

FREE STRATEGY PLAYBOOK

The Share-of-Voice Playbook

How to Measure and Grow Your Brand's Visibility
Across Search, Content, Paid, and Social

Share-of-voice is the one competitive metric that connects all your channels into a single view of who is winning the battle for attention in your market. Most businesses track it inadequately — or not at all.

4

SOV dimensions
to track

Weekly

Monitoring
frequency

**Paid+Organic
+Content+Social**

All four channels
in one metric

MIDAS

Tracks all four
automatically

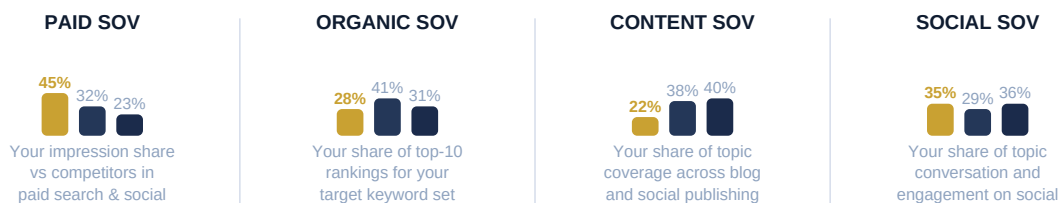
THE FRAMEWORK

Share-of-Voice — The One Metric That Connects Everything

Share-of-voice is the proportion of total market attention your brand captures relative to competitors. Unlike channel-specific metrics — click-through rates, engagement rates, keyword rankings — SOV is inherently comparative. It answers the question that most marketing metrics cannot: relative to your competitors, are you winning or losing the battle for audience attention?

The problem with how most businesses track SOV is that they measure it too narrowly. Paid SOV in Google Ads. Organic SOV in an SEO tool. Social mentions in a listening platform. These are three separate measurements of three separate slices of market attention — useful individually, but unable to answer the strategic question: across all the places your market forms opinions and makes decisions, what share of attention does your brand own?

THE FOUR SOV DIMENSIONS



Example: organic SOV at 28% — your #1 growth opportunity. MIDAS tracks all four dimensions weekly.

01

Paid Share-of-Voice

Your impression share in paid search and paid social relative to the top competitors bidding on your target keywords and audience segments. The most immediately actionable SOV dimension — changes in budget directly change paid SOV. Measured: weekly, by campaign type, by keyword cluster, by audience segment. Key signal: a sustained paid SOV decline without a budget reduction means competitors are increasing spend.

02

Organic Search Share-of-Voice

Your share of top-10 search rankings for the keyword set that defines your market. Calculated as the number of top-10 positions you hold divided by the total top-10 positions available across your target keyword list, weighted by search volume. The slowest-moving SOV dimension — changes take weeks to months — but the most durable. Organic SOV compounds with domain authority in a way paid SOV cannot.

03**Content Share-of-Voice**

Your share of published content on the topics that matter to your market. Measured across blog content, social publishing, and downloadable assets — classified by topic pillar and compared against competitor publishing rates on the same topics. A competitor publishing 3x your rate on a shared topic is building tomorrow's organic SOV advantage today. Content SOV is a leading indicator of organic SOV shifts 6–12 months out.

04**Social Share-of-Voice**

Your share of relevant topic conversation and brand mention volume on social platforms — LinkedIn, Instagram, X — relative to competitors. Distinct from follower count and engagement rate. A competitor with fewer followers but higher share of relevant conversation is building brand association in your market that owned metrics do not capture.

MEASUREMENT

How to Measure Each SOV Dimension — Data Sources and Method

Measuring share-of-voice across all four dimensions requires data from multiple sources — some readily available through existing platform connections, others requiring additional integrations. This section covers what to measure, where the data comes from, and how frequently to calculate it.

DIMENSION	DATA SOURCES	CALCULATION METHOD	FREQUENCY
Paid SOV	Google Ads impression share report, Meta estimated audience size vs. reach	Your impressions ÷ total available impressions × 100. Available directly from Google Ads; estimated for Meta via reach/frequency data.	<i>Weekly by campaign and keyword cluster</i>
Organic SOV	Google Search Console (your rankings), DataForSEO or Semrush API (competitor rankings)	Count of top-10 positions held ÷ total top-10 positions available, weighted by keyword search volume. Requires third-party keyword data for competitor rankings.	<i>Weekly — rankings change slowly but consistently</i>
Content SOV	Your CMS publishing data, competitor website crawl, social platform APIs, SEO tool content index	Your published content count on target topics ÷ total published content (you + competitors) on those topics. AI classifies content by topic pillar.	<i>Weekly publishing volume, monthly analysis</i>
Social SOV	Social listening tools (Mention, Brandwatch), platform APIs for owned accounts, competitor public account monitoring	Your brand/topic mention volume ÷ total mention volume (you + competitors) for target keywords and topics across monitored platforms.	<i>Weekly on 30-day rolling window</i>

SETTING YOUR SOV TARGETS

What SOV Numbers Should You Be Aiming For?

SOV targets depend on your market position, competitive set, and growth ambitions. The following benchmarks are starting points, not universal standards. The most important number is not your absolute SOV but your trend — and whether your SOV is growing or declining relative to your primary competitor.

