

Organic Non-Brand Traffic Drives More New Customers

According to Google, non-brand terms drive more new visitors to your site. Google says that 65% of visitors from non-brand terms are new, whereas with brand terms, the number of new visitors is substantially lower at 15%. Furthermore, Google says that “non-brand terms drive a higher percentage of new customers” than branded terms. This case study addresses the issues and solutions that will allow you to take full advantage of non-brand terms.

Situation **Google’s Search Landscape Changing Daily**
Google sees 500 million new search phrases daily and says that “54.5% of user queries are > 3 words”. The majority are long-tail, non-brand terms.

This presents a huge revenue opportunity, particularly in organic search, to discover thousands of new non-brand long-tail queries searchers use every day which are relevant to your business.

Challenge **Find Thousands of New, Non-Brand Long-Tail Queries Daily**
YourAmigo’s search data shows that often there are more than 100 unique long-tail phrases used by searchers to describe the same product. The huge challenge that faces our clients is how to find the multitude of these relevant, new, non-brand long-tail phrases searchers use daily.

If you have a large website with thousands of products, try to imagine how your team would cope with building high quality, relevant pages on a daily basis to include these non-brand long-tail phrases.

Solution **Fast, Scalable, Deep Learning Technology Delivers**
YourAmigo’s artificial intelligence technology does things that humans and commonly used tools cannot. It analyzes terabytes of searcher behavior data and identifies thousands of relevant, new searcher queries that describe our clients’ products, predominantly non-brand queries.

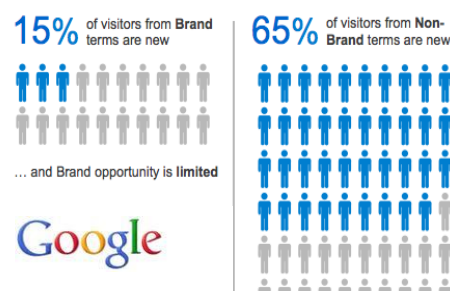
Our analysts then use this data to create relevant and unique pages, which focus on non-brand traffic and complement our clients’ existing organic search activity with unique, highly converting traffic not being captured by other channels.

Results **Non-Brand Terms Drive a Higher Percentage of New Customers**
YourAmigo typically delivers more than 95% non-brand traffic which is very highly valued by our clients.

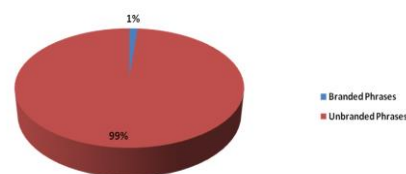
Our clients comment: *“Through YourAmigo we are catching buyers at an earlier stage than ever before.. Without YourAmigo, these users would buy from competitors”.*

Non-Brand Delivers a 5% - 25% Lift in Overall Revenue
YourAmigo’s campaigns drive 5% to 25% extra total online revenue, that’s overall sales increase, not organic search revenue increase.

Non-Brand Drives More New Visitors to Your Site



YourAmigo Search Phrase Breakdown



YourAmigo’s Service generates predominantly non-brand traffic.

“YourAmigo’s non-brand traffic delivered significant revenue growth and market share from competitors...this non-brand traffic is actually THE most valuable traffic we have”

**Vice President – Online Marketing
Top 50 Company – Internet Retailer Top 500**