

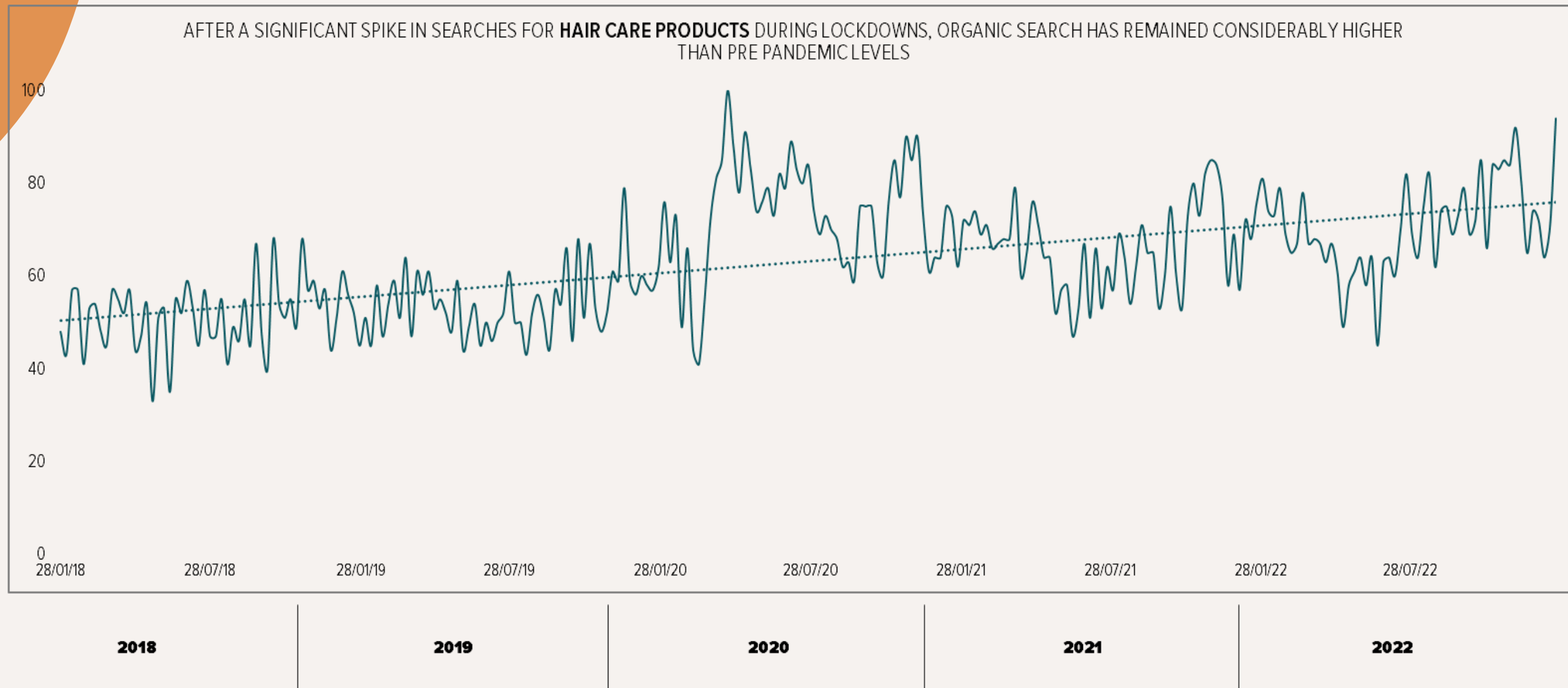
# Hair care search trends

and top tips to capture the rising organic traffic



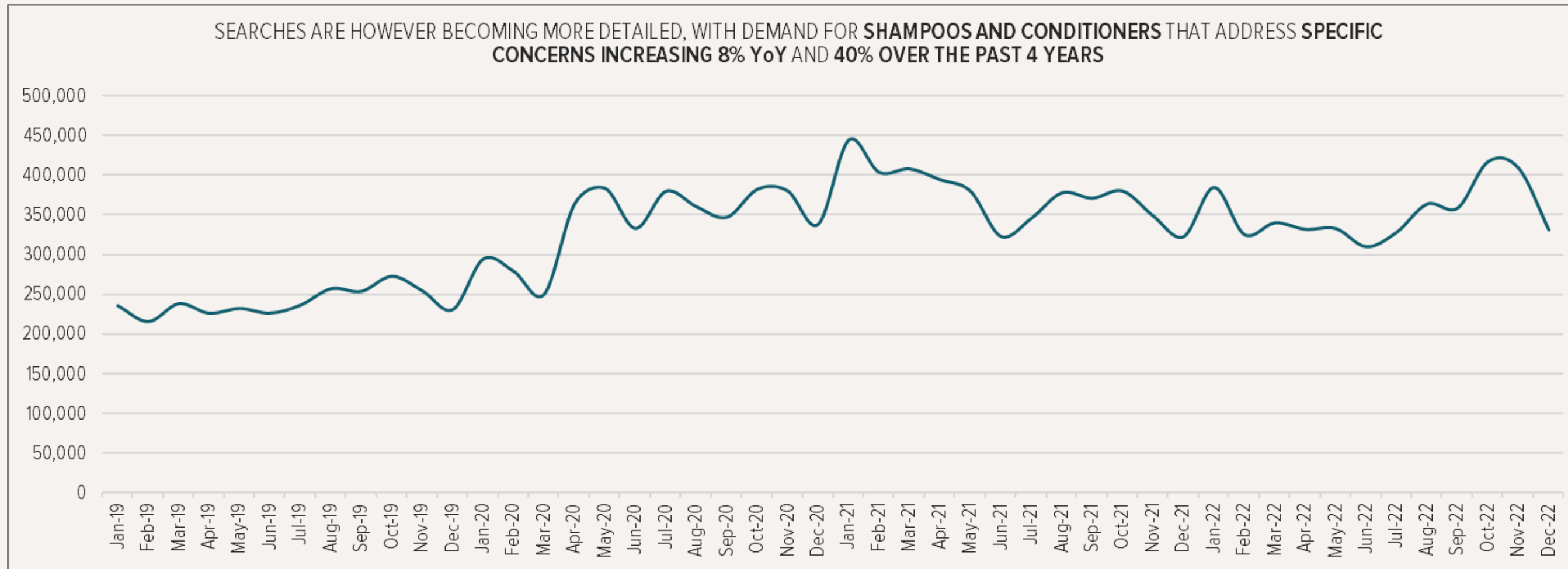
Brand Performance Agency

# Hair care search continues to