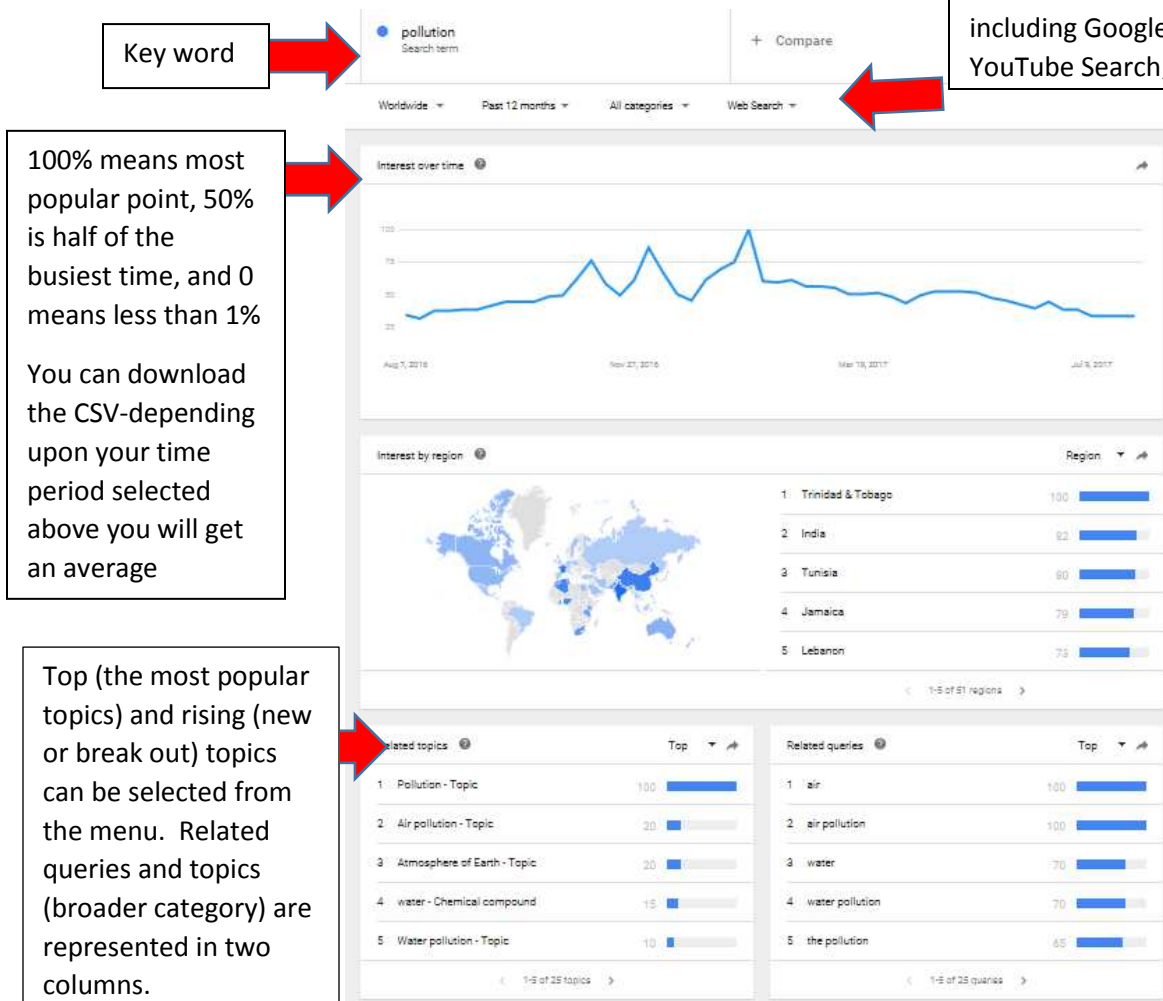


Beyond the Basic Search: Using Google Trends

Search Interface

Geographic setting- can get as small as a city and large as the world, Time period setting - can be the past hour to the time from 2004 to the present, Categories –there are 25 different topics to select from to narrow down the subject area, Web search means to narrow down where the search occurred including Google Shopping, Image Search, YouTube Search, or News Search.



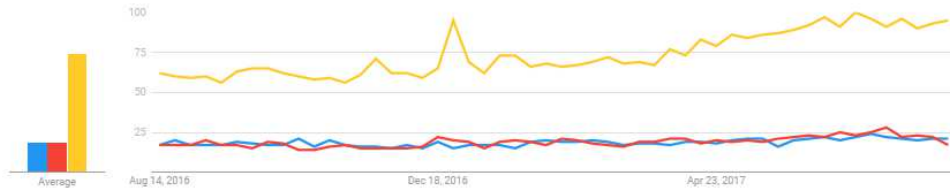
- Dig deeper into trending topics
 - Content creation
- Real time data
- Research niche topics by geography
- Research brand health
- Research local shopping trends
 - Marketing Land Google Trends article- Benjamin Spiegel
- Brainstorm content with Google Correlate
 - tells us terms that have a pretty high correlation
- Let Google do the analysis for you
 - Google News Lab/Google Trends Datastore

Agius, Author Aaron. "7 Ways to Use Google Trends You've Never Thought of Before." *Advanced Web Ranking*, CAPHYON SRL, 7 Oct. 2015, www.advancedwebranking.com/blog/how-to-use-google-trends/.

- **KFC**
Fast food restaurant c...
- **Chick-fil-A**
Fast food restaurant c...
- **McDonald's**
Fast food restaurant c...
- + Add comparison

Ohio ▾ Past 12 months ▾ Food & Drink ▾ Web Search ▾

Interest over time ?



Interest by metro ?

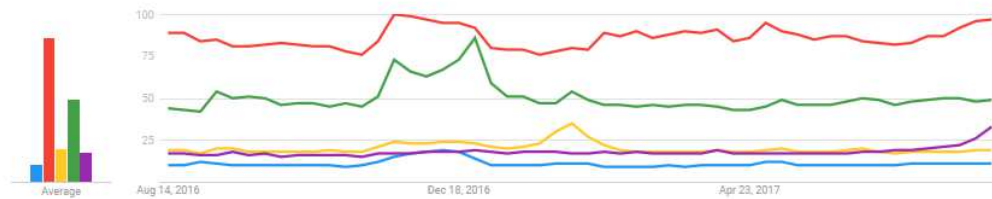


- **Necklace**
Topic
- **Shoe**
Topic
- **rings**
Search term
- **Watch**
Topic
- **Glasses**
Topic

United States ▾ Past 12 months ▾ All categories ▾ Web Search ▾

Search terms match specific words; topics are concepts that match similar terms in any language. [Learn more](#)

Interest over time ?



Interest by subregion ?

