



adThrive

Creativity & Data Series

Google Trends



Why use Google Trends?

If you're not using Google Trends in tandem with your keyword research, you could accidentally be spending time on the wrong content.

Google Trends is a helpful tool to confirm the seasonality and longevity of content trends. This tool allows you to uncover if a topic is trending upward, when in the year it sees its highest peaks, how people are searching for it (aka intent), and can help you understand why you might be seeing a corresponding increase or decrease in traffic for certain posts.

Keyword research is important but it only shows you volume. Maybe you found a word that's seeing a lot of searches each month. Google Trends can show you if that topic is increasing or if it's now flatlining or decreasing so you can focus your time on topics that will continue to bring traffic to your site for months and even years to come!

Outside of content creation, this can help you plan out the way you message and frame something, your marketing and promotion strategy, as well as any additional income streams you leverage outside of advertising (product and course sales, affiliate marketing, consulting, etc).

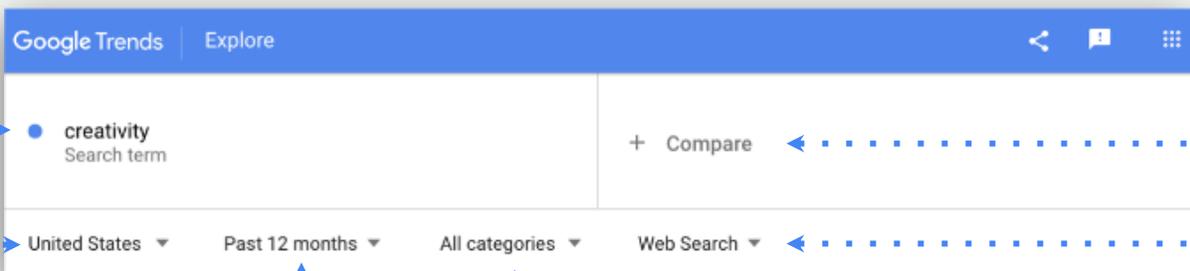
How to use Google Trends

Use Google Trends to search for potential trends and topics you may want to write about. You may want to do your keyword research first and prepare a list of words to then analyze and compare in the Google Trends interface.

Go to > trends.google.com

Input your **search term/topic** here

Enter **additional terms** or topics here to compare



Filter trends by **geographic location**

Focus in on a **category** to get more specific results

Adjust **timing** to understand the bigger and smaller picture for the trend

Explore **types of search** to understand trends on different platforms

Understanding the results



See the **INTEREST** in the search term over the time period specified. Important to note this does not represent search volume. This field shows the relative search interest in the term(s) specified in comparison to all searches being performed.

See in which **LOCATION** your term was most popular during the specified time frame. This heat map shows you where the greatest concentration of searches for your topic came from. When comparing terms, it will show you which terms are most popular by region.

See **TOPICS** that are related to your search term. This area shows the other topics people are searching for in addition to your selected term.

See search **QUERIES** that are related to your search term. This area shows the other queries that people are searching for that are like your selected term(s).

Filter results by "Rising" or "Top": "Rising" are topics/queries with the biggest increase in search frequency since the last time period. "Top" are the most popular topic/queries.



Define your goals

Do you want to future-proof your content by avoiding temporary trends?

If you are looking to create sustainable and evergreen content, avoid temporary spikes in search interest that may be the result of a short viral trend and thus see unsustainable search bursts.

To verify it's a sustainable topic, check that there has been high interest in the topic for the past 12 months or more by adjusting the timing filter.

Is your strategy to capitalize on current trends to draw in new readers?

On the other hand, your content may specifically be there to help people stay on top of trends (e.g., fashion, entertainment, etc.) so you may want to look for those current trends and capitalize on the rising interest.

To verify that you have uncovered a new and rising trend, use a shorter time window to make sure there is a growing interest in the recent months and then expand your timing window to the past 5 years to make sure it's a recent trend that you're uncovering and not something that's been around for a while

Maybe it's a mixture of both!

If you're looking to both capitalize on long-lasting traffic as well as hot, flash-in-the-pan trends, leverage both strategies for the optimal mix for your site.

Best practices

Understanding context

To verify that you have uncovered true trends, that are both viable and sustainable, make sure to analyze **context** using the various filters available to you.

Understand timing

- ✓ **Verify there is growing interest** | Check for growth over time by adjusting the timing field. Look at the past 30 days, past year, past 5 years, and make sure you see an upward trajectory so you can write content that will continue to see interest for the foreseeable future.
- ✓ **Uncover any seasonality** | Break into timing chunks and look for seasons where the topic is more popular. If you change the lens to the past 5 years, can you see a consistent spike at certain times of the year? Keep any seasonal changes in mind when creating and promoting your content.

Compare terms and topics

- ✓ **Compare to other terms to understand the context** | Input up to five different terms around your desired topic so you can better understand the context of the term compared to other similar terms in the space. You can see which trend is truly most searched for, if seasonality impacts them differently, which trend has the most long-term potential, etc.

