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brightonSEO.
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How to Turn Search Data into Market Intelligence



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Grumpy Old SEO

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How to Turn Search Data into **Market Intelligence**

Using search behaviour to identify changing demand
before it shows up in reports.



What are customers trying to tell us? |

Ruediger Dalchow

Grumpy Old SEO

Over 25 years in SEO

Search, strategy and market intelligence
from the long view.



LinkedIn



Website



We Have Been Looking At SEO **Wrong**

Rankings, traffic and conversions matter — but they are lagging indicators. By the time they move, something has already changed.



Rankings

PAST



Traffic

PAST



Conversions

PAST



Demand

FUTURE

Search Is The World's **Largest Focus Group**



Traditional research

Asks people questions in a room.
Answers shaped to impress the moderator.



Google



YouTube



TikTok



Reddit



ChatGPT



& more

*Captures self-generated questions — unprompted,
honest, at scale.*

WHAT SEARCH REALLY IS

Search Is Demand Data

People search because they have a problem, an uncertainty, a need, a decision to make.



best CRM for small business



affordable heat pump



what current studies and data sources exist on ai search usage in the us and uk?

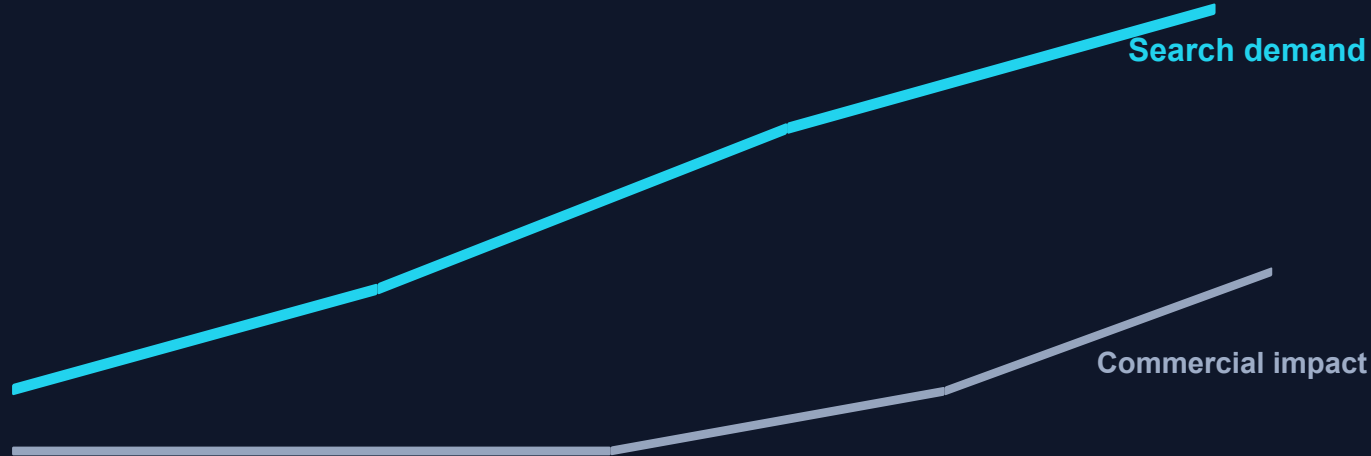


how do i recover lost llm visibility?



how to reduce warehouse costs

Search Demand Leads Business Outcomes



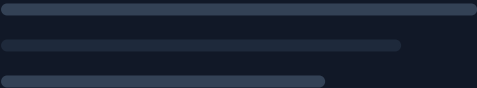
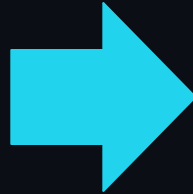
Search often sees market shifts **before** your reporting systems do.

***Demand rises first.
Revenue follows.***

Most Companies **Don't Speak** How Customers Search

HOW COMPANIES TALK

“Meet ** Intelligence, the
connective tissue of your
enterprise”**



HOW THE MARKET SEARCHES

**“How to increase
effectiveness in sales
process ”**

Search data reveals the disconnect.

