

An illustration featuring several overlapping white documents with grey lines representing text. One document in the foreground shows a bar chart with orange, green, and red bars. A large orange magnifying glass is positioned over the bar chart, focusing on it. The background is a light yellow with scattered colorful dots (teal, red, blue, yellow) and a small yellow star.

# SEARCH IN A NEW NORMAL

**THE IMPACTS AND NEXT  
STEPS FOR YOUR SEARCH  
MARKETING EFFORTS IN  
A WORLD CHANGED  
BY PANDEMIC**

PRESENTED BY

**LEAP GROUP**

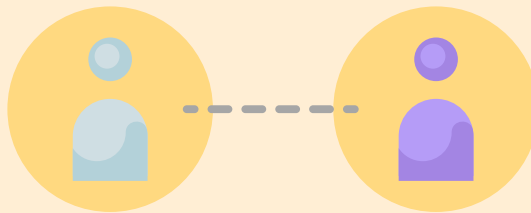
With consumers online now more than ever, one thing has remained constant – in good times and in bad, people will always turn to Google.

When things are good, consumers search for fun and product. When times are bad, consumers search for cures, distractions and product. The “product” itself may change, but it’s a product nonetheless.

Recently, Google released a detailed look into [how search behavior has changed](#) amidst this pandemic, and the results are indicative of what is important to the public now – the need for critical information. The need to connect and the need to adjust to a new normal.



**ASSEMBLING  
CRITICAL  
INFORMATION**



**DISCOVERING NEW  
CONNECTIONS**



**ADJUSTING TO  
CHANGES IN  
THEIR ROUTINES**



**PRAISING  
EVERYDAY  
HEROES**



**TAKING CARE  
OF THEMSELVES  
AND OTHERS**



# ASSEMBLING CRITICAL INFORMATION

Consumer behavior has changed as people adapt to the new normal. In her article, writer Tara Walpert Levy said people are looking for information critical to adapting to the changes to their lives. Global searches are centering around things like:

SEARCH

“CAN YOU FREEZE \_\_\_”

“SHORT TERM WORK EMPLOYEE”

“\_\_\_ HOME DELIVERY”

“MORTGAGE RATE SUSPENSION”

So how do we adapt as a business? Levy recommended the following:

1. **ACKNOWLEDGE** things are not normal.
2. **GIVE YOUR CONSUMERS** credible, detailed and current information about your operations. Reinforce you're there to help.
3. **BE MORE FLEXIBLE.** Help customers with cancellations, refunds and customer service.
4. **REGULARLY UPDATE COMMUNICATIONS** across your website, blogs, social handles and Google My Business page. (Visit <https://www.google.com/business> to update your listing.)



## Edit your business information

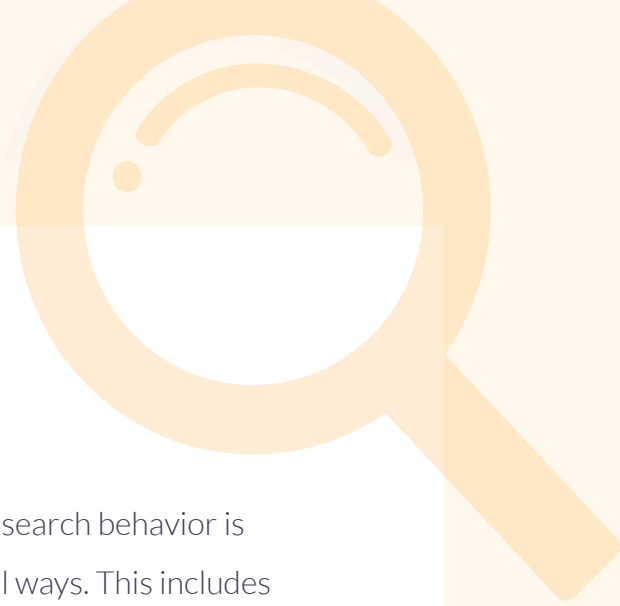
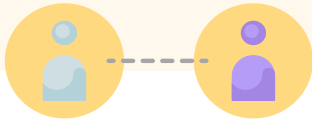
1. On your computer, sign in to [Google My Business](#).
  - If you have multiple locations, open the location you'd like to manage.
2. In the menu on the left, click **Info**.
3. Make your edits. After each attribute you edit, click **Apply**.

After you submit your edits, the status next to the information you edited is "Under review."

To remove a section, next to the section, click Remove ✕.

Keep in mind:

- Removing information from our active servers could take up to 60 days. It also may stay in our backup systems longer.
- You can't remove information that's also publicly available or [from other sources](#).
- You can't edit editorial summaries or keywords from the web that appear next to your business.



# DISCOVERING NEW CONNECTIONS

As we have lost the ability to connect in the normal world, search behavior is reflecting a need to connect with people in unconventional ways. This includes a strong desire to connect with one's own community as we begin to explore new relationships.

"With me" searches – videos of people performing normal, everyday tasks – are up dramatically year over year.

So how can your brand be part of the conversation? Levy stated two ways:

- **LOOK FOR WAYS TO CONNECT** your customers, locally and globally.
- **CONSIDER IF YOUR BRAND HAS A ROLE** to play in creating or enhancing shared experiences, virtually or otherwise.

Ask yourself the hard questions – How does your brand fit into the community? What can be done to interact and create connections? LEAP Group has taken to action, providing services to our community through outreach to other business.

