

## How to Use Google Trends?

No comments



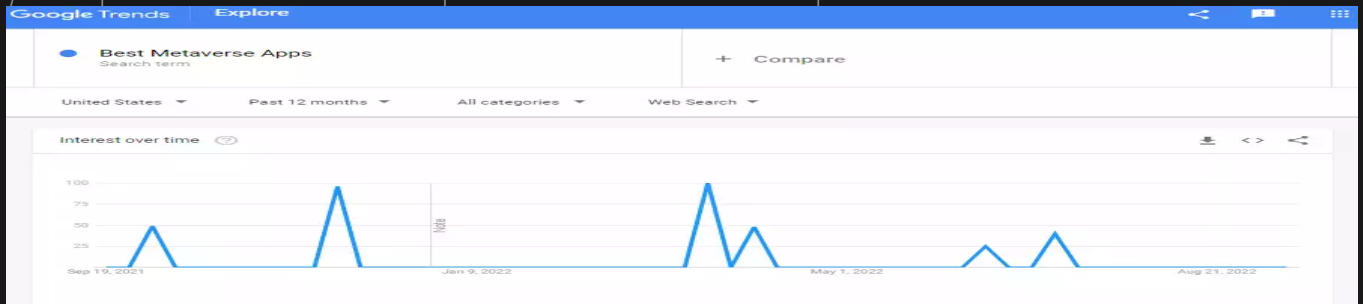
*Google Trends is an analytics-measuring tool that helps users identify relevant terms and phrases and track SEO trends over time. Using Google Trends, you can find out what people are searching for on Google and how the searches change over time, by season, and by location, allowing you to understand better what your customers are looking for. This article will discuss key points on how to use Google Trends to boost your company's SEO rankings, marketing efforts, social media presence, and more.*

### What Is Google Trends?

The Google Trends tool pulls data from Google searches and compares search frequency across different regions, languages, and similar keywords. A helpful feature of Google's search engine shows how frequently a given search term is entered relative to the site's total search volume. It helps compare keyword search volumes and discover event-triggered spikes. The tool has also influenced how various research studies are conducted and is poised to continue informing how users use search data. It allows users to track trends in social attitudes, politics, sports, entertainment, or any other area that is relevant to their interests through Google Trends.

## Using Google Trends: What You Need to Do?

Google Trends is a great tool, From technology forecasting to SEO optimizations. What you hope to gain from Google Trends determines how you use it. for example, business owners can gain insight into what products and services are in demand in different countries and across the country. You can sort the data based on category, type, region, or period. You can optimize your local and video SEO by using trending topics, trend predictions, and related queries as you become more comfortable with Google Trends. Using the platform to analyze search volume over time can help you identify topics in your industry that peak during certain seasons. When you know when a topic's peak season occurs, you can plan an editorial calendar that promotes content around that topic.



For keyword research, let's look at how Google Trends can help:

### 1- Find out what the keyword search volume is.

A keyword search volume indicates how many times a term was the subject of search during a specified period. Marketers and SEO professionals must know this since search volume ultimately fuels new traffic. Using Google Trends, you can see graphs of how interest in a topic has waxed and waned over time by entering a keyword phrase. Also, you can view state maps that reflect where a given topic or business is most or least likely to be the subject of the search. You can save these findings and export them to suitable purposes by a savvy keyword researcher in a dedicated log or keyword manager. Taking advantage of Google Trends means understanding relative keyword popularity. As a result, the line graph for each term shows the ratio of times that term or phrase was the subject of search with the total number of searches conducted in that place.

### 2- Recognize seasonal trends.

Content marketers must plan their content calendars well and keep track of keyword popularity updates. The Google Trends service is useful for this purpose to help determine when to produce content that will be highly searched at particular times of the year, such as during the holidays. These search trends assist your company in reaching the right target market at the right time. The ability to prioritize the cyclical trends with the highest traffic means fewer marketing mistakes. Google Trends can give you insights into when and how much a given keyword was searched.

### 3- You should avoid keywords that are temporarily popular.

Google Trends can tell you whether a new keyword is a hot topic or just a passing phase when you need to know whether a keyword is a trend for today or not. On the left sidebar of the tool, you can explore the popularity of popular topics over the past 12 months by clicking the "Year in Searches" tab. "Spikes" can be seen clearly and usually occur around specific moments in time. You should avoid search terms that are popular only during a limited period (such as Christmas or the Olympics), as they won't bring as many new visitors to your company's homepage throughout the year as more carefully selected terms will.

### 4- Discover relevant topics that are trending.

As a content creator, you must always think ahead to future content. Google Trends aids you in this, as a simple examination of Google word trends will show you related topics. A table appears next to any term you search, conducting the top five associated searches. These topics can help you inform your content and generate links.

### 5- Predict trends using trend predictions.

For easy keyword research, the Google Trends tool provides forecasting and trend data for existing keywords. Google has added this data to the tool in recent years. If a keyword related to your business is expected to increase in search volume in the next few months or a year, take advantage of the opportunity and target that keyword.