grow



UK Organic Search Results | January 2018 – January 2023 | Google Trends

# Consumers search for specific shampoo & conditioner needs



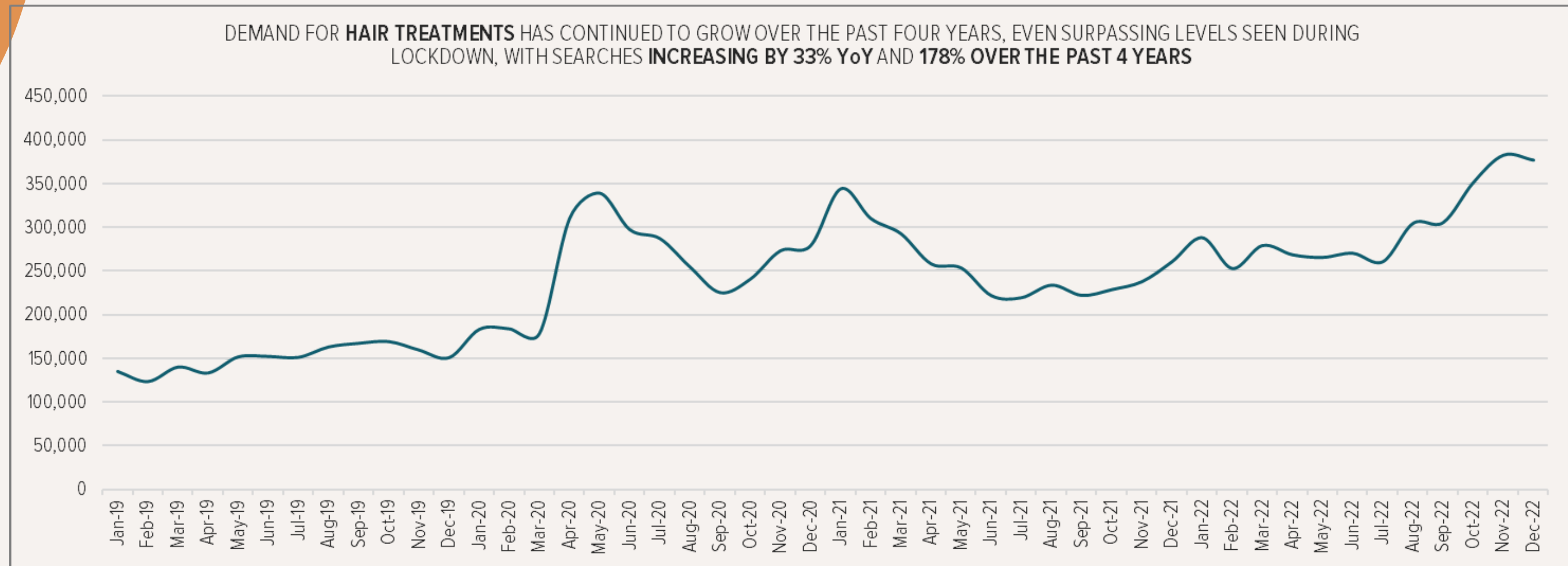
best shampoo for hair growth  
**+53% YoY**

