

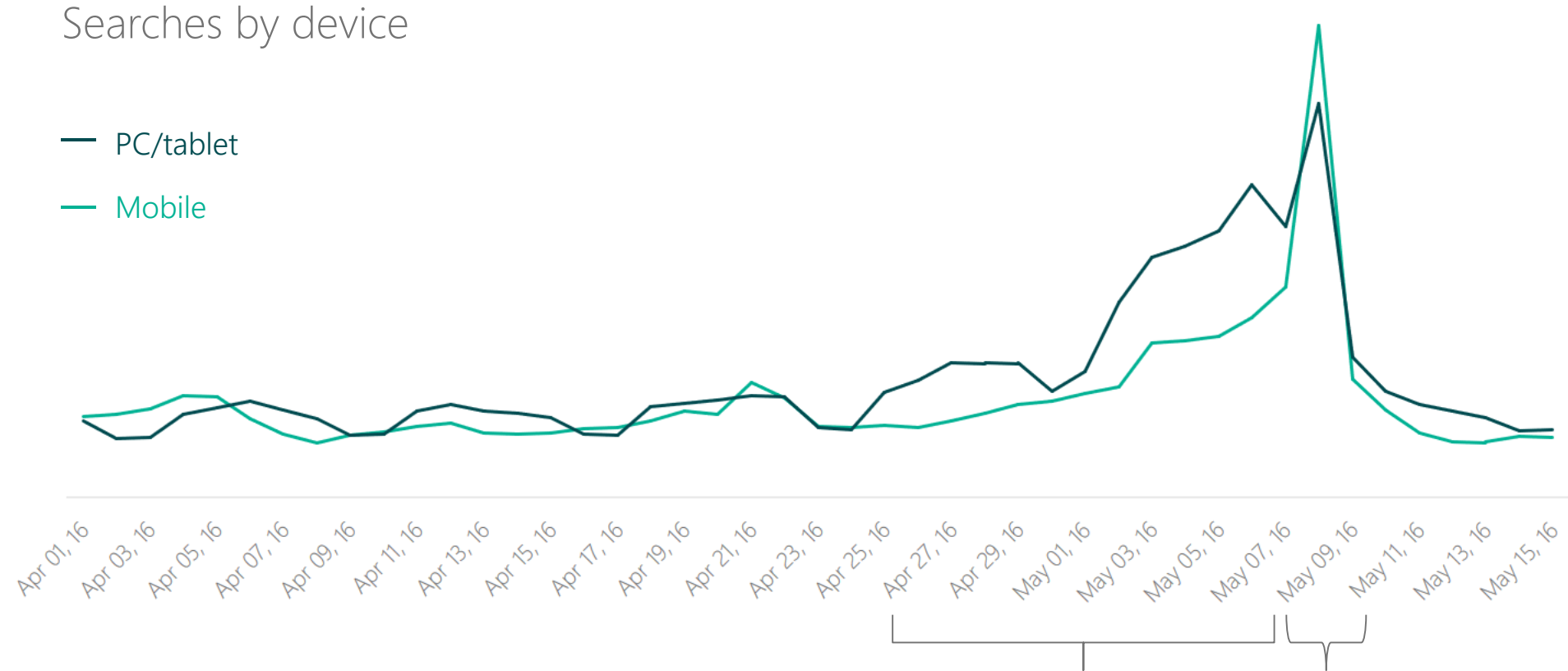


# Mother's Day 2017 keyword expansion

Trending keywords 2017

# It's not too late to optimize your Mother's Day keyword bids.

The majority of searches happen in the last two weeks before Mother's day, and peak the day-of.



