Calendly is missing from the unpaid results of 3 of 8 searches we checked, Google Calendar's among them

> Searches that name Calendly add up to 386K a month, against 41K for scheduling software itself, and the category fell 35% in a year. In DataForSEO's index of Google, calendly.com gets the most visits from these searches.

Calendly calendly.com	**meeting scheduling and booking software** 73 searches, 41K a month	**18 Google pages** checked live, 3 captures each	**October 27, 2026** Google US, English

THE SHORT VERSION

Calendly leads a small, shrinking category; *its open spots are Google Calendar and meeting-scheduler searches*

−35%

searches for scheduling software in the last 12 months against the 12 before

the category's biggest searches, Google Ads history

49%

of the monthly searches go to a search where calendly.com is in Google's top 10, over the 15 searches we could read

DataForSEO's index of Google, for searches over 480 a month

5

of the 8 biggest searches we checked today had Calendly in the top 10

live Google pages, three captures each

12

Google pages we checked today where an AI Overview cites calendly.com in at least one capture

of 18 pages, three captures each

01 **People search the name, not the category**

Searches that name Calendly (386K a month) are more than the category's own (41K); the category itself is small and falling.

02 **The open spots: Google Calendar and meeting schedulers**

Calendly is not among the unpaid results (9–19 a capture) in any capture we checked for “appointment scheduling software google calendar”, the category's biggest search, nor for “meeting scheduler”, nor for “meeting scheduler tool”.

03 **Buyers barely ask questions**

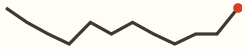
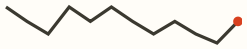
Question searches add up to 390 a month across 15 of the 73 searches: the demand is for tools by name and type.

Searches: Google US monthly averages over the last 12 months. Live results: 18 Google pages checked on October 27, 2026. Intent, index ranks and estimated visits: DataForSEO.

WHAT PEOPLE SEARCH

The category's biggest search names Google Calendar: “appointment scheduling software google calendar”, 9.9K a month

Each row is one search; spellings Google counts as the same search are folded in (+N). Ranks are from DataForSEO's index of Google.

SEARCH	A MONTH	LAST 12 MONTHS	INTENT	TOPIC (MODEL-READ)	CALENDLY.COM RANKS
appointment scheduling software google calendar	9.9K		LOOKING UP	Appointment Booking Software	–
online appointment scheduling software +3	4.4K		BUYING	Appointment Booking Software	#1
meeting scheduler +1	4.4K		RESEARCHING	Meeting Schedulers	–
scheduling software +2	3.6K		RESEARCHING	General Scheduling Software	#1
online scheduling software +3	2.9K		BUYING	General Scheduling Software	#1
appointment scheduling software +9	2.4K		BUYING	Appointment Booking Software	#1
free scheduling software +5	1K		BUYING	Free Scheduling Tools	#1
meeting scheduler tool +1	1K		BUYING	Meeting Schedulers	–
google calendar scheduling app +2	1K		LOOKING UP	General Scheduling Software	#14

