CST | 73 Comments / 73 New

# This is actually the **biggest shift in search** we've seen in years.

# 1

Search is now a competitive feature for **platforms that aren't Google.**

# 2

Artificial intelligence makes **integrated, synthesized results** possible.

# 3

People are learning how to **search in a fundamentally different way.**

**THE PLATFORM WAS  
NEVER THE POINT.**

**THE PERSON IS.**

VML

# A More Dynamic Search Journey











**Putting the "organic"  
back in organic search.**

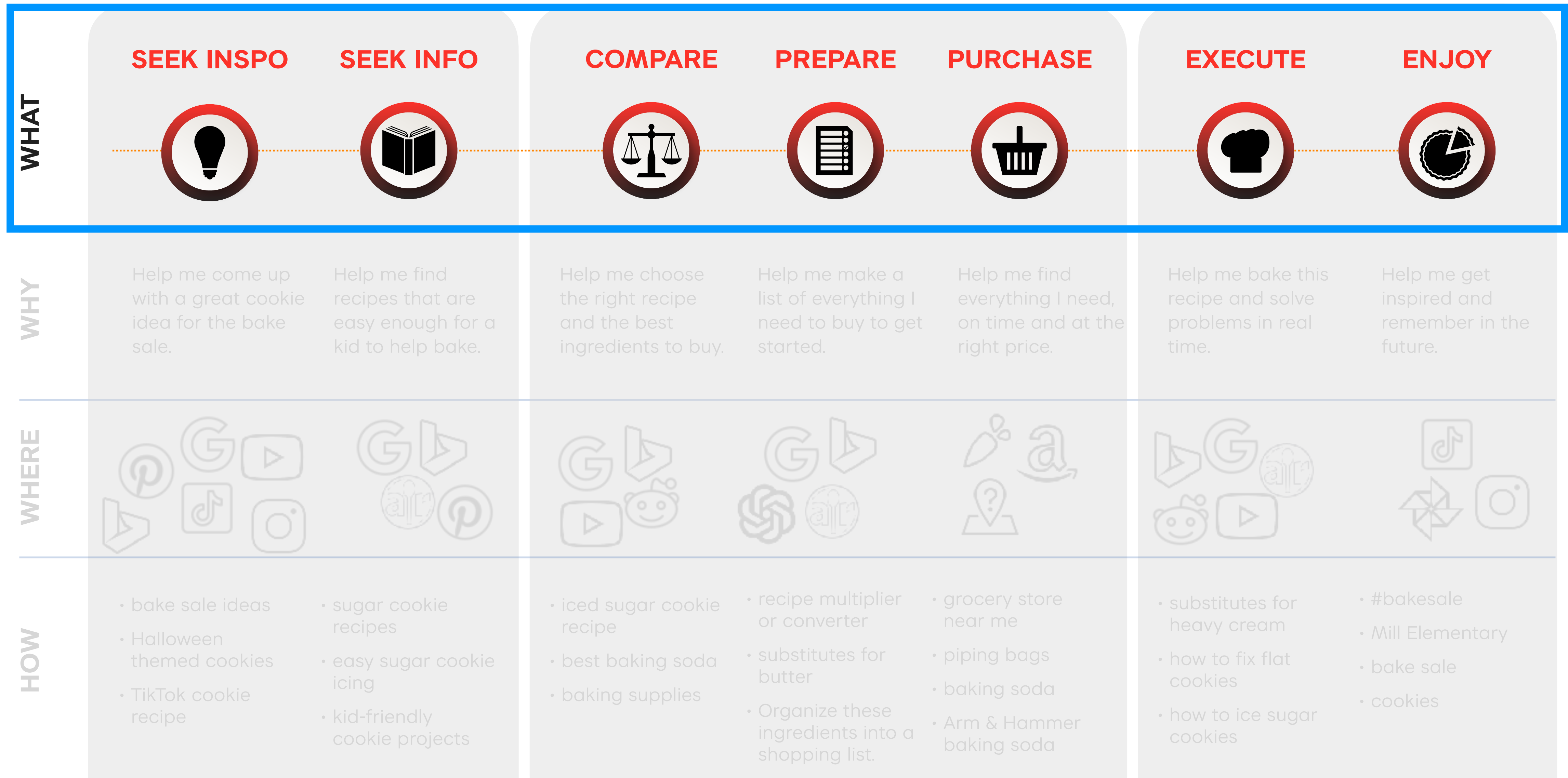


**Putting the humanity  
back at the center.**

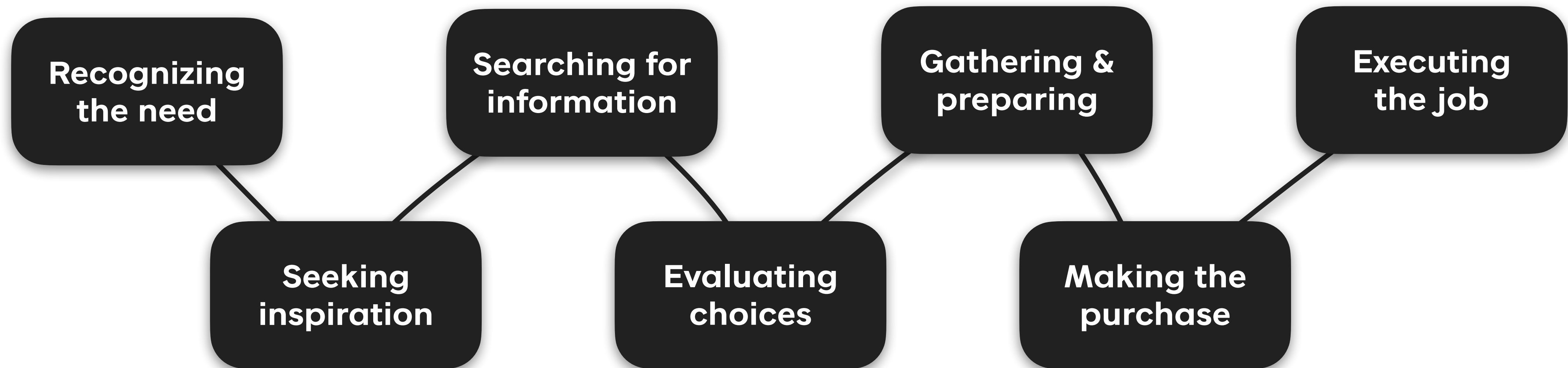
# Searcher Mindset Across the Journey

	SEEK INSPO		SEEK INFO		COMPARE		PREPARE		PURCHASE		EXECUTE		ENJOY	
WHAT														
WHY	Help me come up with a great cookie idea for the bake sale.		Help me find recipes that are easy enough for a kid to help bake.		Help me choose the right recipe and the best ingredients to buy.		Help me make a list of everything I need to buy to get started.		Help me find everything I need, on time and at the right price.		Help me bake this recipe and solve problems in real time.		Help me get inspired and remember in the future.	
WHERE														
