E-bike searches rose 26% in a year; *no question page we checked shows Rad Power Bikes in its unpaid results*

> People search for e-bikes 2.8M times a month. Rad Power Bikes ranks in Google's top 10 for 4 of the 76 searches we could check in DataForSEO's index (of the 128 in the category), and on the pages we checked today it made the top 10 on 1 of the 8 biggest; Aventon and sites such as electricbikereport.com take those places. On 5 of the 10 buyer questions we checked, a forum, video or social post is near the top.

Rad Power Bikes	**electric bicycles and cargo ebikes**	**18 Google pages**	**October 27, 2026**
radpowerbikes.com	128 searches, 2.8M a month	checked live, 3 captures each	Google US, English

THE SHORT VERSION

Demand is growing and nearly all of it is shopping, but *shoppers find rivals before Rad Power Bikes*

2.8M

searches a month for e-bikes in the US, across 128 different searches

Google US, monthly average of the last 12 months

+26%

more searches in the last 12 months than in the 12 before

the category's biggest searches, Google Ads history

4%

of the monthly searches go to a search where Rad Power Bikes is in Google's top 10, over the 76 searches we could read

DataForSEO's index of Google, for searches over 390 a month

6

of the 6 question pages we could read fully have a weak answer on Google today (10 checked)

a forum, video or social post near the top, or plain links only

01 **Nearly every e-bike search is a shopping search**

DataForSEO's intent model reads 98% of the monthly searches as buying, and the research searches as many but small (52 of the 128 searches, 2% of the volume).

02 **Rivals and other sites hold the first page**

Rad Power Bikes was missing from the unpaid results (16–20 a capture) on 7 of the 8 biggest searches we checked; Aventon, Lectric eBikes or Himiway made the top 10 on 6 of the same checked pages.

03 **Buyers' questions are left to forums**

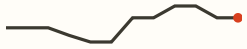
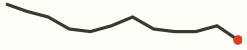
On 5 of the 10 question pages we checked, a forum, video or social post (Reddit, Facebook, YouTube, Quora) sits in Google's top 3 in most captures, and Rad Power Bikes is not among the unpaid results (16–20 a capture) of any question page we checked.

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

“electric bikes” alone is searched 1.5M times a month; the rest splits by type, price and store

Each row is one search; spellings Google counts as the same search are folded in (+N). The line shows its last 12 months.

SEARCH	A MONTH	LAST 12 MONTHS	INTENT	TOPIC (MODEL-READ)	RAD RANKS
electric bikes	1.5M		BUYING	Types and styles	–
discount electric bikes	110K		BUYING	Pricing and budget	–
electric bikes for adults +6	110K		BUYING	Types and styles	–
affordable electric bikes +1	110K		BUYING	Pricing and budget	–
folding electric bikes +19	90K		BUYING	Types and styles	#8
electric bikes for sale +3	74K		BUYING	Where to buy	–
best electric bikes +3	60K		BUYING	Reviews and best picks	–
electric bikes for commuting +5	60K		BUYING	Types and styles	–
childrens electric bikes +1	50K		BUYING	Types and styles	–

