



**CHEAT SHEET**

# Holiday Shopping Search Trends for Home Improvement

**TOP AND RISING PRODUCT SEARCH QUERIES**

As you move into the holiday planning season, these insights into the top and rising product search queries offer helpful hints about what holiday shoppers want and how they search for products on the digital shelf. Use this data to drive optimization efforts and increase your competitive search engine optimization (SEO) edge.



# Top Holiday Shopping Search Queries for Home Improvement

Top search queries are the terms with the highest search volume on Google Shopping for this category during the holiday season. These terms offer insight into the market demand for non-branded and branded products.

## UNITED STATES

1. door
2. rug
3. home depot
4. paint
5. doors
6. tile
7. dewalt
8. saw
9. rugs
10. fireplace
11. water heater
12. flooring
13. drill
14. lowes
15. tools
16. garage door
17. chainsaw
18. harbor freight
19. milwaukee
20. area rug
21. carpet
22. thermostat
23. tool box
24. front door
25. amazon

## UNITED KINGDOM

1. rug
2. paint
3. dewalt
4. saw
5. makita
6. dehumidifier
7. drill
8. rugs
9. carpet
10. screwfix
11. fireplace
12. toolstation
13. front door
14. chainsaw
15. blinds
16. amazon
17. floor tiles
18. b&q
19. door handles
20. vinyl flooring
21. laminate flooring
22. wickes
23. circular saw
24. meaco dehumidifier
25. socket set

Data Source: Google Trends | Data Parameters: Google Shopping, November and December 2023, Home Improvement Category

# Rising Holiday Shopping Search Queries for Home Improvement

Rising search queries are the terms that have seen the most significant growth on Google Shopping for this category compared to the previous measurement period. These terms are an excellent indicator of seasonal trends.

## UNITED STATES

1. plumbing snake
2. magnetic tiles
3. picasso tiles
4. skylight frame
5. kobalt mini toolbox
6. power waxer
7. drain all
8. bolt cutters
9. snap on tools
10. gt cut 3
11. dewalt grease gun
12. harborfreight.com
13. house flipper 2
14. home depot bucket
15. dewalt track saw
16. heat pedal to the metal
17. linoleum flooring rolls
18. home depot login
19. fireplace doors
20. bathmat
21. fireplace tools
22. nest learning thermostat
23. sliding mitt
24. saint laurent
25. hoka clifton 9

## UNITED KINGDOM

1. insulated plasterboard
2. dewalt table saw
3. dewalt plunge saw
4. meaco dehumidifier 20l
5. bioethanol fireplace
6. sellotape dispenser
7. wickes near me
8. toolstation near me
9. homebase near me
10. meaco dry arete one 25 litre dehumidifier
11. milwaukee impact driver
12. draft excluder
13. meaco arete dehumidifier
14. tool belt
15. radiator covers
16. placemats
17. dewalt multi tool
18. electric heater
19. kitchen door handles
20. mitre saw
21. farrow and ball paint
22. orange rug
23. meaco dehumidifier
24. impact driver
25. dewalt circular saw

Data Source: Google Trends | Data Parameters: Google Shopping, November and December 2023, Home Improvement Category

# How To Optimize Product Pages for the Holiday Season

## STEP 1

### Conduct Keyword Research and Analysis

Use keyword research tools and industry insights to identify relevant holiday search terms for your category, prioritizing the top and trending keywords with the most relevance to your products.

## STEP 2

### Update Product Page Copy

Incorporate top and trending search terms into your product page content, including product titles, product descriptions, meta titles, meta descriptions, and alt text, ensuring these keywords fit naturally within the context of the content.

## STEP 3

### Offer Enhanced Product Content Experiences

Build engaging shopping experiences with enhanced content, including videos, extensive image galleries, feature tours, comparison charts, downloadable materials, and more, offering shoppers high-quality product content that helps them make buying decisions.

## STEP 4

### Monitor Digital Shelf Performance and Optimize

Track website and product page analytics, as well as search engine rankings, keeping a pulse on evolving industry trends and buying behaviors to optimize as needed throughout the holiday season.

## About Salsify

Salsify empowers brands, retailers, and distributors in more than 100 countries worldwide to build shopper-centric, frictionless, and memorable commerce experiences. These experiences help increase brand trust, amplify product differentiation, boost conversion rates, grow profit margins, and speed time to market.

Learn why the world's largest brands like Mars, Inc., L'Oréal, The Coca-Cola Company, Bosch, and GSK and retailers and distributors like E.Leclerc, Carrefour, Metro, and Intermarché use Salsify to stand out on the digital shelf.

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