Expectations **Evolve** : Search Sees It First

AI-powered

Self-Service

Sustainable

Integrated

Vibe Coding

Human Led

These words weren't always there.

Search **Saw It First**

By the time revenue changes, you are often six months late.



PRODUCT INTELLIGENCE

Search Reveals Product Gaps

RISING SEARCH QUERIES

CRM with WhatsApp
Integration



CRM with Teams
Integration



CRM with AI Lead
Scoring



CURRENT PRODUCT FEATURES



Email



Reporting



Pipeline



WhatsApp



Teams

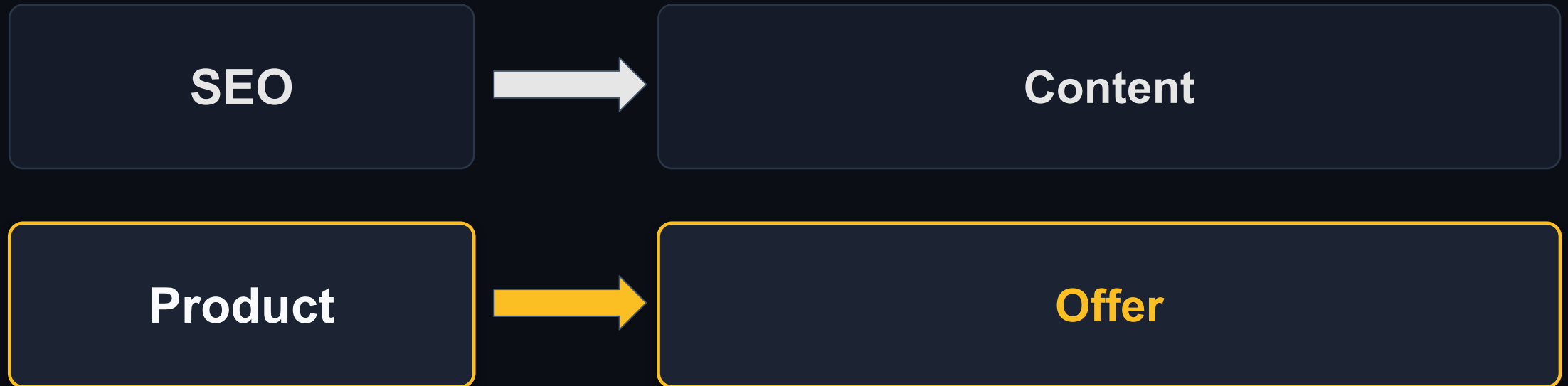


AI Lead Scoring

The market is searching for exactly what your product doesn't offer - yet.

That's Not An SEO Problem.

It's A Product Insight.



Search exposes feature gaps, service gaps and positioning gaps. Most businesses ignore the signal.

