

# How search is changing?



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**Goal: Get a better understanding of how search is evolving**

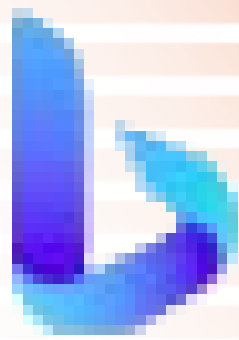
**Why: So we can be found online by our ideal customer more easily.**



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# What is Going On with Search



Copilot



ChatGPT

Gemini



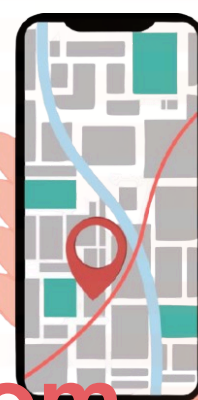
perplexity



Claude



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# What Search Used to be Like.



A screenshot of a Google search results page for the query 'types of crm software'. The search bar at the top shows the query and the Google logo. Below the search bar, there are two paid advertisements. The first is from 'www.softwareadvice.com/crm/software' with the title 'Top 5 CRM Software - Buyer's Guide For 2020'. The second is from 'www.talkdesk.com/' with the title 'Customer Management'. Below the ads is a featured snippet from 'softwarehut.com' with the title '5 Types of CRM Software and How to Choose One'. The snippet includes a list of CRM types: Operational CRMs, Analytical CRMs, Collaborative CRMs, Campaign management CRMs, and Strategic CRMs. Below the snippet are two organic search results. The first is from 'blog.hubspot.com' with the title 'The 3 Types of CRM Software (and Which Is Right for Your ...'. The second is from 'blog.hubspot.com' with the title 'The 3 Types of CRM Software (and Which Is Right for Your ...'. Red arrows point from the word 'Paid' to the two advertisements and from the word 'Organic' to the two organic search results.

A screenshot of the Google! homepage. At the top is the 'Google!' logo. Below it is a search bar with the text 'Search the web using Google!'. To the right of the search bar are buttons for '10 results', 'Google Search', and 'I'm feeling lucky'. Below the search bar is the text 'Index contains ~25 million pages (soon to be much bigger)'. Below that is the text 'About Google!' with links for 'Stanford Search' and 'Linux Search'. At the bottom is the text 'Get Google! updates monthly!' with a form for 'your e-mail', buttons for 'Subscribe' and 'Archive', and the copyright notice 'Copyright ©1997-8 Stanford University'.



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# What search is like now



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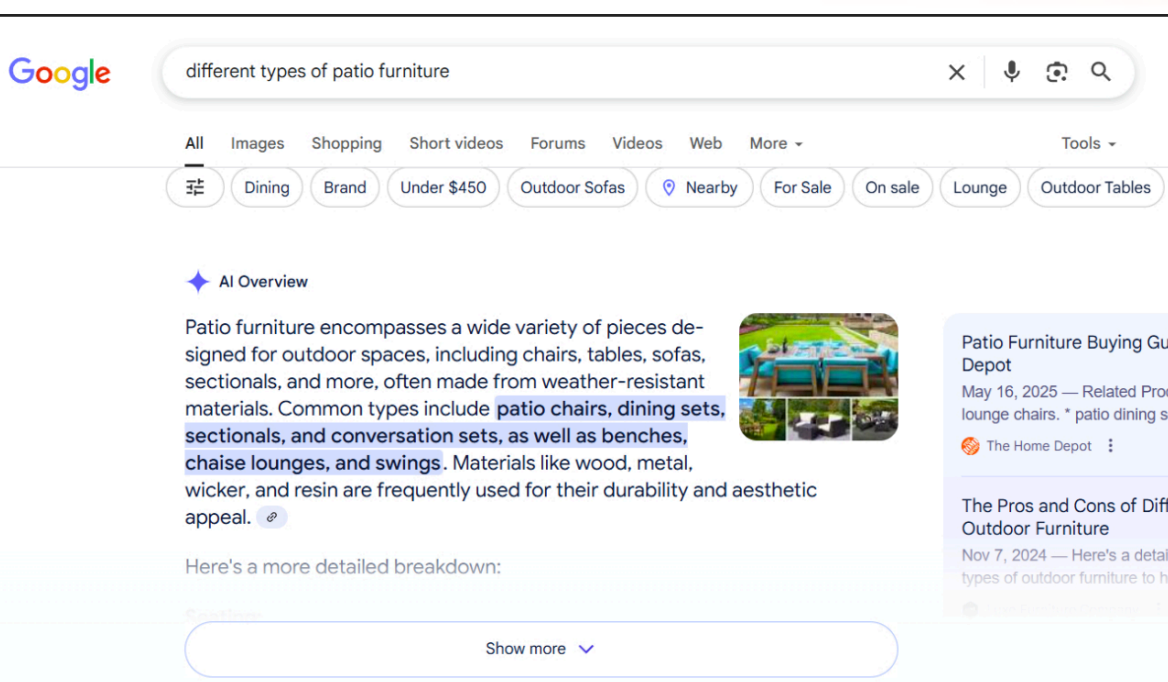
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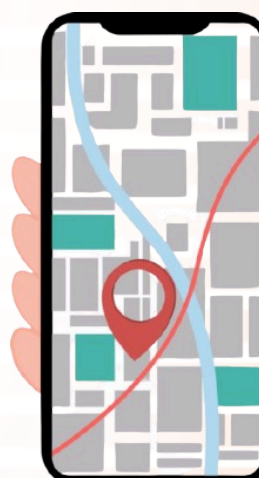
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Google Search