MARKET POSITION	PAID SOV TARGET	ORGANIC SOV TARGET	CONTENT SOV TARGET
Market leader	Impression share > 50% on brand, > 30% on category terms	> 40% of top-10 positions in target keyword set	> 35% of topic coverage in core pillars

Strong challenger	Impression share 25–45%, growing week-on-week	25–40%, with positive weekly trend	25–35%, publishing at parity with leader
Growing challenger	Impression share 15–25%, protecting core terms	15–25%, prioritising commercial intent keywords	15–25%, focused on topic clusters where SOV is achievable
Niche specialist	Impression share > 60% in niche, minimal broad category spend	> 50% in specialist topics, less important for broad terms	> 45% in specialist topics — depth over breadth

THE INTELLIGENCE CALENDAR

What to Monitor, When, and What to Do With It

Share-of-voice monitoring is only valuable if it is acted on. The following calendar defines what to measure at each frequency, what signals warrant immediate attention, and what strategic decisions each measurement should inform.

DAILY

Paid impression share	Significant drops (>10pp in a day) signal a competitor budget increase or Quality Score change. Act immediately on budget pacing.
Brand keyword SOV	Any new competitor bidding on your brand terms shows up within 24 hours in impression share data. Requires immediate response.

WEEKLY

Organic ranking movements	Track the top-10 ranking count across your target keyword set. 3+ position losses on any keyword in the top 20 warrants investigation.
Competitor content publishing	Topic-classified publishing volume compared week-on-week. A competitor doubling publishing rate on a shared topic is a strategic signal.
Social mention share	Rolling 30-day social SOV updated weekly. Sustained decline over 4+ weeks indicates a structural shift that requires a content response.
Paid SOV by campaign type	Brand vs. non-brand SOV tracked separately. Non-brand SOV decline often precedes organic SOV decline by 4–6 weeks.

MONTHLY

Full SOV dashboard review	All four dimensions reviewed together. Where is SOV growing? Where is it declining? What is the trend over 3 months?
Content SOV gap analysis	Which topic pillars have the lowest SOV? Which offer the most achievable SOV gains? Informs next month's content investment priorities.
Competitor positioning review	Have any competitors changed their core messaging, target keywords, or audience positioning? Informs sales narrative updates.

QUARTERLY

SOV target review	Are your targets still appropriate for your market position? Have competitor entries or exits changed the competitive landscape?
Attribution of SOV to pipeline	Has SOV growth in any dimension correlated with pipeline growth? This is the ultimate validation of SOV as a leading indicator.

FROM MEASUREMENT TO ACTION

Turning SOV Intelligence Into Strategic Decisions

Share-of-voice data is only useful when it connects to decisions. Each SOV signal has a set of natural responses — budget shifts, content investment changes, messaging updates, channel reallocation. The following framework maps the most common SOV signals to the decisions they should trigger.

Paid SOV declining — competitor increasing spend	Review impression share lost to budget vs. lost to rank. If budget: assess whether CPCs have risen and whether the economics still work. If rank: optimise Quality Score and landing page relevance before increasing budget to match.
Organic SOV declining — competitor gaining rankings	Identify which keywords are moving and assess whether this is a content freshness issue (existing content needs refresh) or a content gap issue (competitor has content you don't). Prioritise refresh or creation accordingly.
Content SOV declining — competitor publishing more	Assess topic focus, not just volume. Publishing more across all topics is expensive and often ineffective. Identify the 2–3 topic clusters where SOV is most achievable and most commercially valuable — and concentrate there.
Social SOV declining — competitor growing share of conversation	Identify which topics the competitor is dominating and whether those topics overlap with your core audience's interests. If yes: increase publishing rate and engagement on those topics. If no: focus on SOV in topics that convert rather than those that generate awareness for a different audience.
SOV growing in all dimensions — maintain and compound	Document what is working. SOV gains compound — a content SOV gain today builds organic SOV in 6 months. Resist the temptation to redistribute budget away from what is driving growth.

HOW MIDAS MEASURES SOV

All Four Dimensions. Automated. Weekly.

MIDAS pulls data from Google Ads (paid impression share), Search Console and DataForSEO (organic SOV), social platform APIs (social SOV), and competitor content monitoring (content SOV) — combines them into a unified SOV dashboard, and tracks all four dimensions on a rolling weekly basis. Significant SOV movements across any dimension are surfaced proactively in the daily intelligence output with context and suggested response.

Paid SOV tracking	Weekly impression share across Google Ads and Meta — by campaign, keyword cluster, and audience segment
Organic SOV calculation	Top-10 ranking count weighted by search volume, calculated weekly across your full target keyword set
Content SOV monitoring	Competitor publishing frequency and topic classification — weekly comparison against your own publishing rate
Social SOV tracking	Rolling 30-day mention and conversation share across LinkedIn, Instagram, and X
SOV trend alerts	Sustained declines across any dimension surfaced proactively — before the impact reaches business metrics
SOV-to-pipeline correlation	Quarterly analysis connecting SOV movements to pipeline changes — validating SOV as a leading indicator

Book a Demo

See SOV tracking in MIDAS on real anonymised data.
midas.nettscience.com

Download the Client Brief

Full platform, three layers, onboarding timeline.

Talk to the Team

Send a mail to
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