HOW	<ul style="list-style-type: none"> <li>• bake sale ideas</li> <li>• Halloween themed cookies</li> <li>• TikTok cookie recipe</li> </ul>		<ul style="list-style-type: none"> <li>• sugar cookie recipes</li> <li>• easy sugar cookie icing</li> <li>• kid-friendly cookie projects</li> </ul>		<ul style="list-style-type: none"> <li>• iced sugar cookie recipe</li> <li>• best baking soda</li> <li>• baking supplies</li> </ul>		<ul style="list-style-type: none"> <li>• recipe multiplier or converter</li> <li>• substitutes for butter</li> <li>• Organize these ingredients into a shopping list.</li> </ul>		<ul style="list-style-type: none"> <li>• grocery store near me</li> <li>• piping bags</li> <li>• baking soda</li> <li>• Arm &amp; Hammer baking soda</li> </ul>		<ul style="list-style-type: none"> <li>• substitutes for heavy cream</li> <li>• how to fix flat cookies</li> <li>• how to ice sugar cookies</li> </ul>		<ul style="list-style-type: none"> <li>• #bakesale</li> <li>• Mill Elementary</li> <li>• bake sale</li> <li>• cookies</li> </ul>	

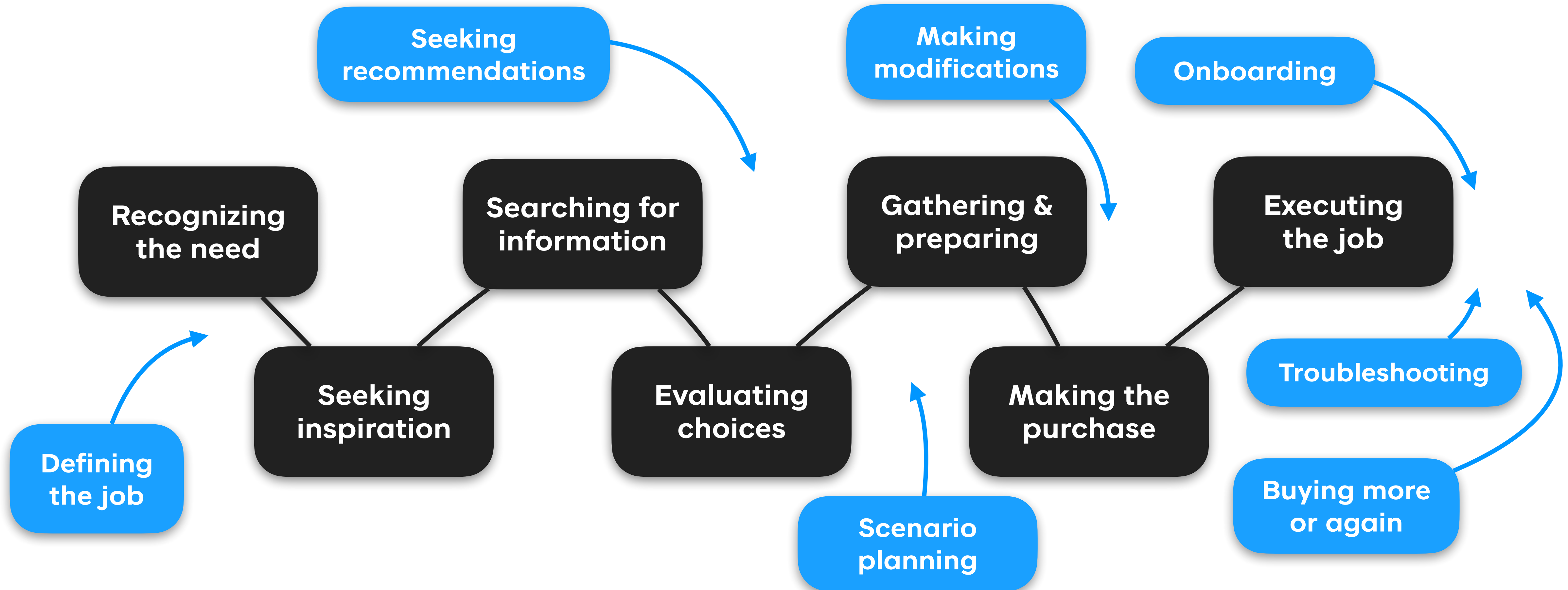
# Searcher Journey Map



# What steps might trigger a search?



# What steps might trigger a search?



# Searcher Journey Map



CONCEPT YOU SHOULD KNOW

# JOBS THEORY

People “hire” products and services to do a job in a context.



