



Internet Search Report:

Anglophone Regions

The research in this project, concerning global and Anglophone markets for back and spine related Internet search terms, was carried out in May 2018.

The key tools used to perform the research were:

Global Search Trends 2004-2018

Trends are measured as percentages relevant to the maximum recorded search volumes.

The highest search volume recorded is therefore used as the 100% data point and all recorded data points below are shown as a percentage of the highest volume.

The graph below shows the Global Trend in Back Pain related search terms between 2004 and 2018.



Observations 2004-2018

Between 2004 and the middle of 2008 we see a general plateau.

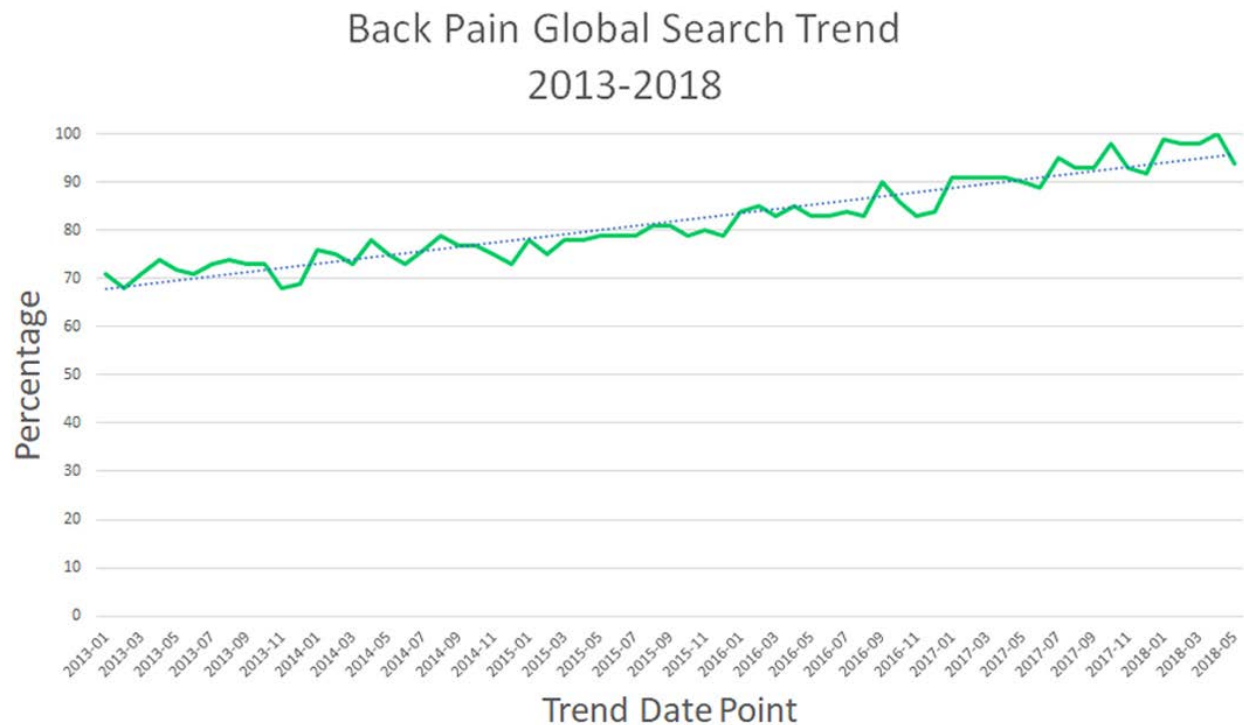
Between 2008 and 2018 we see a steady increase in search volume in a linear format.

Outside of seasonal variations, over this 10-year period we see clearly that the overall global volume of searches has double. The 100% peak is noted in early 2018.

It should be noted that accessibility to making internet search dramatically changed from 2008 onward.

In 2008 Google launched its Android platform. The world of mobile search grew from its maternal to elementary status, as early adopters began exploring the possibilities of using informational research, gaming, and watch videos using handheld media as a form of passing time.

Today this is mainstream and accelerating strongly with the technological advances and increase network accessibility.



Observations 2013-2018

In these 5 years alone, we see the period of early adoption dropping off and mainstream adoption taking place.

Where the growth from 2008 to 2013 constitutes the increase from 40% to 65%, around 25% of total trending, the following jump of 35% takes place during this period.