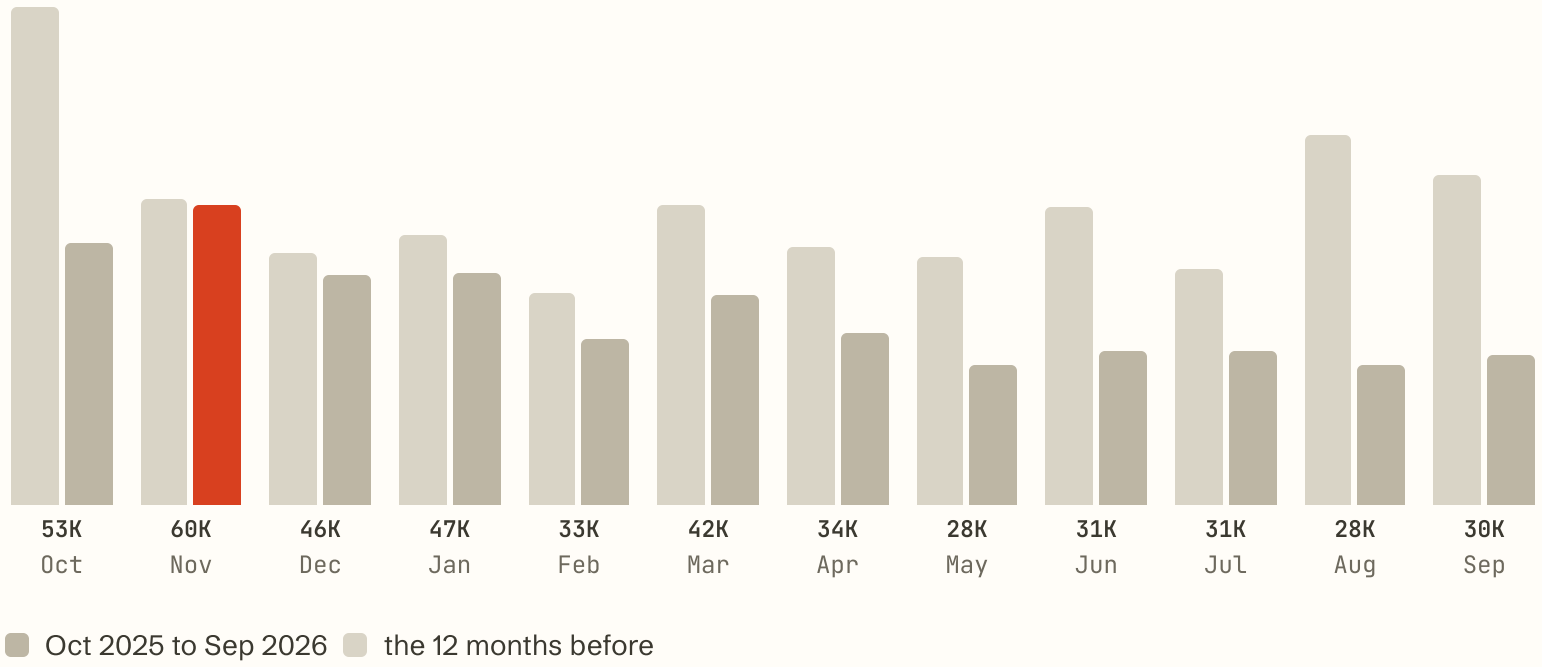
The 9 biggest of 73 searches. Intent: DataForSEO's classifier (model-read). Ranks: DataForSEO's index of Google, top 100, read for the 1K biggest of the 34K searches it ranks calendly.com for (every search above 480 a month); a search at or below 480 a month, where no ranking was loaded, shows 'not checked'. – = not in DataForSEO's top 100. +N = other wordings, at the biggest one's volume.

OVER THE YEAR

Every month of the last year had fewer searches than the same month a year earlier

In the last 12 months searches ran from 28K a month in May 2026 to 60K in Nov 2025.

SEARCHES A MONTH, THE CATEGORY'S 38 BIGGEST SEARCHES TOGETHER · THIS YEAR AGAINST THE YEAR BEFORE



→ **Plan for the autumn**

The year before, searches peaked in October, a month earlier than this year's high: launches timed for the autumn meet both.

Google Ads monthly volumes for the 38 biggest searches (searches Google counts together, once). Google rounds volumes into bands, so read the shape, not single months.

BUYING OR RESEARCHING

By DataForSEO's intent model, 47% of the searches are buying; many are looking up a tool

A model sorted 42% of the demand into Appointment Booking Software.

THE 73 SEARCHES AND THEIR MONTHLY VOLUME, BY INTENT (MODEL-READ)



Buying · 47%
45 searches · 19K a month
online appointment scheduling software · online scheduling software

Researching · 25%
19 searches · 10K a month
meeting scheduler · scheduling software

Looking up · 28%
9 searches · 12K a month
appointment scheduling software google calendar · google calendar scheduling app

THE TOPICS PEOPLE SEARCH, SORTED BY AN AI MODEL (MODEL-READ)

TOPIC	A MONTH	SHARE	BUYING	BIGGEST SEARCH
Appointment Booking Software	17K	42%	41%	appointment scheduling software google calendar
General Scheduling Software	11K	27%	58%	scheduling software
Meeting Schedulers	8.2K	20%	32%	meeting scheduler
Free Scheduling Tools	3K	7%	73%	free scheduling software
Time Zone Schedulers	810	2%	35%	time zone meeting scheduler
2 smaller topics	880	2%	75%	best calendar scheduling app

Intent: DataForSEO's classifier. Buying = commercial or transactional; researching = informational; looking up = navigational. Topics: sorted by Gemini from the searches themselves.