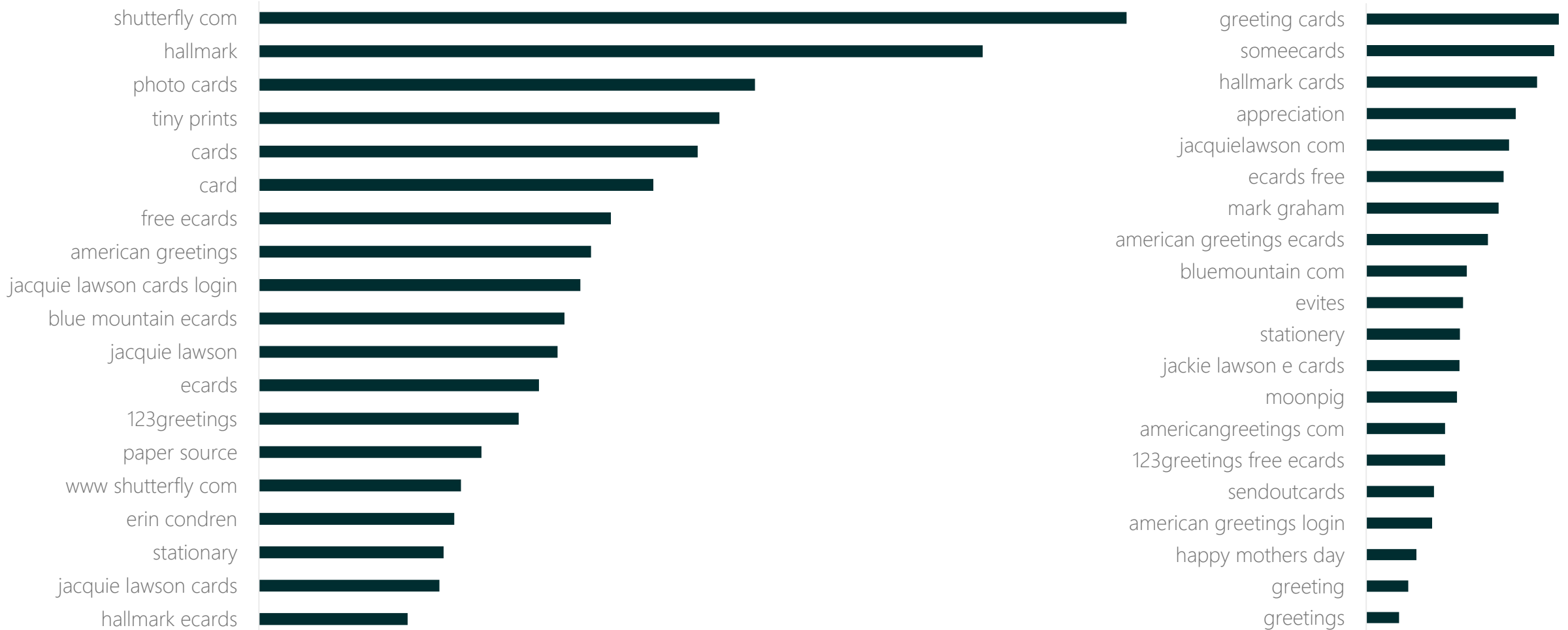
Two weeks before Mother's day is a sprint in searches with more searches happening on PC/tablet.

Mobile surpasses PC/tablet searches on Mother's Day.

# Top cards & greetings searched terms

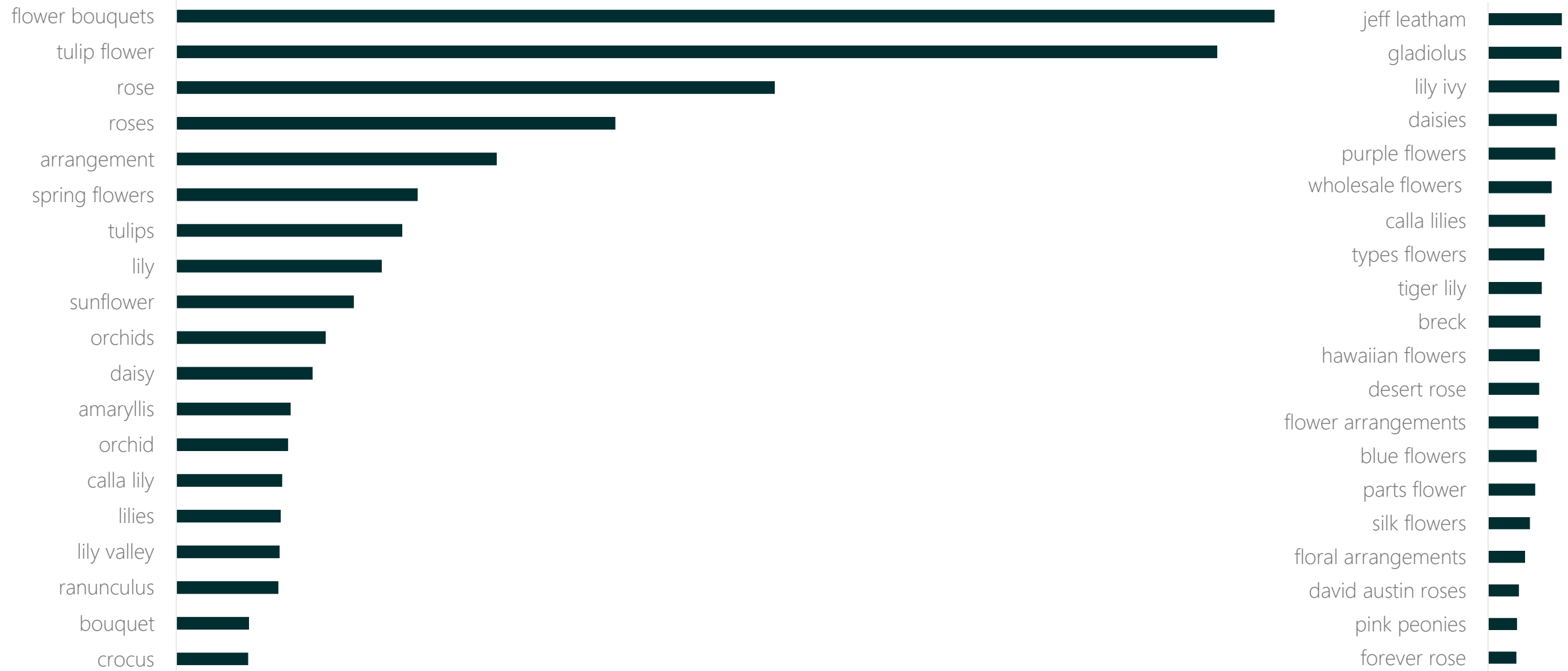
Don't forget brand-term bidding, and keywords for photo cards and e-cards.