If we look at this data in more granular form, between 2013 and 2018 we see

a clear seasonal fluctuation in December/January.

This seasonal variation can be influenced by many outside sources, not least the increased awareness of both sickness and well-being associated with the “winter blues”. The effects of festive events are also evident. Notable a peak in search volume during the week between Christmas and New Year every year.

Geographic Interest By Region

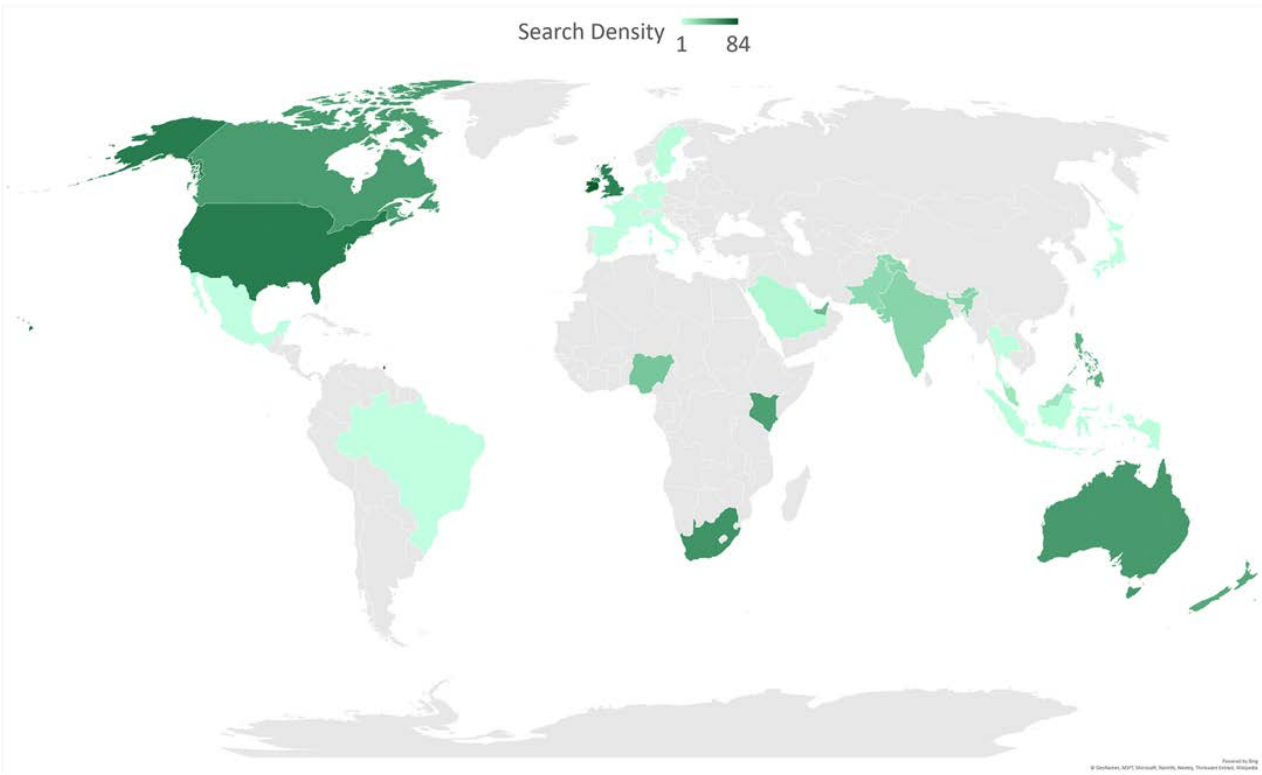
Back Pain: 2004-2018

This shows in which location the term was most popular during the specified time frame. Values are calculated on a scale from 0 to 100, where 100 is the location with the most popularity as a fraction of total searches in that location, a value of 50 indicates a location which is half as popular. A value of 0 indicates a location where there was not enough data for this term.

Note: A higher value means a higher proportion of all queries, not a higher absolute query count. So a tiny country where 80% of the queries are for “back pain” will get twice the score of a giant country where only 40% of the queries are for “back pain”.