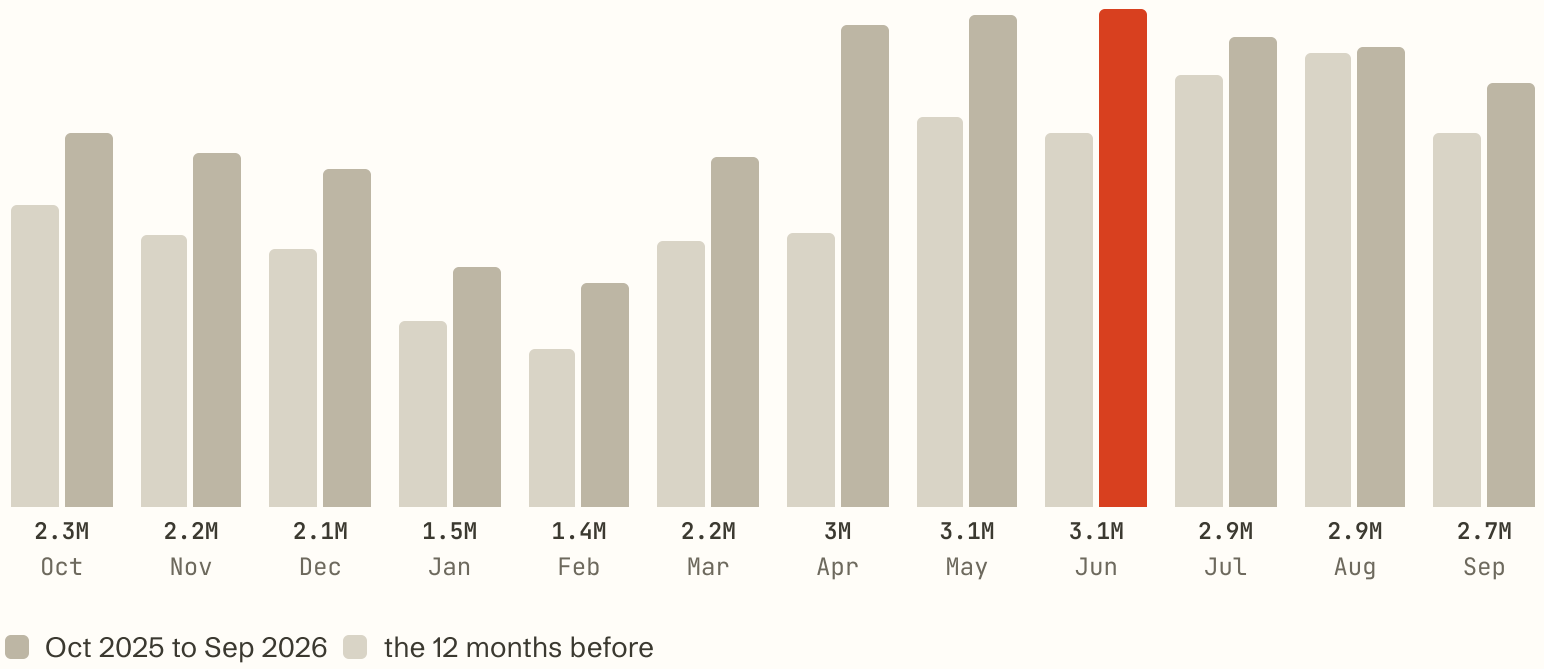
The 9 biggest of 128 searches. Intent: DataForSEO's classifier (model-read). Ranks: DataForSEO's index of Google, top 100, read for radpowerbikes.com (the 1K biggest of the 15K searches it ranks for, every search above 390 a month) and radpowerbikes.eu (its 432 rankings, every one); a search at or below 390 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

Searches peak in Jun 2026 at 3.1M a month and bottom out in Feb 2026 at 1.4M

Each of the last 12 months was above the same month a year earlier.

SEARCHES A MONTH, THE CATEGORY'S 26 BIGGEST SEARCHES TOGETHER · THIS YEAR AGAINST THE YEAR BEFORE



→ **Be ready by March**

Searches climb from March into the summer: pages and ads that are live by then catch the rise.

→ **Winter is the quiet time**

The winter dip is the time to write and fix pages, so they are in place for spring.

Google Ads monthly volumes for the 26 biggest searches (searches Google counts together, once). Google rounds volumes into bands, so read the shape, not single months.

BUYING OR RESEARCHING

By a model's read, 70% of the demand is about Types and styles: which type of e-bike to buy

Rules, laws and safety holds 28 of the 62 question searches but 1% of the volume (topics sorted by a model).