Shutterfly, Tiny Prints and Erin Condren are new emerging keywords for Mother's Day 2017.



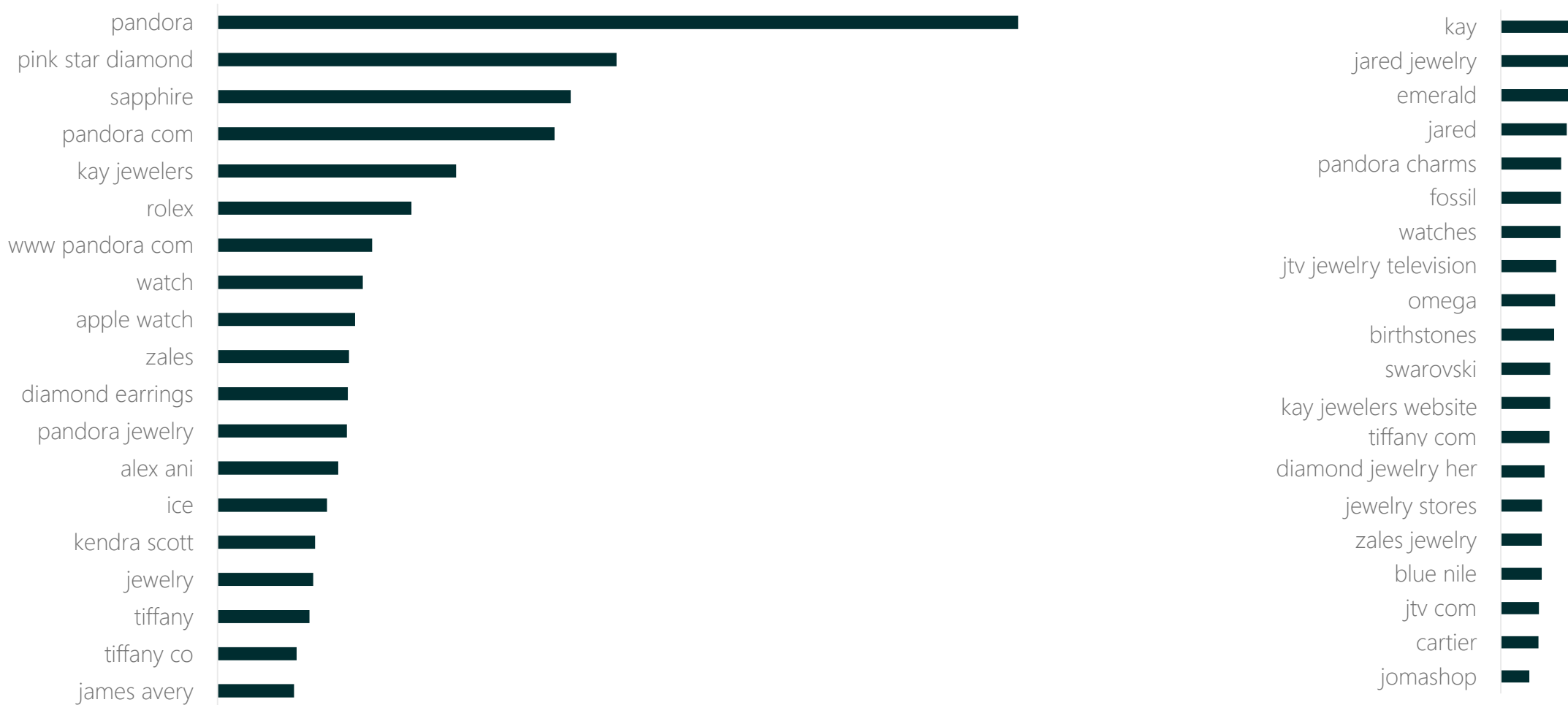
# Top flowers & arrangements searched terms

Expand unbranded keywords for different types of flowers and famous florists ("Jeff Leatham," "David Austin".)



# Top jewelry & watches searched terms

Bid on your competitors and your own brand terms. Closer to Mother's Day, we see branded searches rise to the top.



Connect with a search specialist who can help you get started today.



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