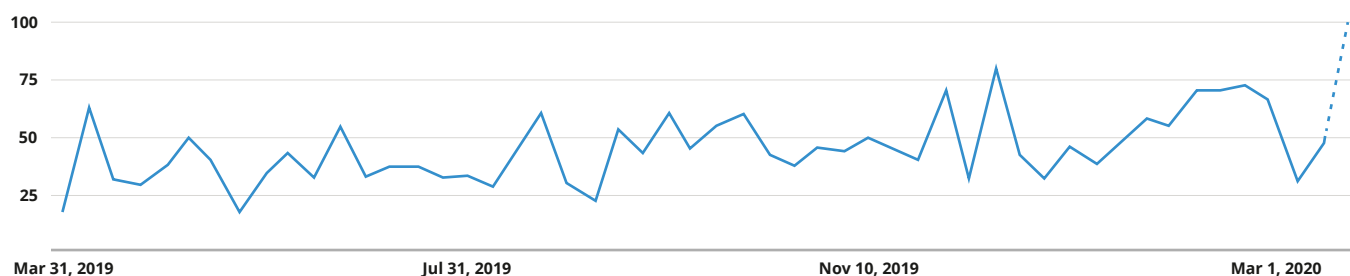# IT SUPPORT SEARCH DEMAND REPORT Q1, 2020

The data in this report illustrates the current online demand for IT services in the UK.

Taking into consideration the impact of COVID-19, the figures published in this paper summarise the effect the virus has had on demand for specific search engine queries around cyber security, remote IT support and cloud computing services.
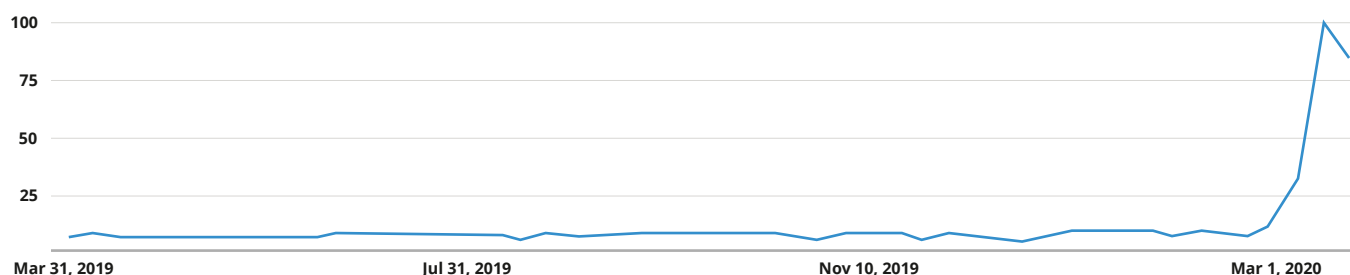
Search term: it support services

Interest over time

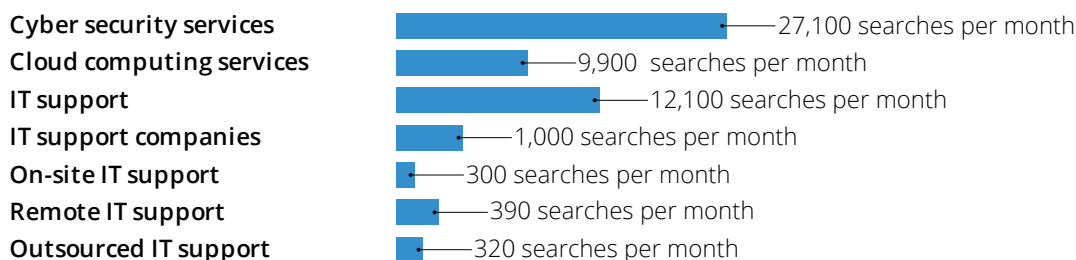## Search term: working from home

Interest over time

As can be inferred from the data above, interest in queries relating to **"IT support"** and **"working from home"** have increased dramatically in March 2020.

AVERAGE SEARCH VOLUME PER MONTH IN Q1, 2020

The data presented below depicts the average monthly search volume from January 1st 2020 to March 30th 2020 for a variety of search terms.

Cyber security services — 27,100 searches per month
Cloud computing services — 9,900 searches per month
IT support — 12,100 searches per month
IT support companies — 1,000 searches per month
On-site IT support — 300 searches per month
Remote IT support — 390 searches per month
Outsourced IT support — 320 searches per month

Source: Google

GROWTH IN DEMAND

Queries for IT support services have seen an explosion in growth, with some terms seeing demand increase over 50%.

Keyword	Q1 2020 Search Demand	Q1 2019 Search Demand	Growth
Cyber security services	27,100	21,000	29%
Cloud computing services	9,900	8,000	23.8%
IT support	12,100	9,800	23.5%
IT support companies	1,000	710	39%
On-site IT support	100	300	-66%
Remote IT support	390	170	129%
Outsourced IT support	320	200	52.4%
		Average Growth	**33%**

Source: Google MOZ SEMrush

ANALYSIS OF YOUR BUSINESS'S SEARCH PERFORMANCE

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