WHERE YOU SHOW UP

Calendly leads DataForSEO's index, *with two gaps*

Google Calendar (“appointment scheduling software google calendar”) and meeting schedulers (“meeting scheduler”, “meeting scheduler tool”): Calendly is not among the unpaid results on these 3 checked searches.

GOOGLE TODAY, FOR THE 8 BIGGEST SEARCHES · CHECKED OCTOBER 27, 2026

SEARCH	A MONTH	CALENDLY	ACUITY	DOODLE	CAL.COM	USUALLY FIRST	AI OVERVIEW
online appointment scheduling software +3	4.4K	**#7**	–	–	–	youcanbook.me	yes · cites you
online scheduling software +3	2.9K	**#3 (1/3)**	–	–	#7 (2/3)	zencal.io	yes · cites you
appointment scheduling software +9	2.4K	**#4 (1/3)**	–	–	–	varies	yes · cites you
free scheduling software +5	1K	**#1 (1/3)**	–	#7 (1/3)	–	zapier.com	yes · cites you
meeting scheduler tool +1	1K	**–**	–	#17	–	youcanbook.me	yes · cites you
appointment scheduling software google calendar	9.9K	**–**	–	–	#8	zapier.com	yes
meeting scheduler +1	4.4K	**–**	–	–	–	thehill.com	yes · cites you
scheduling software +2	3.6K	**#6 (1/3)**	–	–	–	varies	yes · cites you

WHO RANKS ACROSS THE 74 BIGGEST SEARCHES

SITE	SEARCHES (OF 74)	AVG PLACE
calendly.com	**27**	**4.7**
workspace.google.com	15	6.9
setmore.com	7	13.3
emailtooltester.com	17	8.8
reddit.com	30	12.8
appointy.com	8	17
zapier.com	25	7.5
peoplemanagingpeople.com	9	12.3

Left: best rank, 3 Google captures of 9–19 unpaid results. (1/3), (2/3) beside a rank = that rank in 1 or 2 of 3 captures. cites you = cited in at least one capture. – = in no capture's unpaid results. +N = other wordings, at the biggest one's volume. Right: DataForSEO's index, ordered by estimated visits.

QUESTIONS WITH WEAK ANSWERS

Few people ask questions, and Calendly is on most question pages we checked

Of the 10 question pages we checked, Calendly made the top 10 on 8, and 5 of the 5 checked fully look weak.

THE 10 BIGGEST QUESTIONS, CHECKED LIVE	A MONTH	GOOGLE'S USUAL TOP 3	USUAL AI OVERVIEW SOURCE	CALENDLY	ANSWER
what is the best appointment scheduling software	90	calendly.com; the rest vary	calendly.com · cites you	#1 (1/3)	NOT TAGGED (1/3 READ)
what is scheduling software +1	90	connecteam.com, reddit.com; the rest vary	squareup.com	#4	FORUM IN TOP 3 (2/3)
what is the best free scheduling software	40	reclaim.ai, youcanbook.me, cometly.com	calendly.com · cites you	#1 (1/3)	NOT TAGGED (1/3 READ)
what is the best scheduling software +1	40	wpamelia.com, calendly.com, connecteam.com	in 1/3 · cites you	#3	NO DIRECT ANSWER
what is appointment scheduling software	20	calendly.com, schedly.io, waitwhile.com	reddit.com	#1 (2/3)	NOT TAGGED (1/3 READ)
what scheduling software is popular	20	connecteam.com, zapier.com, youcanbook.me	zapier.com	#8 (1/3)	NOT TAGGED (1/3 READ)
what is a benefit of electronic scheduling software 1 of 3 captures	10	dialoghealth.com, jrni.com, teamsoftware.com	brainly.com	–	AI OVERVIEW CITES A FORUM FIRST
how much does scheduling software cost	10	blog.supersaas.com, crozdesk.com; the rest vary	no AI Overview	–	NO DIRECT ANSWER
what is the best online scheduling software	10	varies	calendly.com · cites you	#4 (1/3)	NOT TAGGED (1/3 READ)
what is the best scheduling software for small business	10	buddypunch.com, zapier.com, reddit.com	reddit.com · in 2/3 · cites you	#1 (1/3)	FORUM IN TOP 3 (2/3)

PEOPLE ALSO ASK · 62 KEPT OF THE 88 ON THE 18 PAGES WE CHECKED

- How much does Calendly cost per month?
  under “what is the best scheduling software for small business” · 50 a month
- What is the best free scheduling app?
  under “free scheduling software” · 30 a month
- What is a scheduling system?
  under “what is appointment scheduling software” · ~20 a month
- Is there an app for appointments?
  under “online appointment scheduling software” · 10 a month
- What to write when scheduling a meeting?
  under “meeting scheduler” · 10 a month