I'm Feeling Lucky

Google offered in: Français



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# 5 steps to increase chances of showing up online



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# Handicrafts and Ecommerce

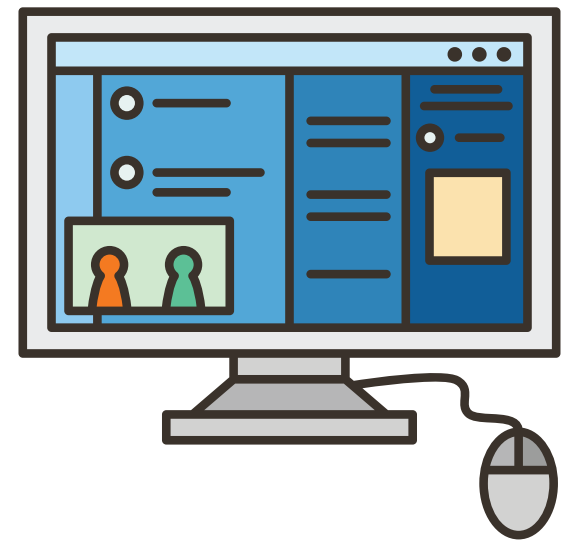


- In 2023, the Canadian handicrafts market generated approximately USD 18.27 billion. It is forecast to grow to USD 26.08 billion by 2030.
- Online marketplaces, like Etsy and Shopify, now account for nearly 30% of handicraft sales in Canada.



## Websites

- **Faster Growth:** Businesses with websites tend to grow twice as fast as those without.
- **Increased Credibility:** 75% of consumers judge a business's credibility based on their website.



## Google Business Profile Statistics



- 90% of searchers read online reviews before purchasing
- 64% of people use Google Business Profiles to find local businesses' contact information.
- 56% of customer actions on Google Business Profile listings are website visits.



# Action Steps You can start Today!

1. Target Persona.



2. Google Business Profile



3. Photos of ‘every day’ scenes at your “office” along with a few points about the day and what you do.



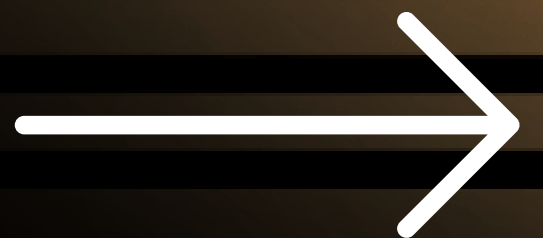
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# Questions



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# Need help being found online?



Contact Lani

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# References

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2. [Canada - ecommerce](#)
3. [42+ Statistics About Websites Business Must Know For 2024](#)
4. [50+ small business website statistics for 2025](#)
5. [30 Google Business Profile Stats and Facts](#)
6. [Google My Business Statistics](#)
7. [45 Google Business Profile Statistics: A Must Know in 2025](#)