FOR EXAMPLE

# JOB CONTEXT



Elementary school age child asks to bake something for a fundraiser.



Parent and child prefer to bring homemade rather than store-bought.



Child is excited to showcase the joint effort to their classmates.

# “Jobs” might be...



## FUNCTIONAL

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Describes how the customer achieves a task or objective.



## EMOTIONAL

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Describes how the customer feels, or how they *want* to feel.



## SOCIAL

---

Describes how the customer wants to be perceived by others.

# FUNCTIONAL

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## NEED STATE

I need to make chocolate chip cookies for a school function.

## DESIRED OUTCOME

Successfully baking a batch of delicious chocolate chip cookies together **that become a hit at the school function.**

# EMOTIONAL

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## NEED STATE

I want to feel like I'm doing a good job as a parent for my child.

## DESIRED OUTCOME

**Feeling a deeper connection with my child** after our effort together; experiencing mutual pride in our accomplishment.

# SOCIAL

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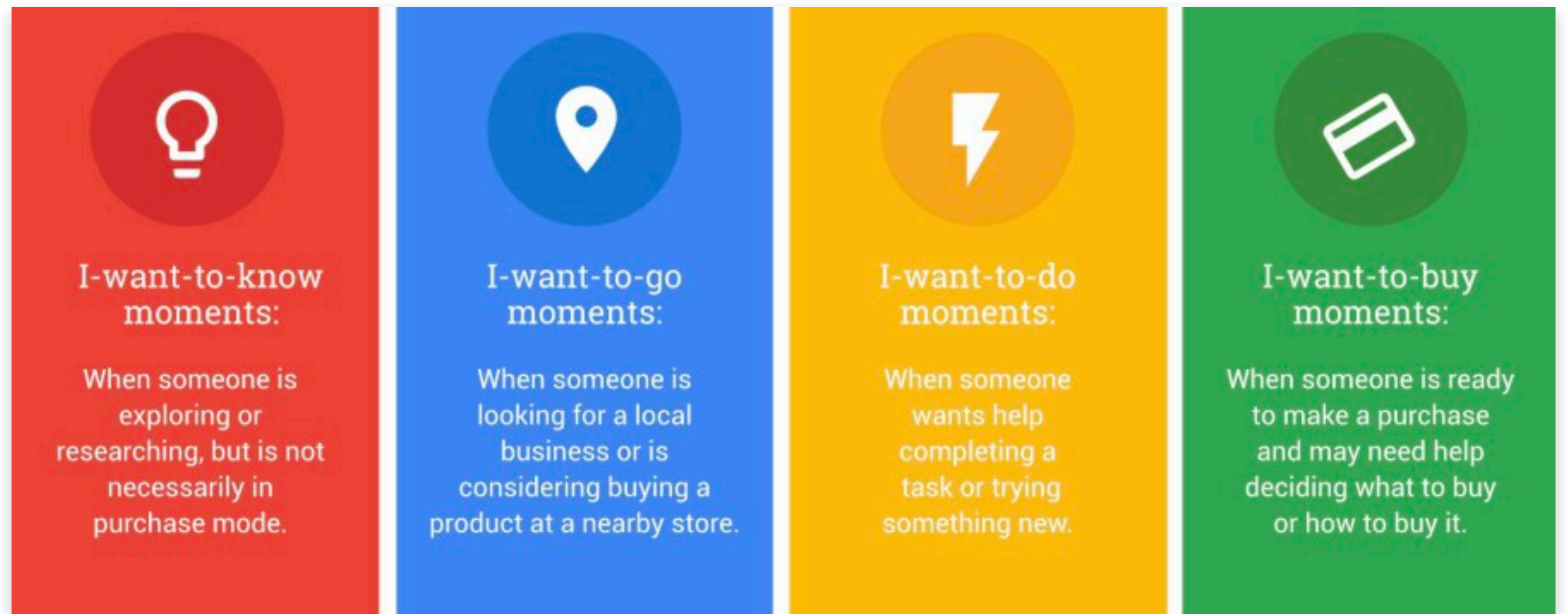
## NEED STATE

I want the other PTA parents to see how involved I am at school.

## DESIRED OUTCOME

Getting compliments from PTA parents and classmates, **reinforcing my identity as an involved parent** in school activities.

