MODULE 2: CUSTOMERS, COMPETITORS AND THE MARKET

My search demand research

Lesson: Reading search demand with free tools · about 15 minutes

Use free tools to check demand, timing, direction and language for your main services.

Your business (name, service, main city):

1. Using autocomplete and related searches, list at least fifteen phrases clients use for your main service. Circle the ones you never use yourself.

2. In Google Trends, compare two or three of your services in Ontario over five years. Describe the seasonal peaks and the long-term direction of each.

3. Record Keyword Planner estimates for your three most important phrases in your area. Note any that are not shown because of low volume.

4. Write a rough monthly inquiry forecast for one service using the formula, and list your assumptions.

5. **Do the search findings agree with what you heard in customer interviews? Note any disagreement and how you will check it.**

6. **List any words in other languages, or French terms, that your clients may search for.**

Check: can you now

- Use autocomplete and related searches to collect the words clients use for your services
- Read Google Trends to compare services, spot seasonal peaks and check long-term direction
- Turn a Keyword Planner estimate into a rough monthly inquiry forecast and judge its reliability

One change you will make this week