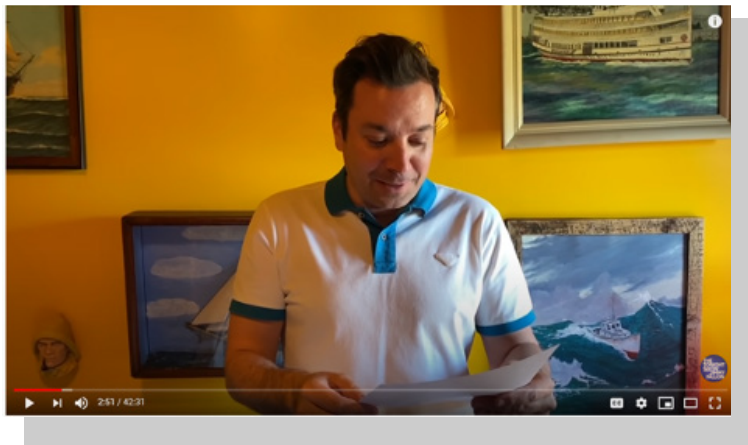
**IT'S ONE THING TO SAY,  
"WE'RE HERE FOR YOU,"  
BUT IT'S ANOTHER TO  
SHOW THROUGH ACTION.**



# ADJUSTING TO CHANGES IN THEIR ROUTINE

Few can say their routine has not been upended in recent weeks. Google has seen search trends lean toward DIY activities that peak midday in the U.S. on the weekends. This means “how do I...” searches are up and along with it a drive to keep busy.

“Homemade” is one of those searches, from Jimmy Fallon’s homemade late night show to starting a homemade gym. Or the ever favorite – making bread from scratch.



To help consumers adjust, Levy suggests the following:

- **LET PEOPLE KNOW SOLUTIONS ARE AVAILABLE** whenever, wherever.
- **ASSESS WHEN PEOPLE NEED YOU MOST**, whether through your own first-party data (like site analytics or email opens) or Google Trends, and adjust your communications strategy accordingly.
- **UPDATE OR PUBLISH OFTEN.** There’s a need for content that informs, entertains, connects and promotes wellness.



# PRAISING EVERYDAY HEROES

The term “essential worker” has never been so prominent, and the community outpouring of thanks and praise has been enormous. From yard signs to banging pots and pans and clapping at a specified time, we are all very thankful to the front-line workers keeping us healthy, clean and fed.

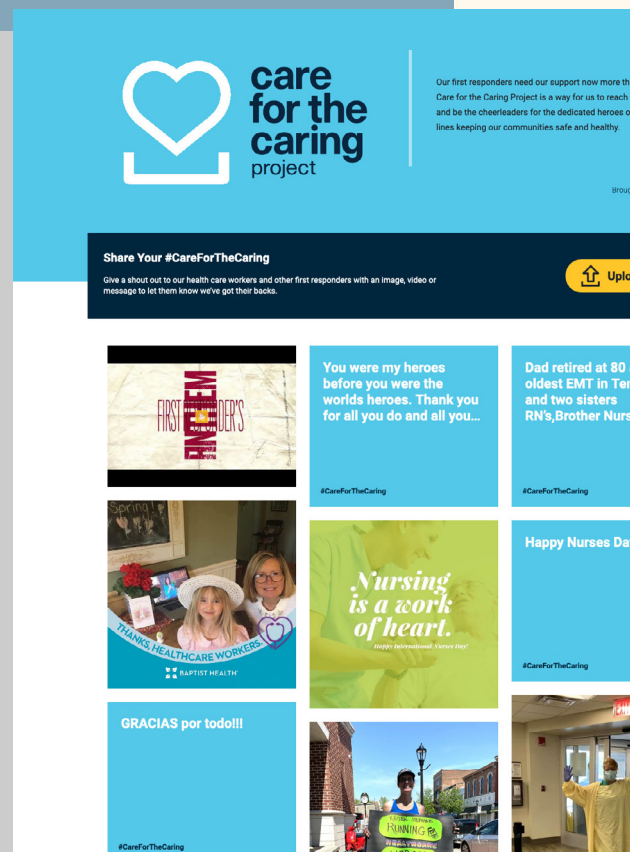
Google noted that the idea of “thank essential workers” has had a dramatic increase in activity.

To that end, Google suggests brands do the following:

- **LOOK FOR PEOPLE THAT ARE HELPING** and find ways to support or celebrate them.
- **CONSIDER THE HEROES** are among your employees, your customers or even your local community.
- **CONSIDER IF YOU HAVE NON-HUMAN HEROES** that can contribute – like your technology, your operational rigor or your equipment.

## What could this look like for your brand?

LEAP Group is launching the [#CareForTheCaring](#) project as a community platform to thank and praise our healthcare community. It’s not an opportunity to promote the LEAP Group network, in fact, it will be hard to identify that LEAP is powering the platform. Instead, it is about interacting and giving back to the communities where we live, work and raise our families.





# TAKING CARE OF THEMSELVES AND OTHERS



These past several weeks has given all new meaning to the concept of being stir-crazy!

People are having a hard time finding ways to keep calm, and Google is finding more searches for “relaxation” between the hours of 11 p.m. and 3 a.m. in the U.S. Sleep has become somewhat of a luxury as minds race and fears increase.

Even if your brand has not been in the business of mental or physical health, Levy laid out a few, tangible ways brands can help keep their consumers at ease:

- **FACILITATE VIRTUAL COLLABORATIONS WITH OUTDOOR SPACES** and the cultural institutions people yearn to visit.
- **JOIN THE CONVERSATION** about home-based health and well-being.
- **PIVOT TO PLATFORMS AND FORMATS** that make sense for people staying home. Continue to find new ways to engage with your consumers, nontraditionally.

Remember, people are longing for experiences that are off limits now. Who thought going to the zoo would be something that we would long for? Sounds awesome right about now, right?

How can your brand deliver an experience is the question. Can you do it virtually? Can you provide a new way to provide curbside service? Production value is gone for now, consumers want real experiences and are happy watching anything produced on a phone or in real-time.