# Jobs To Be Done... but make it Googly

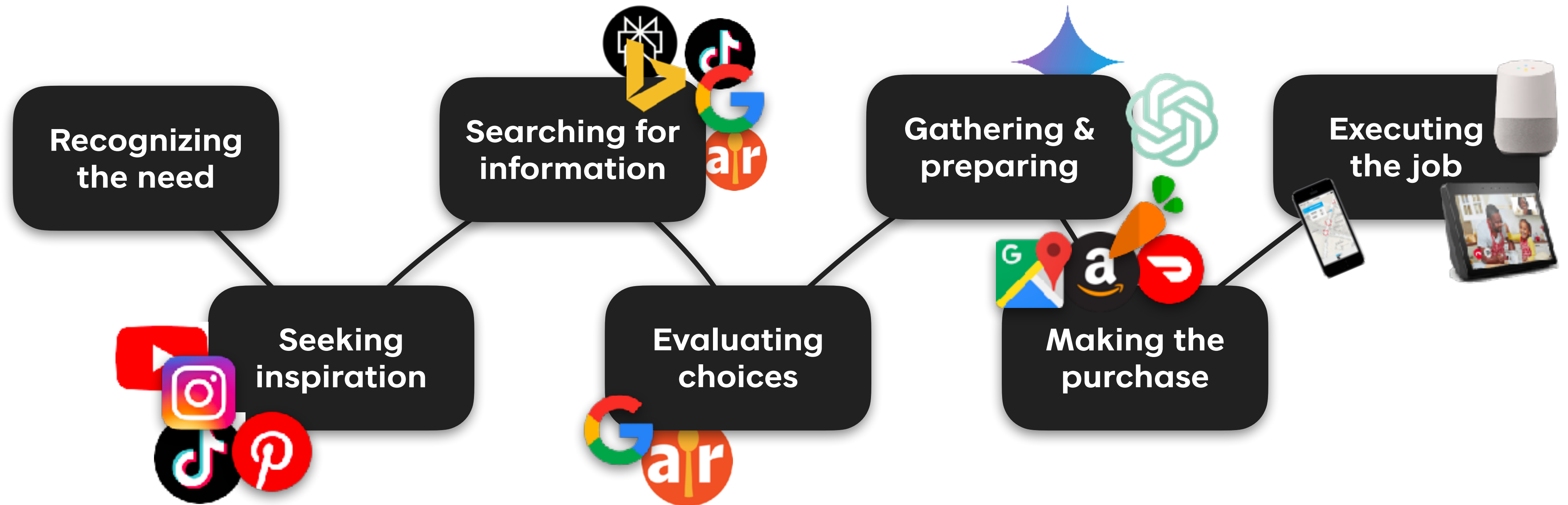


Source: *Think With Google Micro-Moments*

# Searcher Journey Map

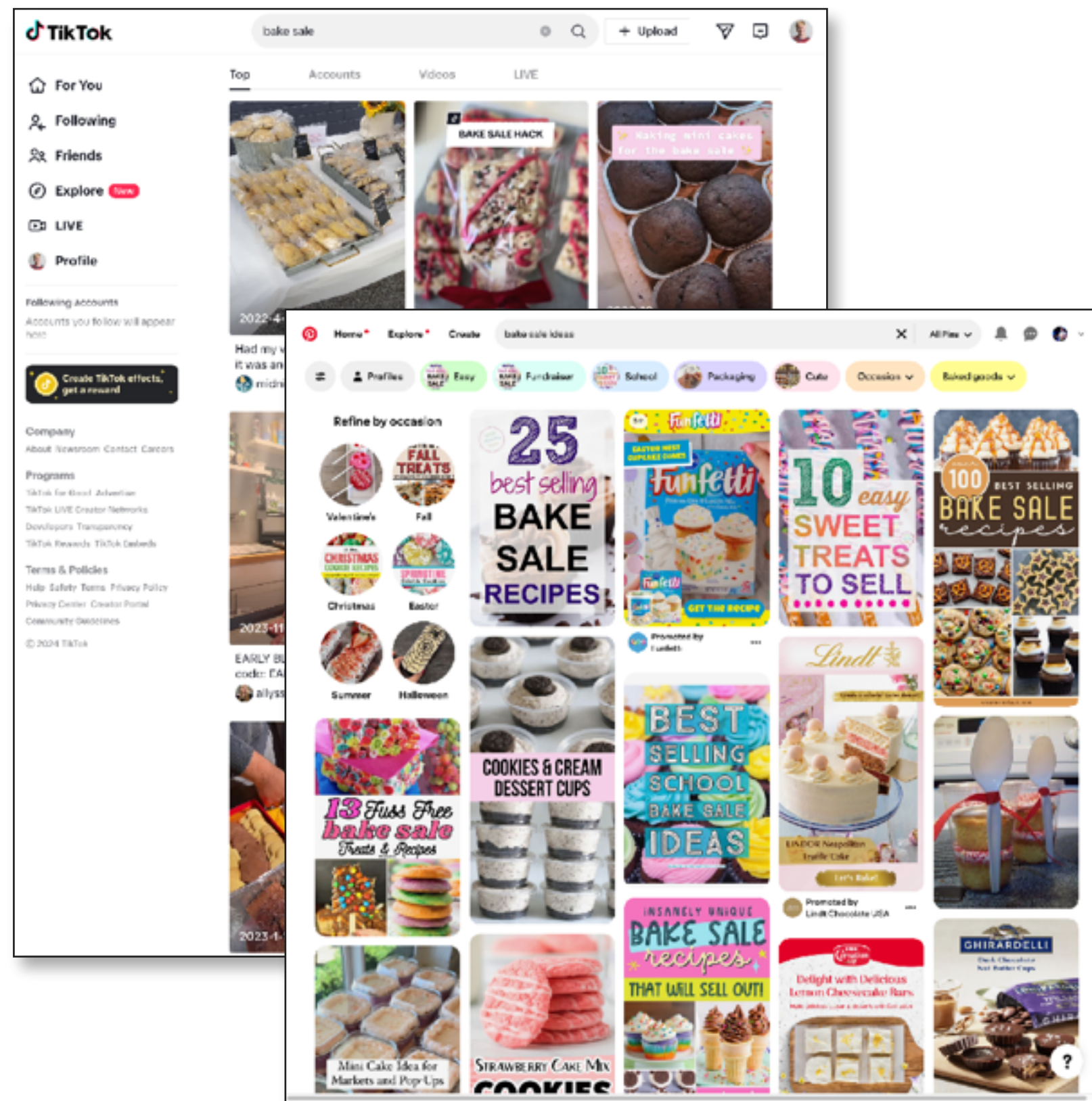


# Where might that search take place?

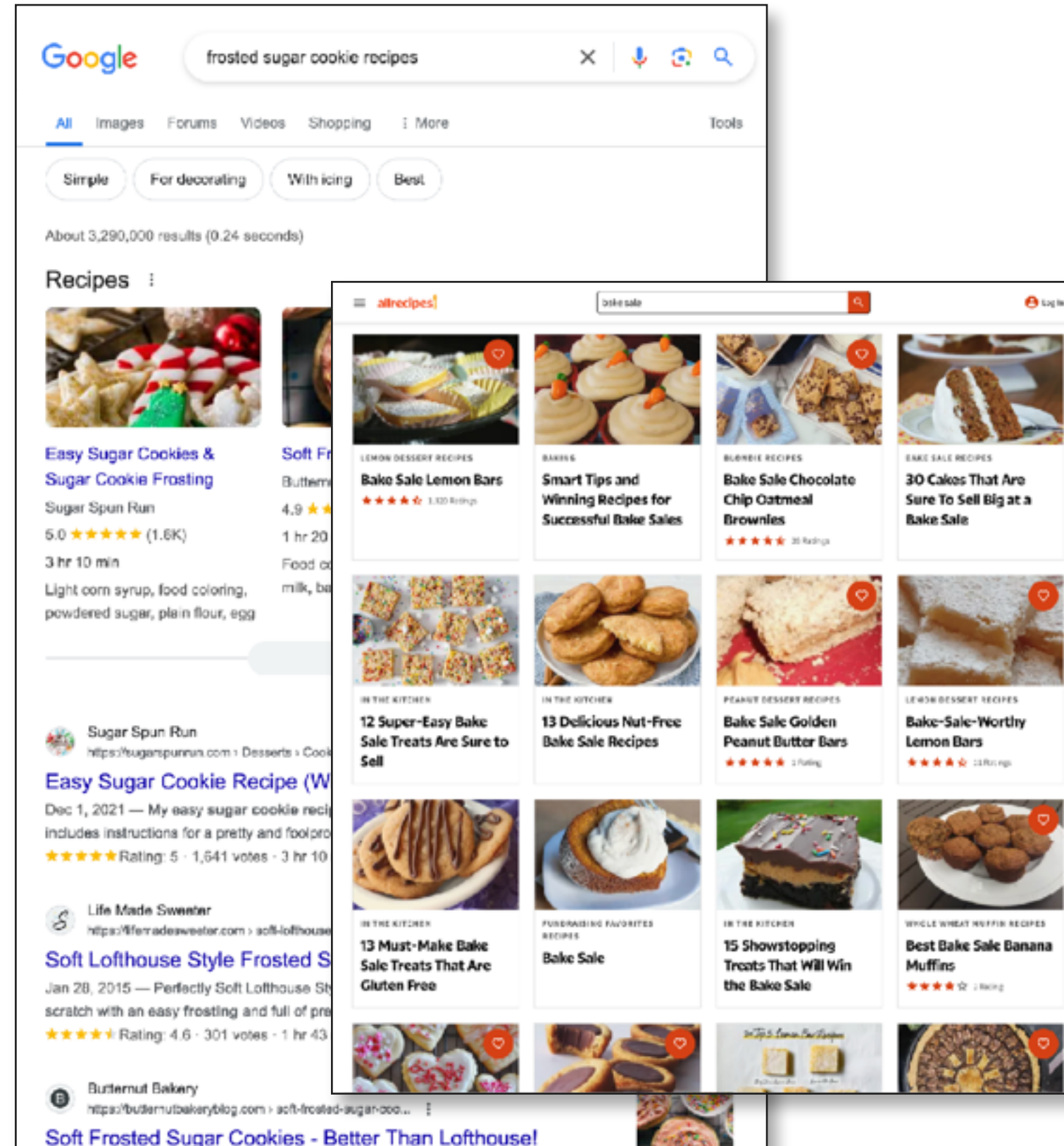


# What experience do searchers expect?

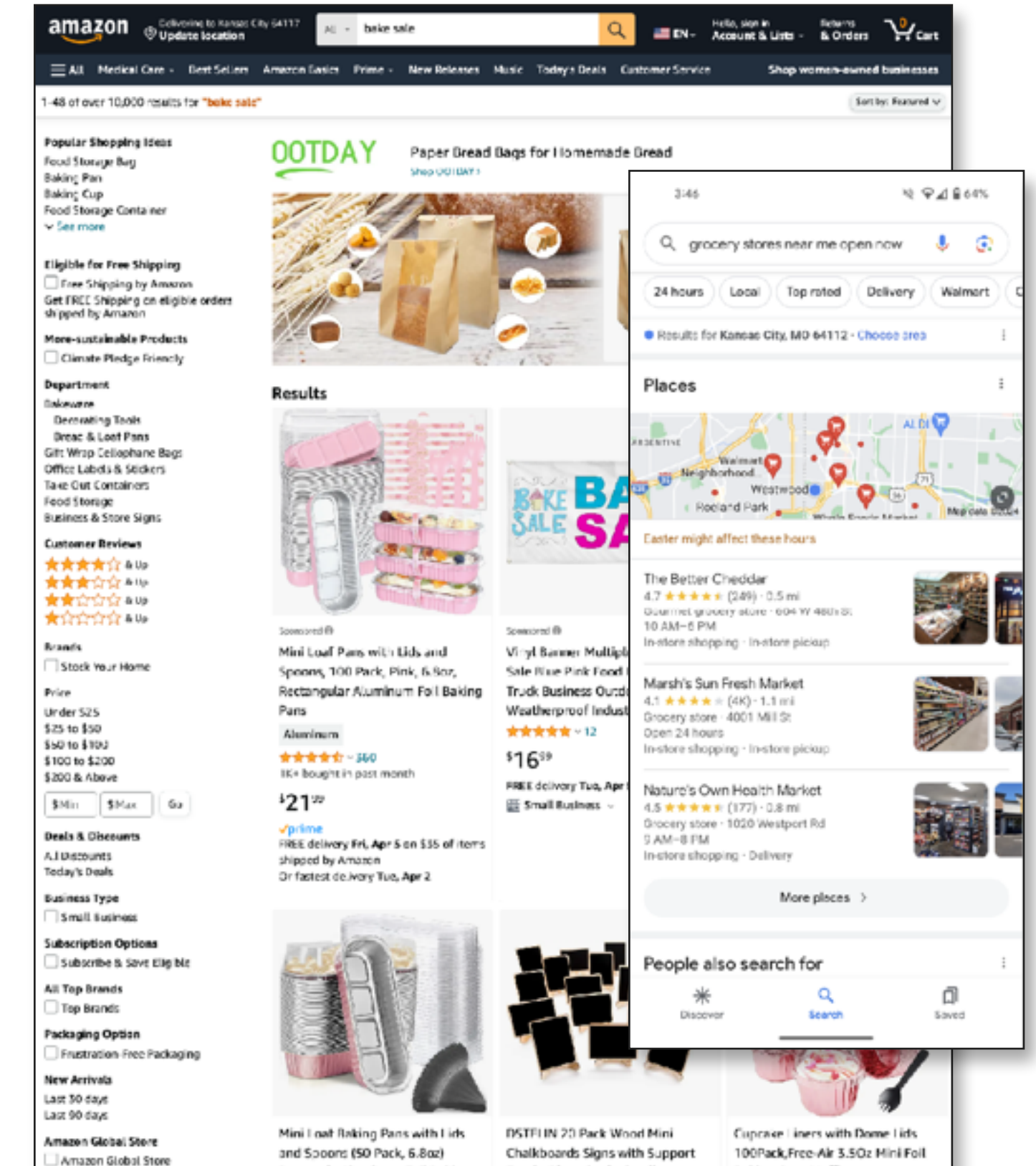
## Seeking Inspiration



## Seeking Information



## Making a Purchase



# Roles of Searchable Platforms



## Traditional Search Engines

Google, Bing, Yahoo, Baidu, Yandex, DuckDuckGo

Ubiquitous. Starting point for most online search. Access to exhaustive information of all kinds.



## Social & Entertainment

YouTube, Facebook, Instagram, TikTok, Pinterest, LinkedIn

Finding content, entertainment, people, inspiration and trends in a social, communal environment.



## Retail & Grocery Sites

Amazon, Walmart, Target, Instacart, Uber Eats

Popular for shopping, product research, comparing prices and reviews, with high intent to purchase



## Mobile App Stores & Apps

Apple iTunes, Google Play Store, Galaxy Store, Spotify

Discovering mobile applications for smartphones and other devices, OR finding content within apps themselves.



## Conversational Search

ChatGPT, Gemini, Perplexity

Interactive and conversational search experiences to answer questions, synthesize information, and accelerate tasks in an interactive chat.



## Voice Search

Google Assistant, Siri, Cortana

Hands-free searching, executing tasks, controlling devices, and obtaining quick information, as found on mobile devices, automotive, smart home devices and assistants.



## Vertical Engines

Yelp, TripAdvisor, Zillow, IMDb

Specialized platforms that cater to specific niches for more relevant, detailed results within a category or vertical, such as travel, real estate, entertainment, or careers.



