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Inspire Report: Searches for 'seeds' rise by 140% in the 1st week of January 2013

Here comes the sun – warm weather heralded the arrival of [Early Summer Time](#). Bulb sales and tree blossoms are starting to bloom, so we can expect the inevitable 'April showers' this month but sunny albeit chilly days too. It's an exciting month for hard-core gardeners with indoor-seen seeds well into growth, it's time to start [going outdoors](#).

What about the UK online community, did they plan well in advance to purchase their bulbs and seeds for 2013 or did the arrival of BST and the extra hour of sunlight spur a surge in online interest?

This report will show you how to use Hitwise to evaluate the market for bulbs and seeds in the UK:

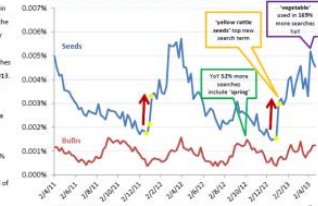
- Identify search trends for bulbs and seeds
- Discover who received traffic from search during peak periods
- Measure demand for types of bulbs and seeds in peak periods

How does the UK search for seeds and bulbs?

- Use Hitwise to build search term portfolios of seed and bulb related terms. Charting these portfolios over time highlights key periods of online interest.
- Searches for 'bulbs' traditionally display two peak periods: over March and over September/October.
- In 2011 the volume of searches for 'bulbs' began to rise in early July and peaked in early September. In 2012, searches began to increase in mid-July and peaked in the week ending 6 October 2012, suggesting online users are starting their search for bulbs later.
- The 4 weeks ending 31 March 2012 to 30 March 2013 saw a drop of 54% in searches for 'bulbs', demonstrating the impact of the unseasonable Spring weather in 2013.
- The search trend for 'seeds' identifies a post Christmas rise leading to an end of March peak.
- Searches began to increase in the final week of 2011, this year the trend started a week later.
- The January 2012 surge (24/12/2011 – 07/01/2012) saw an increase of 98% in searches, while January 2013 (29/12/2012 – 05/01/2013) saw an increase of 140% highlighting this annual period.
- The 2012 peak in searches for 'seeds' was in the week ending 31 March. The end of March 2013 saw a 42% decline, but was followed by a 52% increase in the week ending 6 April 2013, demonstrating the impact of the weather on searches.

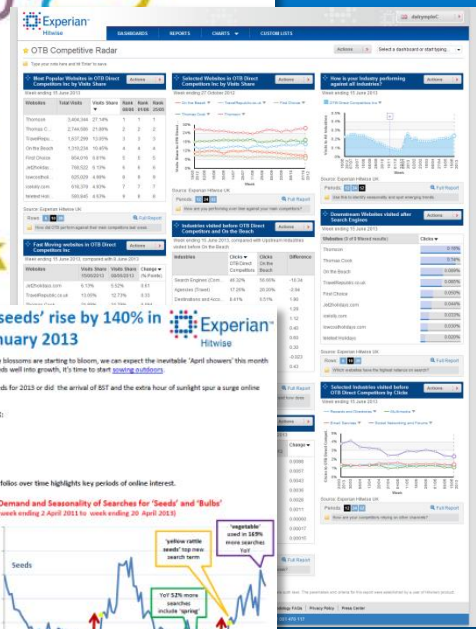
Demand and Seasonality of Searches for 'Seeds' and 'Bulbs'

(week ending 2 April 2013 to week ending 20 April 2013)



How to use this report:

Reports > Search Intelligence > Search Engines > Portfolio Performance > Chart - 52 weeks



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