best shampoo for fine hair  
**+30% YoY**

best shampoo for dry scalp  
**+26% YoY**

best shampoo for dry hair  
**+26% YoY**

# Search for hair treatment solutions continues to grow



natural hair oil  
**+23% YoY**

heat protection hair serum  
**+86% YoY**

smoothing hair cream  
**+23% YoY**

benefits of hair oil  
**+181% YoY**

# Which brands are winning the capture of this search?

## 'shampoo'

Avg. **Visibility** (Impression Rate) in Organic Search Results



## 'conditioner'

Avg. **Visibility** (Impression Rate) in Organic Search Results



## 'hair treatments'

Avg. **Visibility** (Impression Rate) in Organic Search Results



Source: SEOmonitor

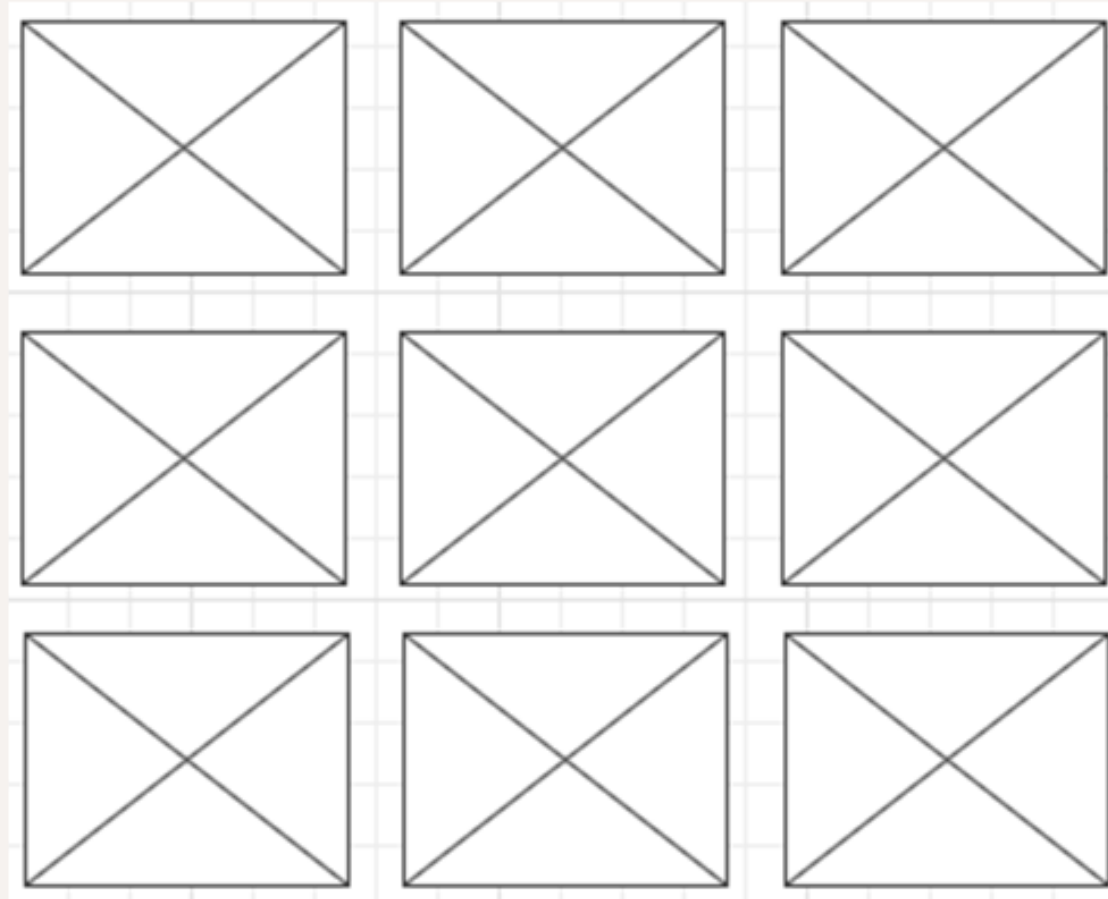
\*publication sites (Vogue, Cosmopolitan, etc.) and large retailers (Amazon, Boots, etc.) have been omitted in order to understand the climate for individual brands

# Top Tip #1

# Capture this search by building targeted landing pages

## **DRY HAIR SHAMPOO**

Say goodbye to dull, brittle locks and hello to soft, hydrated hair. Our dry hair shampoo formulas are crafted with nourishing ingredients to deeply moisturise and protect hair from damage. Find the perfect match for your unique hair type and say hello to healthy, lustrous locks.