## Professional, i.e. Health

PubMed, Medline, Google Scholar

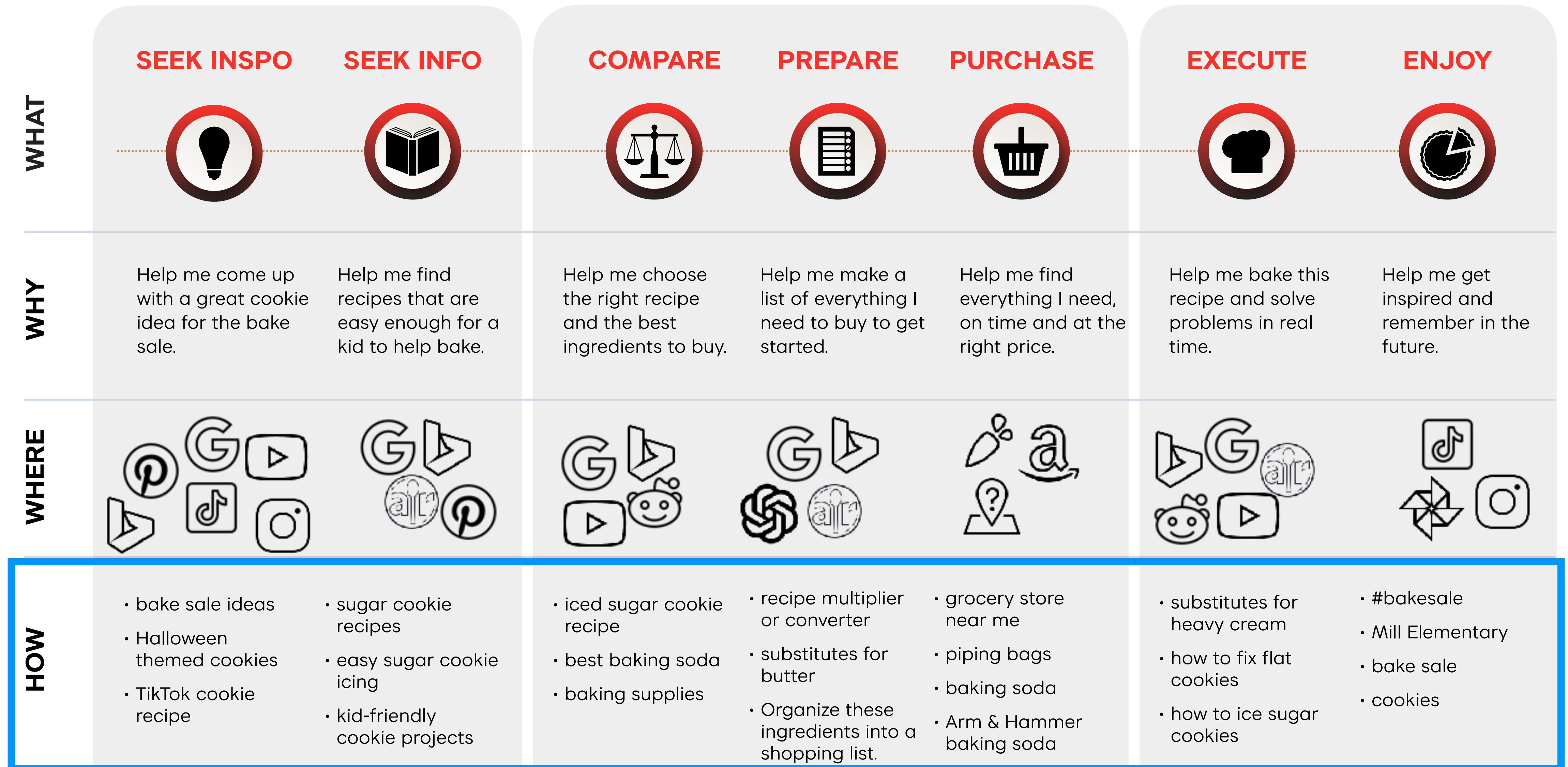
Using medical subject headings (MeSH terms), keywords, and advanced search & filtering to retrieve health-related research & resources

# Another Way to Think About It

If the searcher intent or need state is...	then the searcher might use engines & platforms like...
Seeking Information	Google, Bing, Yahoo, Baidu, Yandex, DuckDuckGo, Wikipedia, Reddit
Seeking Inspiration	Pinterest, Instagram, TikTok, YouTube, Reddit
Seeking Conversation	Facebook, LinkedIn, X (Twitter), Reddit
Seeking Recommendations	Yelp, TripAdvisor, Reddit
Making a Purchase	Amazon, Google Shopping, Amazon, Walmart, Target, Kroger, Instacart, eBay, Etsy, Zillow
Learning Something New	YouTube, Google, Khan Academy, LinkedIn Learning, Coursera
Finding a Location	Google Maps, Bing Maps, Facebook, Apple Maps, Yelp
Getting Quick Answers & Advice	YouTube, TikTok, Reddit, Google Assistant, Alexa, Siri, Stack Exchange, specialized apps
Finding Entertainment & Leisure	YouTube, Giphy, Netflix, Twitch, Spotify, Apple Music, Audible
Finding Apps to Engage w/ Brands	Apple App Store, Google Play Store, Galaxy Store
Brainstorming & Synthesizing Information	ChatGPT, Gemini, Perplexity
Finding Trusted Scholar Journals & Pubs	Google Scholar, Elicit.org, PubMed, Medline
Openly Exploring Curiosities	Wikipedia, Google Earth, Reddit
Finding Apps & Tools	App Store, Google Play Store

*Many of these have some access to search data via tools or the platforms themselves. Others are limited to the availability of information like hashtags, search bar suggestions, filters, or recommendation engines. All are useful to draw useful inferences and add more depth to your searcher journey.*

# Searcher Journey Map



# Search data is at the heart of everything we do.



- Global keywords and hashtags from autocomplete
- Google, Bing, YouTube, Google Trends
- Instagram, X, Pinterest, TikTok
- Amazon, eBay, Etsy
- Apple Store, Play Store



- Global and most
- Google, Bing, YouTube, Yahoo, Baidu, Daum, Naver, Seznam
- Amazon



- Amazon marketplace in 13 countries
- WalMart U.S.



- Google in 190 countries



## MOMENT IN THE SEARCHER'S JOURNEY

# Seeking Information

## Searcher Goal

Help me find recipes that are easy enough for a kid to help bake.

## Insight

Not just any recipe will do. Parents need recipes that are simple enough for their child to help with the process, fun enough to sell well at the bake sale, and conscientious of special dietary needs.

## Central Question

How might we help parents get inspired with creative, easy and fun baking ideas they are confident will build memories and strengthen their bond with their child?

## Searchable Spaces



## Supporting Data

**What Are the Most Commonly Searched Baking and Cooking Recipes for Rum?**

Rum - it's not just for cocktails. People want to bake and cook with it! Rum glazes lead the eats, and rum cakes lead the sweets.