84	Trinidad & Tobago	41	Philippines
81	Ireland	39	Singapore
67	United States	38	United Arab Emirates
64	United Kingdom	32	Nigeria

56	South Africa	25	India
53	Australia	22	Pakistan
52	Canada	16	Malaysia
50	Kenya	11	Hong Kong
46	New Zealand	8	Saudi Arabia



Google Monthly Search Range

Data from May 2018

Highest Volume Keywords

USA

Highest Volume Target Keywords: 100K – 1M

Keyword	Min search volume	Max search volume
lower back pain	100,000	1,000,000
sciatica	100,000	1,000,000
sciatic nerve	100,000	1,000,000
herniated disc	100,000	1,000,000
spinal stenosis	100,000	1,000,000
chiropractor	100,000	1,000,000
headache	100,000	1,000,000
knee pain	100,000	1,000,000
shoulder pain	100,000	1,000,000

Highest Volume Target Keywords: 10K – 1M

Keyword	Min search volume	Max search volume
sciatica	100,000	1,000,000
back pain	10,000	100,000
lower back pain	10,000	100,000
neck pain	10,000	100,000
sciatic nerve	10,000	100,000
sciatica treatment	10,000	100,000
leg pain	10,000	100,000
spinal stenosis	10,000	100,000
upper back pain	10,000	100,000
sciatica symptoms	10,000	100,000
hip pain	10,000	100,000
slipped disc	10,000	100,000
chiropractor	10,000	100,000
headache	10,000	100,000
knee pain	10,000	100,000
shoulder pain	10,000	100,000
sciatica exercises	10,000	100,000

elbow pain	10,000	100,000
wrist pain	10,000	100,000
spine	10,000	100,000

Canada

Highest Volume Target Keywords: 10K – 100K

Keyword	Min search volume	Max search volume
lower back pain	10,000	100,000
sciatica	10,000	100,000
sciatic nerve	10,000	100,000
chiropractor	10,000	100,000
headache	10,000	100,000
knee pain	10,000	100,000

Australia

Highest Volume Target Keywords: 10K – 100K

Keyword	Min search volume	Max search volume
lower back pain	10,000	100,000
sciatica	10,000	100,000

sciatic nerve	10,000	100,000
chiropractor	10,000	100,000

Download Complete Google Data File

This 64 page pdf document contains the complete average search data as compiled by the Google search engine as of May 2018,

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Competition and Advertising Opportunities

Whilst the health and back pain market is fierce, that also provides large advertising potential.

People visiting medical websites are in search of solutions to remedy a painfully nagging physical impediment such as back pain. Access to a “Quick Fix” through an easily accessible, immediately downloadable solution through a limited feature free version is something that potential users are likely to explore.

A selection of highest ranking websites for Back Pain searches are listed below, and advertising slot are available on them.

It should be noted that these are not necessarily “Buyer Intent” keywords, but in general one wouldn’t make back pain related searches if one doesn’t suffer from back pain. Therefore many of these visitors will be in the “Awareness” cycle of marketing. These people know they have some kind of back relating problem and are exploring solutions.

Keywords	Suggested Bid	Local Searches	Advertiser Competition
sciatica	€ 0.71	100K – 1M	Low
lower back pain	€ 2.00	100K – 1M	Low
sciatic nerve	€ 0.70	100K – 1M	Low
spinal stenosis	€ 1.82	100K – 1M	Medium
herniated disc	€ 2.61	100K – 1M	Low
knee pain	€ 1.41	100K – 1M	Medium

chiropractor	€ 6.48	100K – 1M	Low
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spine-health.com

Lower Back Pain Symptoms, Diagnosis, and Treatment

spine-health.com

Causes of Lower Back Pain

webmd.com

Slideshow: A Visual Guide to Low Back Pain

medicinenet.com

Low back pain facts

painscience.com

When to Worry About Low Back Pain

ninds.nih.gov

Low Back Pain Fact Sheet

healthline.com

What Causes Low Back Pain?

patient.info

Lower Back Pain

Industry Reports

The health industry is rigorous in documenting the state of current and potential markets.

Below you can download reports from industry leading corporations relating global pain levels and the connected economic impacts. ***Easily accessible solutions*** leading to longer term medical treatments and multi-faceted care is one obvious outcome of future world health.

GSK Global Pain Index 2017: Global Research Report

[Download Now](#)

PFIZER: the Burden of Pain Among Adults in the United states

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