Stop Sending **SEO Reports**

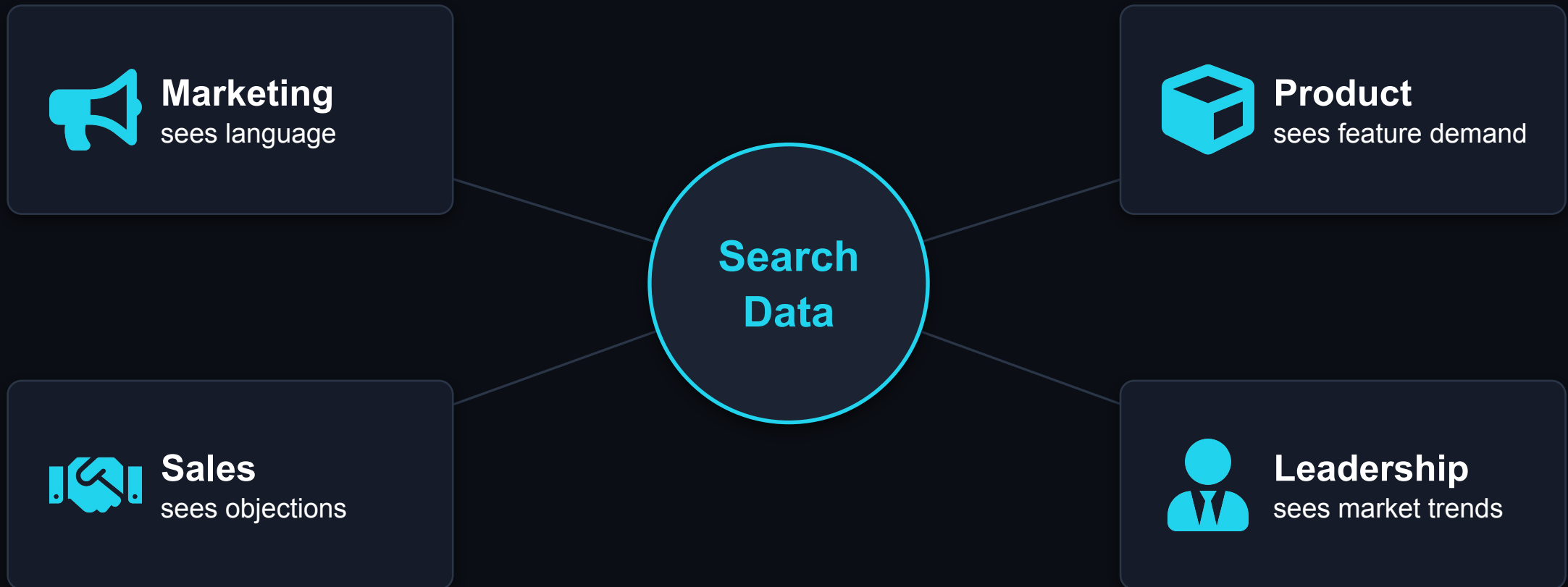


50-page report



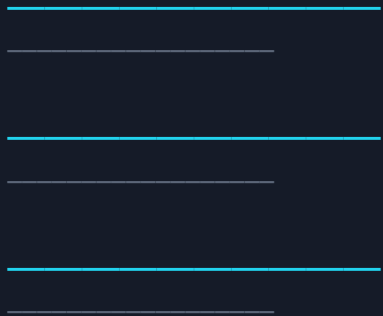
Nobody rewrites a roadmap because ranking #3 became #4.

Translate Search Data Into **Decisions**



AI Changes **Visibility** — Not **Demand**

TRADITIONAL SERP



AI ANSWER

One synthesised response.
Fewer clicks — same underlying need.

People still have problems, needs and decisions. The demand is still there.

Ranking Gaps vs Narrative Gaps

COMPETITOR A IS KNOWN FOR

- Innovation
- Automation
- Customer Service

YOUR BRAND IS KNOWN FOR



Old SEO asked: who ranks above us? New SEO asks: **what are competitors becoming known for?**



MONDAY MORNING ACTION #1

Cluster By Business Meaning

Keyword clusters
(by SV, Topic, other stuff)

aaa bbb ccc

ddd eee fff



Problems

Objections

Comparisons

Desired Outcomes

Cluster by what the query means to the business — not by words.



MONDAY MORNING ACTION #2

Find What Buyers Want That You Don't Offer

Look for recurring requests: features, integrations, delivery models, service variations.



What demand exists that your offer doesn't satisfy?



MONDAY MORNING ACTION #3

Build A Search Intelligence Report



Demand



Concerns



Language



Competitors



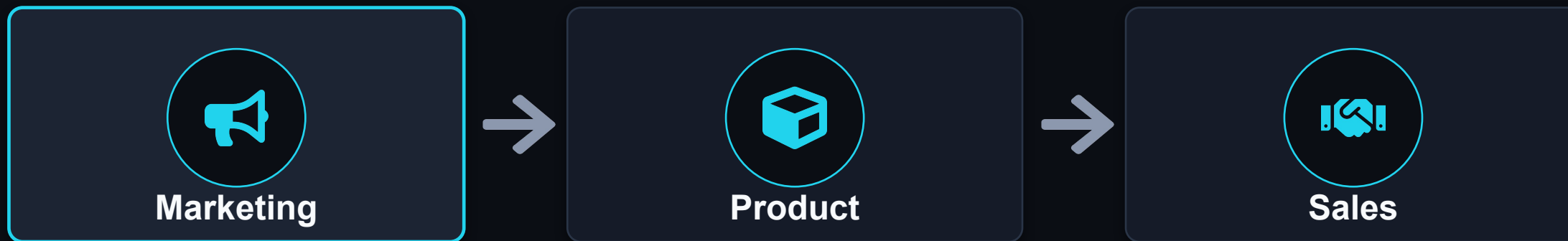
Opportunities

*No rankings. No CTR. No keyword difficulty. **Only insights that drive decisions.***



MONDAY MORNING ACTION #4

Invite Product And Sales



Search insights are too valuable to stay trapped inside marketing.



