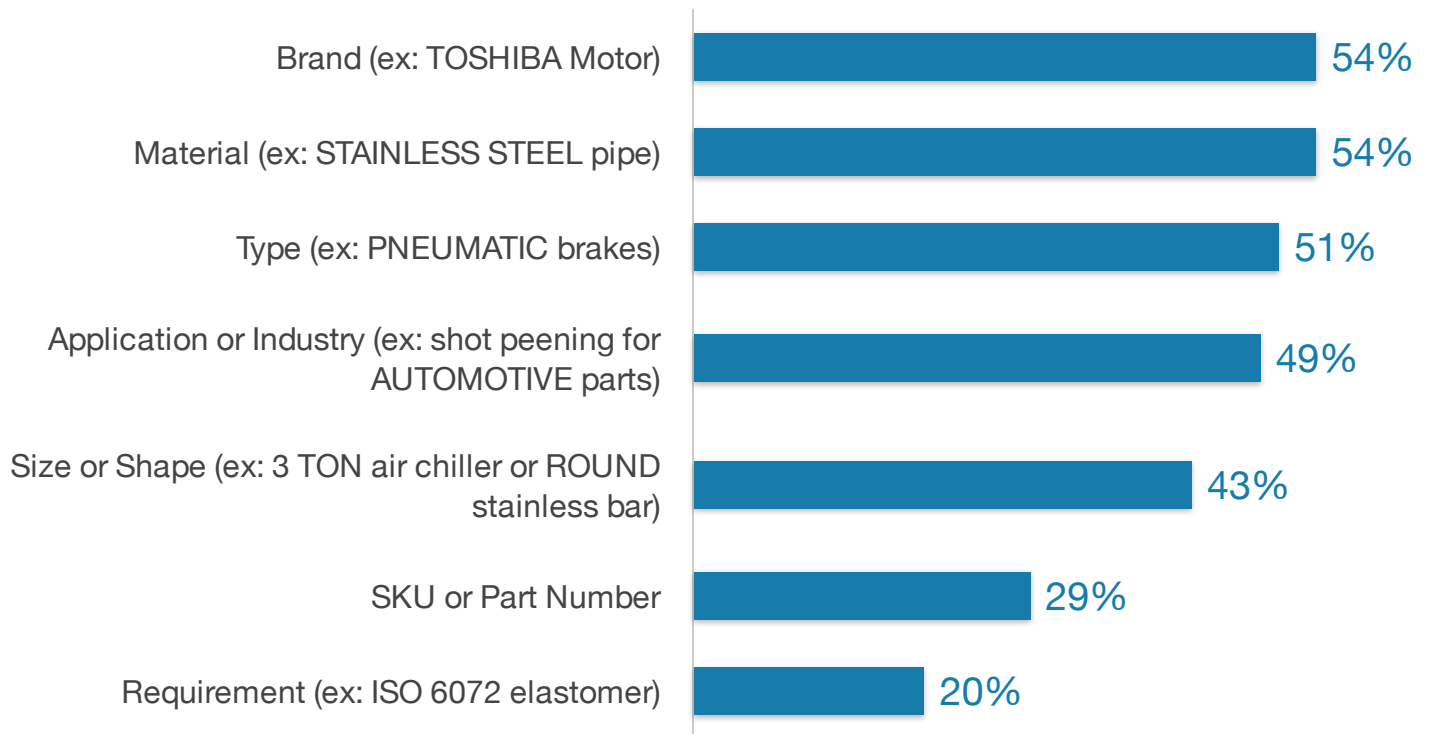


## Industrial Search Behaviors

When searching online, how do you typically refine your search phrase to better find what you're looking for?



Source: TechValidate survey of 122 users of TopSpot Internet Marketing. Sample comprised of Aerospace & Defense, Automotive & Transport, Engineering, Environmental Services & Equipment, Industrial Manufacturing, Metals & Mining, Wholesale Distribution, Transportation Services, Construction, Electronics, and Energy & Utilities customers.



TechValidate  
by SurveyMonkey