

HOME SERVICES MARKET TRENDS



The web is crucial for Home Service path-to-purchase.

CONSUMER INSIGHTS

4 in 5 PEOPLE 

use search engines to find local information.

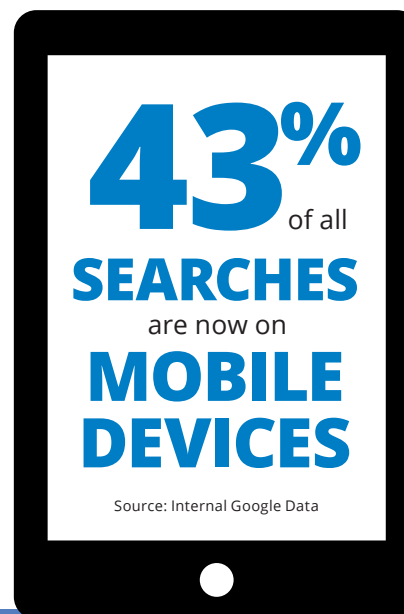
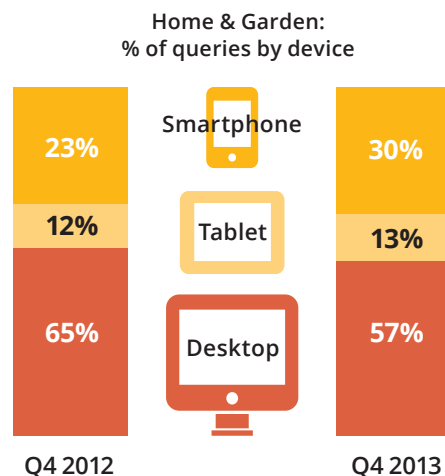
 **50%**  
of those who search for a local store, visit it that same day.

 **18%**  
who search for a local store, make a purchase that same day.

Source: Google/Ipsos MediaCT/Purchased, Research: May 2014

SEARCH TRENDS BY DEVICE

Mobile search is growing fast across the Home Service industry. By 2015, over half of all searches will come from mobile.



VIDEO INSIGHTS

50% of DIY shoppers **WATCH ONLINE VIDEOS.** 

62% are **MORE LIKELY TO BUY** from a company that provides helpful videos.

Source: Google Consumer Survey on the DIY shopper, March 2013

BEST PRACTICES

- 1. Call Extensions** – Drive phone calls right from search, to your business.
- 2. Location Extensions** – Make sure customers can find your business, right from search.
- 3. Google My Business** – Get your business on search, maps and social from one spot.
- 4. Increase Mobile Bid** – Drive more phone calls from mobile users.
- 5. Remarketing** – Build loyalty and increase returning customers.
- 6. Increase Location Bid** – Bid up on those customers searching in your area.

Source: Google Home Service Experts

HVAC INSIGHTS

Southern states are feeling the heat. These states have the highest air conditioning related searches.

1. Florida
2. Louisiana
3. Oklahoma
4. New York
5. Rhode Island

Brrrrrr. These Northern states have the highest heat and furnace related search terms.

1. Michigan
2. Minnesota
3. Colorado
4. Washington
5. Ohio

Source: Google Trends

SEASONALITY

Top Seasonal Searches:

Plumbing



Cold months
Oct.-Feb.

Home Security



Holidays:
Nov.-Dec.

Storage



End of summer:
July-Sept.

Movers



Peak season:
April-Sept.

Pest Control



Spring:
Feb.-May

Lawn Care



Spring and
summer

Source: Internal Google Data

GOOGLE SOLUTIONS DRIVE RESULTS



Capture consumer demand



Tell your story



Across all screens



Simple and easy to use



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