MONDAY MORNING ACTION #5

Ask This One Question

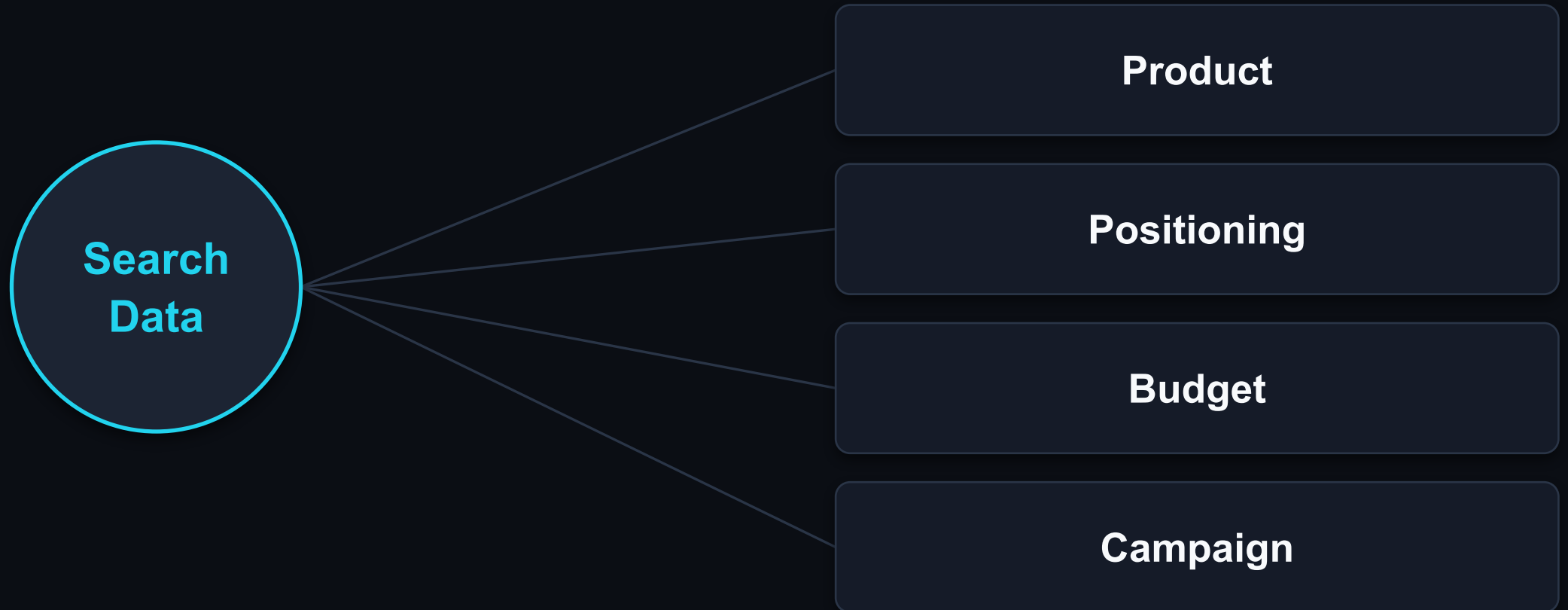
**“If these searches doubled next year,
what would we need to change?”**

Not “what content should we create?” — but “what should the business change?”

WHERE IT BELONGS

Search Data Belongs **Before** The Decision

Inform decisions before they're made — don't just measure them afterwards.



Most businesses use search data
to measure the
past.

**The smartest businesses use it
to prepare for the
future.**

Thank you.