SWEETS	EATS
<ul style="list-style-type: none"><li>Rum cakes - classic, spiced, pineapple, chocolate, etc.</li><li>Rum balls - classic, chocolate</li><li>Rum Baba</li><li>Rum Raisin</li><li>Rum hot chocolate</li><li>Fruitcake</li><li>Bread pudding</li><li>Ice cream</li><li>Cookies - rum, molasses, gingerbread, molasses spice</li><li>Eggnog - cake, cookies</li><li>Rum glaze icing</li><li>Sweet potato cake</li></ul>	<ul style="list-style-type: none"><li>Rum glazes - butter, pineapple, lemon, orange, caramel, chocolate, cream cheese, brown sugar, powdered sugar</li><li>Rum-soaked pineapple</li><li>Rum-glazed pecans</li><li>Rum-glazed ham, pork, ribs</li><li>Rum-glazed salmon</li><li>Rum-glazed shrimp</li><li>Rum-glazed chicken, chicken wings</li><li>Butter rum turkey</li><li>Babish's Rum Ham</li></ul>

**SAMPLE WORK**

**What Are the Most Commonly Searched Rum Cocktails We Should Have Recipes for?**

Nearly half a million Google searches occur in the U.S. every month for rum cocktails. [Brand] can win by having a recipe for each.

Cocktails (General)	91,430	Cocktails > Mojito	5,930	Cocktails > Daiquiri	1,100
Cocktails > Rum Punch	79,920	Cocktails > Jello Shots	5,790	Cocktails > Kahlua & Rum	1,060
Cocktails > Rum Runner	76,260	Cocktails > Coffee & Rum	5,580	Cocktails > Christmas	1,020
Cocktails > With Rum Chata	46,060	Cocktails > Rum Swizzle	4,550	Cocktails > Fruit	980
Cocktails > Hot Buttered Rum	41,360	Cocktails > White Rum	4,320	Cocktails > Pluding Shots	980
Cocktails > Rum & Coke	30,380	Cocktails > Rum Shots	3,320	Cocktails > Old Fashioned	880
Cocktails > Pineapple & Rum	12,710	Cocktails > Hot Toddy	3,780	Cocktails > Painkiller	770
Cocktails > Best Rum For	11,180	Cocktails > Apple Cider	2,990	Cocktails > Campari & Rum	420
Cocktails > Rum & Curacao	10,220	Cocktails > Banana Cream	2,530	Cocktails > Winter / Holiday	370
Cocktails > Eggnog	10,140	Cocktails > Rum Sour	1,950	Cocktails > Fall	320
Cocktails > Dark / Spiced Rum	9,410	Cocktails > Easy	1,860	Cocktails > Hurricane	170
Cocktails > Piña Colada	6,450	Cocktails > Rum & Cranberry	1,830	Cocktails > Dragon Fruit	110
Cocktails > Coconut Rum	6,290	Cocktails > 2-Ingredient	1,770		



## MOMENT IN THE SEARCHER'S JOURNEY

# Making a Purchase

### Searcher Goal

Help me find everything I need, on time and at the right price.

### Insight

Once the list is made, parents need to buy the ingredients and supplies. Some prefer to find the nearest grocery store, others buy online, and still others prefer ordering groceries delivered to their homes.

### Central Question

How might we help parents get inspired with creative, easy and fun baking ideas they are confident will build memories and strengthen their bond with their child?

### Searchable Spaces



### Supporting Data

**Competitive Rankings**  
Chewy wins for commonly searched questions.

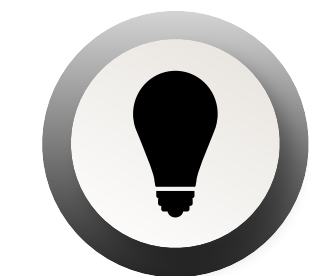
Keyword	Volume	PetMeds	Chewy	PetCo	PetCareRx	Allvet
can you use hydrocortisone cream on dogs	1,300	75	5	25	96	unranked
				25	unranked	unranked
				10	05	unranked
				14	81	unranked
				18	unranked	unranked
				47	16	unranked
				11	44	unranked
				23	unranked	unranked
				20	15	unranked
				1	11	21

**Analyzed language in product reviews on Amazon, Target & other retailers to identify competitive gaps**












[BRAND]	COMPETITOR 1	COMPETITOR 2
POSITIVE	POSITIVE	POSITIVE
Softness	Absorbency	Good quality
Price	Horrible chemical smell	Leaky overnight
Absorbency	Great for sensitive skin	Lightweight & soft
Run small	Quality change: less soft	Leaky
Quality change: less soft	No smell	Softness
Quality change: leakier	Plant-based	Flexible

**Partnership Opportunities: Pairings as Perfect as Rum & Coke.**

BRAND PARTNERSHIPS	BAKING AIDS	MIXERS
<ul style="list-style-type: none"><li>Coca-Cola*</li><li>Starbucks</li><li>Applegate's</li><li>Duncan Hines*</li><li>Swiss Miss*</li><li>Snack Pack*</li><li>Jell-o</li><li>Ben &amp; Jerry's</li></ul>	<ul style="list-style-type: none"><li>Cake mix</li><li>Pudding mix</li><li>Ice cream</li><li>Frostings &amp; icings</li><li>Whipped toppings</li></ul>	<ul style="list-style-type: none"><li>Sodas</li><li>Juices</li><li>Coffee</li><li>Eggnog</li></ul>



# Searcher Mindset Across the Journey

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# Just for inOrbit fans!

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password: journey

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