### 6- To beat your competitors, find related queries.

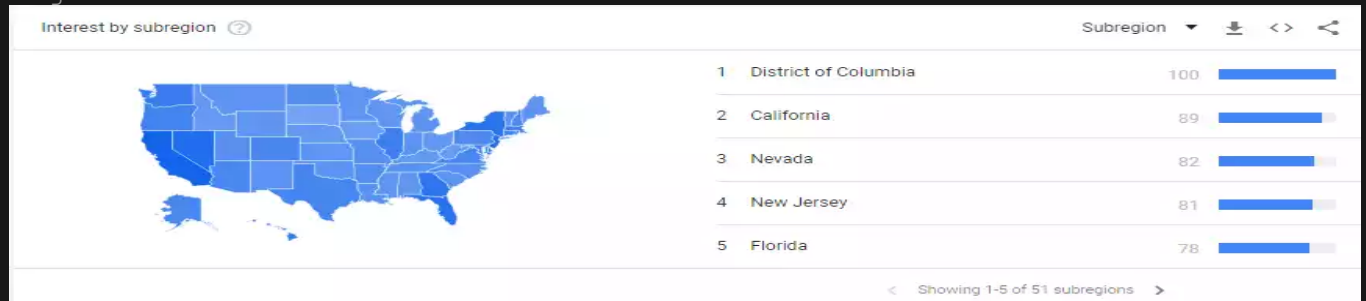
In Google Trends, you will also discover related queries along with related topics. In these, you can see what types of search terms people used in association with your keywords, and you can compare the results of a popular search with the total number of searches for your subject. Marketing and social media campaigns often require seeding keywords or developing content calendars based on this type of information.

Related topics <span>?</span>		Rising <span>▼</span> <span>📄</span> <span>&lt;&gt;</span> <span>↶</span>	Related queries <span>?</span>		Rising <span>▼</span> <span>📄</span> <span>&lt;&gt;</span> <span>↶</span>
1	Shiba Inu - Dog breed	Breakout	1	metaverse buy land	Breakout
2	Shiba Inu coin - Cryptocurrency	Breakout	2	meta facebook	Breakout
3	Snoop Dogg - American rapper	Breakout	3	oculus quest 2	Breakout
4	Rape - Topic	Breakout	4	metaverse property	Breakout
5	MetaStock - Computer program	Breakout	5	shiba metaverse	Breakout

< Showing 1-5 of 24 topics >
< Showing 1-5 of 25 queries >

## 7- Local SEO Strategy Optimization.

You can refine Google Trends to discover local trends to refine your local SEO strategy by filtering by specific locations and subregions. The critical point is that nearly all competitors are using the same keyword breadcrumbs from Google Trends as you are, so getting creative with long-tail phrases is often needed to turn local searches into innovative usage.



## 8- Video SEO Enhancements.

When you are creating a video tutorial to show your company's customers how to use one of its products or services, you should know what people search for. You can write titles and descriptions that align with what people search for when you use Google Trends to spot top or rising video topics. To do this, you will need to switch from a basic web search to a YouTube search. This will give you an immediate insight into what people are searching for regarding your video's topic, which you can use to customize your content and tags. You can see when people search for the keyword "home DIY" on YouTube when you select "YouTube Search" from the far right drop-down menu. If you're planning on launching home DIY content, you'll want to do so around the end of September and early October.

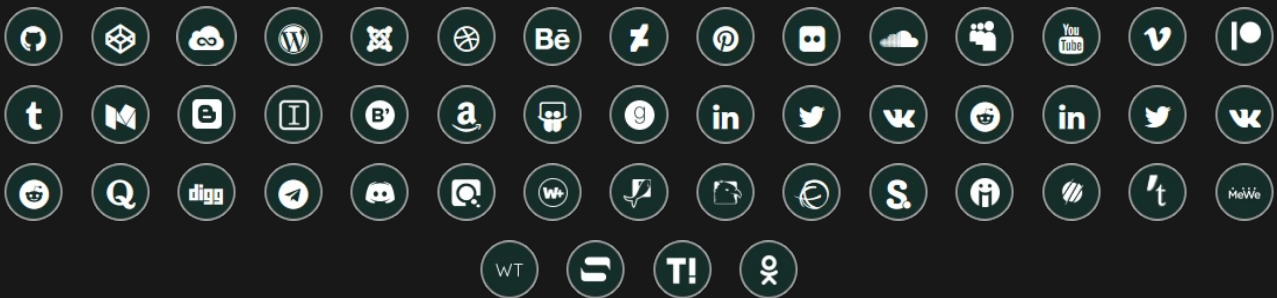
### To Summarize

You can use Google Trends to find a rapidly growing niche or plan ahead for seasonal trends. Update popular SEO posts just before peak season to expand your catalog and skyrocket your blog traffic. With the tips in this article, you'll be one step ahead of your competition regarding Google Trends.

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