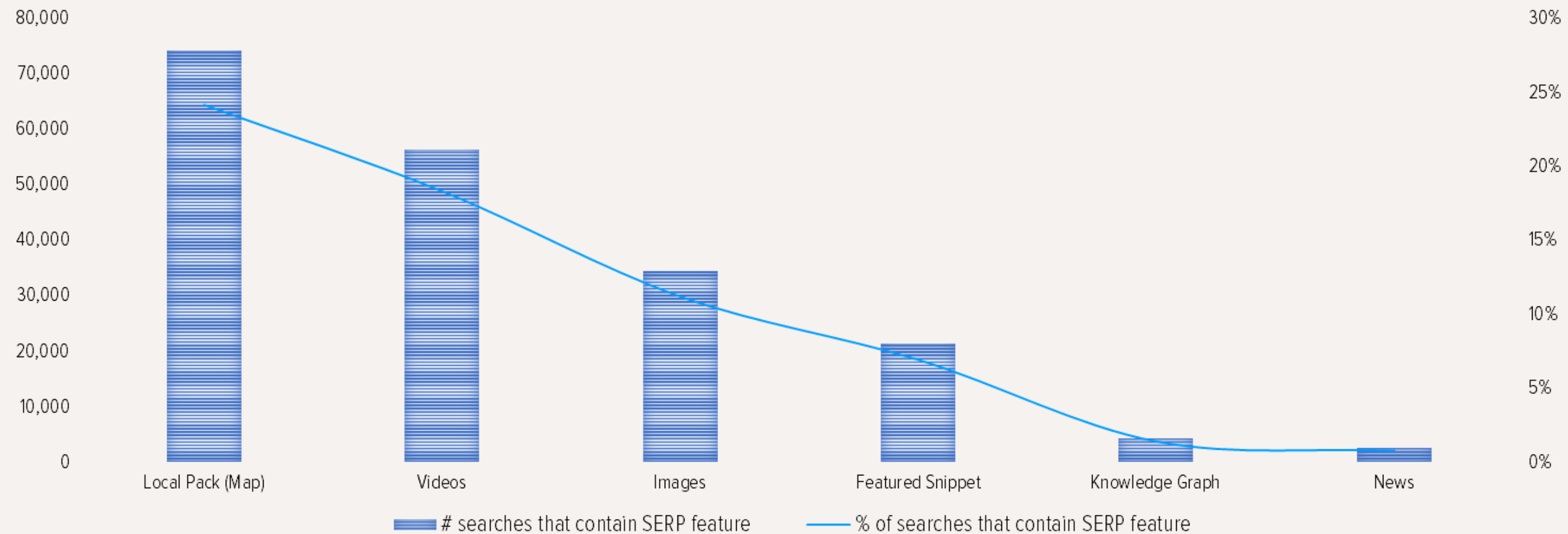


DEPENDING ON THE BREADTH OF YOUR PRODUCT CATALOGUE, BUILDING TARGETED LANDING PAGES CAN HELP INCREASE TOPICAL RELEVANCE FOR MORE SPECIFIC QUERIES

# Top Tip #2

## Optimise for rich SERP results

24% OF HAIR CARE RELATED SEARCHES RETURN LOCAL PACK RESULT, WHILE VIDEOS ARE SERVED IN 18% OF SEARCHES, AND IMAGES IN 11%



OPTIMISING PAGES FOR VARIOUS SERP FEATURES CAN DRASTICALLY INCREASE TRAFFIC AVENUES TO SITE

# Top Tip #3

## Create useful & engaging content to capture search enquiries



### GUIDES

*Hair Care Routine*

**880**

avg. monthly searches



### FAQs

*How Often Should You Wash Your Hair?*

**12k**

avg. monthly searches



### INTERACTIVE

*What's My Hair Type?*

**320**

avg. monthly searches

HIGH-QUALITY, ENGAGING CONTENT HELPS BROADEN THE RANGE OF QUERIES YOUR WEBSITE IS VISIBLE FOR



Talk to us.

To see some of our SEO work and to  
have a chat, drop us a note at  
[Hello.Threepipe@reply.com](mailto>Hello.Threepipe@reply.com)