Usual top 3 = in the top 3 of 2+ of 3 Google captures. Weak = a forum, Q&A site, video or social post (“forum” in a tag) in the top 3 or first in the AI Overview, or no direct answer, in most captures. The AI Overview sources were kept from one capture. Not tagged (k/n read) = the AI Overview's first source loaded in k of n captures, too few to judge. (1/3), (2/3) beside a rank = that rank in 1 or 2 of 3 captures. (2/3) on a tag = seen in 2 of 3 captures. in 1/3, in 2/3 = an AI Overview in 1 or 2 of 3 captures. cites you = cited in at least one capture. – = in no capture's unpaid results. ~ = the volume of the search it appeared under. +N = other wordings, at the biggest one's volume.

THREE PAGES TO WRITE NEXT

Three pages to write next, for searches other sites hold today

01 · for the search

“appointment scheduling software google calendar”

9.9K searches a month · not among the 19 unpaid results on the page we checked today

Calendly with Google Calendar: booking pages that sync both ways

How a Calendly booking page reads and writes a Google Calendar, step by step with screenshots, and what a team gets beyond Google's own appointment schedule.

The usual top 3 are zapier.com, a youtube.com video and a reddit.com thread, and one capture's AI Overview cites workspace.google.com first.

02 · for the search

“meeting scheduler” +1

4.4K searches a month · not among the 15–17 unpaid results on the page we checked today

Meeting schedulers: how to pick one

What a meeting scheduler does (shared availability, polls, round robin, routing), the kinds of team each feature suits, and where Calendly fits, written as a fair guide.

Calendly is not among the 15–17 unpaid results of any capture; the usual top 3 are thehill.com, businesscollective.com and iseveryone.com, and one capture's AI Overview cites hubspot.com first.

03 · for the search

“time zone meeting scheduler” +5

390 searches a month · not among the 19–20 unpaid results on the page we checked today

Meetings across time zones: one link, each invitee sees their own hours

How a Calendly link shows open times in each invitee's own time zone, sets working hours per host, and books a team spread over several cities, with a step-by-step example for a remote team.

The usual top 3 are timeanddate.com, docs.meeting-reminders.com and timetamer.co; Calendly is not among the 19–20 unpaid results of any capture.

Each page answers one real search. Volumes: Google US monthly. +N = other wordings, at the biggest one's volume.

HOW WE MEASURED

What we read, where it comes from, and how to read it

Searches. We read 161 Google US searches around meeting scheduling and booking software, Calendly and the brands people weigh it against, from DataForSEO's search data (Google Ads volumes, monthly averages over the last 12 months). 74 of the 161 are about the category: 73 searches once wordings of one search are merged. Of the 88 People Also Ask questions on the 18 pages we checked, we left out 18 as off the subject and merged 8 that ask a kept question in other words; the other 62 are counted on the questions slide.

Volumes are bands. Google rounds search volumes into bands (110K, 135K, 165K…), and gives closely related searches one shared number. Where two searches in a topic share all 12 monthly numbers we count them once, so totals do not add the same searches twice.

The trend. The 38 biggest searches together, month by month over 24 months of Google Ads history: the last 12 months against the 12 before.

Intent and topics. Intent is DataForSEO's classifier; topics were sorted by an AI model (Gemini) from the searches themselves. Both are model-read: good for the shape, not for single searches.

Rankings. Two sources: DataForSEO's index of Google (refreshed monthly) for the searches whose rankings loaded (the rest show 'not checked'; the searches table's footer gives the cut-off), and 18 Google pages checked live on October 27, 2026 (US, English, first 20 positions: 9–20 unpaid results each), each captured 3 times, since Google's results vary between requests. A rank is the best of the captures, with how many had it.

Weak answers. A checked question's answer is weak when a forum, question-and-answer site, video or social post is in Google's top 3, or is the AI Overview's first source, in most of its captures, or when most of its captures show no direct answer. It is a reading of the page, not of how good each answer is.

Rivals. Acuity Scheduling, Doodle and Cal.com: picked by us as the scheduling tools people weigh Calendly against (the form asks only for a website).

The evidence. The HTML version lists every search read (any set aside marked so) and every page checked, with its top results.