# Advertisers reassess search strategies amid Google's market share decline



Brand advertisers are currently reassessing their organic and paid search strategies as a notable shift in user behaviour away from traditional search engines becomes apparent. A recent estimate from Statcounter indicated that Google's share of the search engine market fell to 89% at the end of 2024, marking a significant decline as it dips below the 90% threshold for the first time in a decade. This shift has prompted an immediate response from brand marketers, who are exploring diverse channels for their search-related investments.

The changing landscape of online search suggests users are now leveraging a variety of platforms, such as TikTok, Amazon, and emerging engines like Perplexity, addressing different informational needs. An analysis by Omnicom, published in January, indicates that clients are increasingly considering reallocating their search budget across a broader spectrum of platforms.

Catherine Lux, head of SEO at Assembly, highlighted the evolving role of SEO in brand marketing strategies, stating that it has shifted from a secondary consideration to a vital component in adapting to the new search environment. This recognition has led to amendments in investment strategies. For instance, Assembly has expanded its collaboration with Brooks Running to include SEO efforts in Europe, reflecting a trend of brands integrating SEO into their broader marketing plans.

To address changing consumer behaviour, agencies are undertaking comprehensive website audits to enhance site structure, ensuring that content is optimally formatted for large language models (LLMs) to interpret. Grace Mante, director at Kepler’s Search Center of Excellence, noted the need for cohesive and relevant content filled with essential keywords, which can significantly improve organic visibility across platforms.

SEO experts, including Matt Allfrey from PMG, corroborate the idea that exceptional SEO practices are crucial for influencing how AI-driven tools interpret brand content. This ever-evolving search landscape is prompting advertisers to reconsider their paid search investments. Many are redistributing their marketing budgets towards social platforms and retail media networks, as the opportunities provided by these channels align with shifting user preferences—eMarketer recently projected an impressive 30.4% growth in Walmart's search advertising revenue last year, illustrating the lucrative potential found outside traditional search.

Some brands are strategically increasing their investment in Google’s innovative ad formats, with Mante indicating that clients are prioritising Performance Max and Demand Gen options, though specific budget details were not disclosed. Concurrently, agencies like True Media have begun reallocating resources away from brand search towards platforms like YouTube, where emerging digital displays and video inventories are deemed more cost-effective.

The rising cost of search ads—IPG's Magna unit and PMG's Allfrey reported a year-on-year increase of approximately 6% in brand cost-per-click (CPC)—has accelerated this trend. Måns Gårdfeldt of the indie agency Spekk revealed that his clients have cut brand search spending by 10-20% in favour of social media investments, anticipating growth in social search capabilities.

As advertisers increasingly explore experimental channels, Dan Roberts of Assembly noted that clients are allocating additional budgets towards platforms like Perplexity as they adapt to this flux.

While Google’s market share decline may initially appear minor, it signifies a broader transition in online user behaviour. With increasing reliance on AI-based search tools and interactive social platforms, the demand for an engaging online experience is on the rise. Dan Toplitt from Kinesso articulated that this evolution challenges the fundamental concept of search itself, suggesting that a more integrated approach combining SEO, paid search, and social media efforts will be imperative for brand marketers moving forward.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.proceedinnovative.com/blog/search-engine-market-share-2023-2024/> - This URL supports the claim that Google's market share has been dominant but is experiencing a slight decline, with a share of 91.62% as of February 2024. It highlights Google's position as the leading search engine.
* <https://www.oberlo.com/statistics/search-engine-market-share> - This URL corroborates the decline in Google's market share, noting it was at 89.98% as of November 2024. It also provides a breakdown of other search engines' market shares.
* <https://www.oberlo.com/statistics/us-search-engine-market-share> - This URL provides insights into the US search engine market, where Google holds a significant share of 88.01% as of September 2024. It highlights the dominance of Google in both global and US markets.
* <https://www.noahwire.com> - This URL is the source of the article discussing the shift in user behavior and the evolving strategies of brand advertisers in response to changes in the search landscape.
* <https://www.emarketer.com/content/walmart-search-advertising-revenue-growth> - This URL could provide information on Walmart's search advertising revenue growth, illustrating the potential of retail media networks. However, the specific link is not available in the search results.