



SHARK LABS
WE BUILD BRANDS

SEARCH QUERY PERFORMANCE CHEAT SHEET

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SQP REPORT: A REPORTING THAT INCLUDES YOUR BRAND-LEVEL DATA AND MARKET-LEVEL DATA BY KEYWORD.

Use cases:

- 01 Track market seasonality and size changes.
- 02 Track what % of the market you hold by keyword.
- 03 Compare your CTR performance, your Conversion Rate VS Market average by keyword.
- 04 Track keyword search volume changes.

Week ranges:

- Weekly
- Monthly
- Quarterly

Views:

- By brand and keyword
- By ASIN and keyword

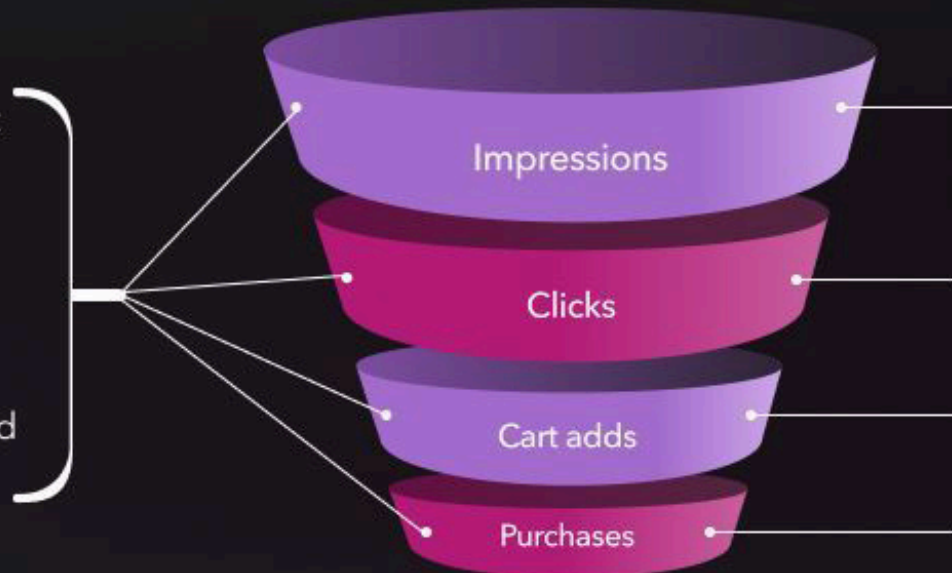
How the data is calculated

- Organic Sales
- Sponsored Product Sales
- 24 Hour Attribution Window

Total count: This is market performance

Brand count: This is your brand performance

Brand share: What % of the market does the brand occupy



When customer enters a keyword in search bar and your product is loaded → It gets impression

When customer clicks on your product from SERP → It gets clicks

Customer who went from clicks and added the product to the cart

Customer who bought a product after adding it to the cart

Tricky Calculation ⚠️

Impression tricky parts:

-When customer views the SERP from desktop, all products are loading → All products are getting impression (50 impressions per one search)

-If customer views the SERP from mobile → It will be 15 impressions per search

Clicks, Cart adds tricky parts:

-If customer clicks on product A but purchases product B (different product from the same variation) → Cart add and Purchases will not be attributed

Recommendations from me: The most accurate metric is clicks.

Use this metric to track your share and performance by keyword.