

Making a Purchase: How Users Search for Your Services

It's no secret that decision-making has evolved over the years and has only gotten more complicated with time. With new technologies available at our fingertips, we feel the need to do some research before settling on purchasing a product or service. But, what's involved in the search process that helps the user make their decision? Let's go over the ins and outs of how users search for services on Google, and how Google's algorithms help impact their final decisions.

How Users are Searching on Google

When we search for a service, like cosmetic surgery or accounting, what we're really doing is searching to compare one business to the next. Because search engines have gotten so popular over the past few years, our search styles are ever-changing. When it comes to searching for a professional service provider or a plastic surgeon, users are more interested now in finding the "best" provider for their desired service, rather than the "cheapest" provider like they would have in years past.

It's important for your business to stay up-to-date with these constantly fluctuating search terms that boost your business's organic search results. At Anzolo, our mission is to keep your business's website and SEO updated on the latest search trends, so you can be present in users' searches for your products and services.

Why Users Search This Way

While it may make sense that users are searching and comparing services from multiple companies to find the "best bang for their buck," research has shown there's a little more science behind what actually encourages the user to settle down and make a decision. Studies have found there are two different types of research users do to find their ultimate cosmetic surgeon, service provider, etc.: expansive and evaluative. The high-intensity outcome of a search can include everything from social media to website reviews, allowing each user to expand their knowledge of these service providers while evaluating which provider will be best for them.

Five Key Factors Users Look For

Deciphering between the expansive and evaluative search information can be frustrating and difficult for a lot of Google users. That's why Google has put together five key factors that can help your business make the decision-making process easier for your potential customers.

- Use short descriptions of key services you provide to help simplify the research process.
- Ensure consumers can get instant gratification from inquiring about your services.
- Take advantage of positive customer reviews to validate the user's interest.
- Use expert sources that users can trust to endorse your services.
- Entice users with a free gift when they purchase your product or service.

Using these tips and tricks when forming your search ads and designing your website can increase a customer's interest in your services, helping them make their decision in choosing you for their next cosmetic procedure, financial needs, or more.

How Marketers Can Succeed in User Searches

While there's no concrete guarantee that you're going to be the service provider that each user chooses when they search for your services, you can hedge your bets by putting the key factors above into your best practices. Remember to always be consistent with your company's branding, build flexible teams that can maneuver through the ever-changing world of SEO, and close the gap between search triggers and purchases to see the most value out of your digital ads.

Interested in learning more about how Anzolo can help enhance your company's performance online? [Contact us](#) to schedule your private consultation with one of our expert team members today. We're proud to offer our full-service marketing solutions to medical practices, professional service providers, eCommerce businesses, and more.