



**CHEAT SHEET**

# Holiday Shopping Search Trends for Sports and Outdoor

**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 Sports and Outdoor

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. bike
2. bikes
3. jerseys
4. bicycle
5. electric bike
6. bmx
7. sporting goods
8. football
9. mountain bike
10. trampoline
11. ebike
12. dicks sporting goods
13. trek
14. nfl
15. bmx bike
16. specialized
17. nba
18. ski goggles
19. hibbett
20. tricycle
21. road bike
22. amazon
23. walmart
24. football jersey
25. hibbett sports

## UNITED KINGDOM

1. bike
2. bikes
3. mountain bike
4. electric bike
5. rab
6. ski goggles
7. ebike
8. halfords
9. trampoline
10. kids bike
11. sports direct
12. e bike
13. goalkeeper gloves
14. mountain bikes
15. electric bikes
16. decathlon
17. full suspension mountain bike
18. jd sports
19. balance bike
20. arcteryx beanie
21. bmx bikes
22. oakley ski goggles
23. halfords bikes
24. prime hydration
25. brompton bike

Data Source: Google Trends | Data Parameters: Google Shopping, November and December 2023, Sports and Outdoor Category

## Rising Holiday Shopping Search Queries for Sports and Outdoor

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. tyreek hill youth jersey
2. arcteryx beanie
3. snowboard goggles
4. 2023 bowman draft
5. goalie gloves
6. christian mccaffrey jersey
7. hibbetts
8. golf gifts
9. tieks
10. smart goggles
11. dji mavic mini
12. assault bike
13. best buy
14. snowboarding goggles
15. surron e bike
16. oakley ski goggles
17. nhl jerseys
18. pit viper goggles
19. bicycle shop near me
20. connor bedard jersey
21. sportsman warehouse
22. lectric ebike
23. oakley snow goggles
24. bellingham jersey
25. marvin harrison jr jersey

### UNITED KINGDOM\*

1. ski goggles
2. arcteryx beanie
3. oakley ski goggles
4. brompton bike
5. balance bike
6. sports direct near me

Data Source: Google Trends | Data Parameters: Google Shopping, November and December 2023, Sports and Outdoor Category

\*U.K. Google Trends data offers limited rising search trends for this period.

# 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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