THE 128 SEARCHES AND THEIR MONTHLY VOLUME, BY INTENT (MODEL-READ)



Buying · 98%

76 searches · 2.7M a month

electric bikes · discount electric bikes

Researching · 2%

52 searches · 53K a month

how much are electric bikes · how fast do electric bikes go

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

TOPIC	A MONTH	SHARE	BUYING	BIGGEST SEARCH
Types and styles	1.9M	70%	100%	electric bikes
Pricing and budget	275K	10%	93%	discount electric bikes
Where to buy	264K	10%	100%	electric bikes for sale
Specs and operation	160K	6%	86%	fastest electric bikes
Reviews and best picks	98K	4%	99%	best electric bikes
Rules, laws, and safety	17K	1%	32%	ebikes insurance

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

On the biggest e-bike searches, *Rad Power Bikes is rarely on Google's first page*

DataForSEO's index has it in the top 10 for “folding electric bikes” at #8; on the page we checked today it was not among the 16–18 unpaid results of any capture.

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

SEARCH	A MONTH	RAD	AVENTON	LECTRIC EBIKES	HIMIWAY	USUALLY FIRST	AI OVERVIEW
electric bikes	1.5M	–	–	#6 (1/3)	–	poweronebikes.com	yes
discount electric bikes	110K	**#10 (1/3)**	#8 (1/3)	#1 (1/3)	#9 (1/3)	ride1up.com	in 2/3
electric bikes for adults +6	110K	–	#3 (1/3)	–	–	electricbikereport.com	yes
affordable electric bikes +1	110K	–	#3 (1/3)	#10 (1/3)	#5 (1/3)	varies	in 2/3
folding electric bikes +19	90K	–	#3 (2/3)	–	–	ebikeescape.com	in 2/3
electric bikes for sale +3	74K	–	#1 (1/3)	–	–	varies	no
best electric bikes +3	60K	–	#20 (1/3)	–	–	electricbikereport.com	in 2/3
electric bikes for commuting +5	60K	–	#12 (1/3)	–	–	electricbikereport.com	in 1/3

WHO RANKS ACROSS THE 100 BIGGEST SEARCHES

SITE	SEARCHES (OF 100)	AVG PLACE
mokwheel.com	19	20.5
electricbikereview.com	17	5
amazon.com	26	14.7
lectricebikes.com RIVAL	17	18.5
ridejetson.com	8	12.5
electricbikereport.com	18	14.6
bicycling.com	23	11.1
aventon.com RIVAL	32	19.8

radpowerbikes.com is not among the 100 sites DataForSEO returned for these searches.

Left: best rank, 3 Google captures of 16–20 unpaid results. (1/3), (2/3) beside a rank = that rank in 1 or 2 of 3 captures. in 1/3, in 2/3 = an AI Overview in 1 or 2 of 3 captures. – = 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

Reddit sits near the top for questions on speed and on whether e-bikes are illegal

Google answers 106 of the 109 'People also ask' questions on the pages we checked with an AI answer of its own.

THE 10 BIGGEST QUESTIONS, CHECKED LIVE	A MONTH	GOOGLE'S USUAL TOP 3	USUAL AI OVERVIEW SOURCE	RAD	ANSWER
how much are electric bikes +1	18K	biketechusa.com, amazon.com, vtuviaebike.com	rei.com	–	NOT TAGGED (1/3 READ)
how fast do electric bikes go +2	8.1K	reddit.com, momentum-biking.com; the rest vary	youtube.com	–	FORUM IN TOP 3
what are electric bikes +2	5.4K	rei.com, reddit.com, wheelworld.com	rei.com · in 2/3	–	FORUM IN TOP 3
are electric bikes street legal	2.9K	nybc.net, hovsco.com, heybike.com	hovsco.com	–	NOT TAGGED (1/3 READ)
where to buy electric bikes +2	2.4K	aventon.com, pearlandbicycles.com, wdbicycles.com	no AI Overview	–	NO DIRECT ANSWER
how does electric bikes work +1	1.9K	geekaybikes.com, facebook.com, rei.com	youtube.com	–	FORUM IN TOP 3
does electric bikes need license +2	1K	dmv.ny.gov, rictor.com, arielrider.com	facebook.com	–	NOT TAGGED (1/3 READ)
are electric bikes illegal	1K	reddit.com, surface604bikes.com; the rest vary	reddit.com	–	FORUM IN TOP 3
how long do electric bikes battery last	1K	meloyelo.nz; the rest vary	ternbicycles.com	–	FORUM IN TOP 3
how much do electric bikes weigh	880	canyon.com; the rest vary	sources not loaded	–	NOT TAGGED (0/3 READ)

PEOPLE ALSO ASK · 109 KEPT OF THE 128 ON THE 18 PAGES WE CHECKED

- How fast do e-bikes go?
  under “how much are electric bikes” · 8.1K a month
- How long do electric bike batteries last?
  under “electric bikes” · 1K a month
- Can you ride an ebike in the rain?
  under “discount electric bikes” · 720 a month
- What is the best budget electric bike?
  under “affordable electric bikes” · 320 a month
- How fast is 3000W in mph?
  under “affordable electric bikes” · 260 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. in 2/3 = an AI Overview in 2 of 3 captures. – = in no capture's unpaid results. +N = other wordings, at the biggest one's volume.

THREE PAGES TO WRITE OR IMPROVE NEXT

Three pages to improve or write, for searches other sites hold

01 · for the search

“electric bikes”

1.5M searches a month · not among the 19–20 unpaid results on the page we checked today

Build out the compare page into a buyer's guide

Your compare page (radpowerbikes.com/pages/compare-electric-bikes) lines up the models; add the answer to which electric bike for each main use (commuting, carrying kids and cargo, folding for small homes, off-road), each linked to the RadRunner, RadWagon, RadExpand or Radster that fits.

Rad Power Bikes is not among the 19–20 unpaid results of any capture; one capture's AI Overview cites himiwaybike.com first and aventon.com second, and the usual top 3 are poweronebikes.com, youtube.com and evolvebikes.com.

02 · for the search

“how much are electric bikes” +1

18K searches a month · not among the 16–18 unpaid results on the page we checked today

What an e-bike costs, by type

Price bands by type, what moves the price (battery, motor, frame), and where the RadRunner, RadWagon, Radster and RadExpand sit in them, so a buyer can match a budget to a model.

Neither Rad Power Bikes nor a rival is among the 16–18 unpaid results; the usual top 3 are biketechusa.com, amazon.com and vtuviaebike.com, and one capture's AI Overview cites rei.com first.

03 · for the search

“how does electric bikes work” +1

1.9K searches a month · not among the 17–18 unpaid results on the page we checked today

Rework your e-bike explainer to answer how one works

Your existing page radpowerbikes.com/…/what-is-an-ebike is the one to improve: pedal assist, throttle, motor and battery explained with a diagram, a Rad model as the worked example, and the answer in the first lines so Google can quote it.

Neither Rad Power Bikes nor a rival is among the 17–18 unpaid results; the usual top 3 are geekaybikes.com, facebook.com and rei.com, and one capture's AI Overview cites youtube.com first.

HOW WE MEASURED

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

Searches. We read 273 Google US searches around electric bicycles and cargo ebikes, Rad Power Bikes and the brands people weigh it against, from DataForSEO's search data (Google Ads volumes, monthly averages over the last 12 months). We set 13 aside as not this category: 7 (searches from outside the US market), such as “electric cargo bikes canada”, “electric cargo bikes for sale uk”, “electric cargo bikes in india” and 4 more; 6 (electric dirt bikes are off-road motorbikes, not what Rad Power Bikes sells), such as “electric dirt bikes”, “high performance electric dirt bikes”, “electric dirt bikes for adults” and 3 more. 162 of the 260 we kept are about the category: 128 searches once wordings of one search are merged. Of the 128 People Also Ask questions on the 18 pages we checked, we left out 13 as off the subject and merged 6 that ask a kept question in other words; the other 109 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 26 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: 16-20 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. Aventon, Lectric eBikes and Himiway: picked by us as the e-bike brands people weigh Rad Power Bikes 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.