Uncover regional trends

- ✓ **Make sure you're looking at the regions you care about** | The location should default to the country you're in but double-check. Additionally, if you have a global perspective, you may want to change it to "World" to get a bigger picture of trends across the globe.
- ✓ **Leverage the location filter for geo-focused efforts** | Use the location filter as well as the world map below the search fields to see *where* things are trending. If you offer location-focused content you can drill down into more localized regions to figure out how to best tailor your content to your audience.

Best practices

Continued

Explore various platforms

- ✓ **Dig into the type of search to see which platforms it's trending on** | "Web search" is the default platform. To see if the trend exists in other media change the platform to either images, news, shopping, or video (YouTube). See if the trend exists on other platforms and if so, consider focusing on creating content for them. Use "Shopping" to understand what people are buying for your products, services, and affiliate strategies.

Home in on relevant categories

- ✓ **Select the category to help focus your results into a specific vertical for search** | Picking a category can help you focus on just the audience you're looking to reach and pick out any specific trends that are more relevant to your audience.

Cross-check with keyword research

- ✓ Make sure to check your keyword research data with what you're seeing on Google Trends to avoid putting a lot of effort into trying to rank for a term that is losing momentum and may not have as much search traffic in the future.
- ✓ **Verify that there is enough search volume to make it worth your while:** using your keyword research tool (e.g., Google Keyword Planner, SEMrush, etc.) to understand if your topic has enough people seeking out information on it each month.
- ✓ **Check the competitiveness of the term:** make sure the term is something you think you can rank well for. If a term has steep competition, but you still want to write about it, check out the "Related Queries" section to see if one of those terms would be easier to rank for.



Creative Applications

Find topic cluster ideas

Topic clusters can help help boost your SEO. By writing several posts about a specific topic, you can increase your authority around that topic and help increase your ranking. Refer to related queries and topics in Google Trends to help uncover what people are searching for around specific terms and generate ideas.

Understanding intent

With Google Trends, you can use your detective skills to understand what your readers are actually looking for so you can best serve them. Use long-tail key search phrases to help inspire and outline your content via related search queries. Click on the trend to see the top questions people asked Google and then cross-reference those searches to understand the context and get to the bottom of the asker's curiosity.

Uncover local trends

You can leverage the geo search filter to prepare customized local predictions such as local travel destinations or favorite local recipes to celebrate certain occasions.

Inspire video content

Google Trends allows you to filter search results among media, including YouTube. Look at contrasting increases in YouTube searches for the trends or keywords to discover which video topics are trending in real time. This enables you to create relevant video content around those keywords that are currently trending upwards so you can tap into the quick ranking potential of YouTube and video SEO.

Predict future trends

Current news headlines may not appear as a major trend in Google Trends, but it could help you identify topics to watch for and proactively create content for. Identify trends by filtering for specific categories or countries. If various trends are emerging, you can compare them to see which is gaining the greatest momentum to help you prioritize your content strategy.

Avoid downward trends and fix outdated posts

Google Trends can help you avoid wasting time focusing on the wrong SEO efforts. Steer clear of creating new content that will soon go out of style by using the timing filters. Furthermore, if you find some of your content is out of date or on a downward trend, look for ways to freshen it up and update to a newer trend.



Develop your content calendar

Seasonal content trends

You can look at the timeline to see if certain trends spike around certain time periods throughout the year.

You can also make sure that the trend is seeing growth year-over-year so you can create content that will hopefully be read for years to come.

- Verify the volume!
- Plan around seasonal trends
- When to launch products or series

Timing

Once you've identified suitable and sustainable content topics, plan your content several months in advance and publish it well ahead of the event.

Two reasons:

1. This makes sure that your post is indexed by Google in time so you can ensure you have better SEO for when people start flooding the search query.
2. People often start seeking out and planning ahead – for example, people start searching for Christmas and Thanksgiving ideas months in advance. By posting early, you can catch that earlier traffic that you would have missed if you published your post closer to the date.

Find and develop social media hashtags

Cross-check Google Trends with social trends and hashtag rankings to uncover and understand helpful hashtags you may use for your social content.



Additional Google insights tools to consider

Think with Google Insights Database

Easily search through Think with Google for past data and consumer insights as it relates to your audience or category.

[View tool >](#)

Rising Retail Categories

This is a newer tool that helps you see which retail categories are trending lately based on what people are buying. You can use this, for example, to think about products you may want to review, use as an affiliate link, or do an unboxing for, etc. This is more limited in that you can't search for specific things.

[View tool >](#)

Google Shopping Insights Tool

This tool allows you to actually search for categories and products in their database. You can also filter by holidays which may be helpful when putting together gift lists or other shopping content.

[View tool >](#)

Find My Audience Tool

This tool uses YouTube audiences which can help you understand some of the interests and behaviors of those audience demographics that matter the most to you and your business.

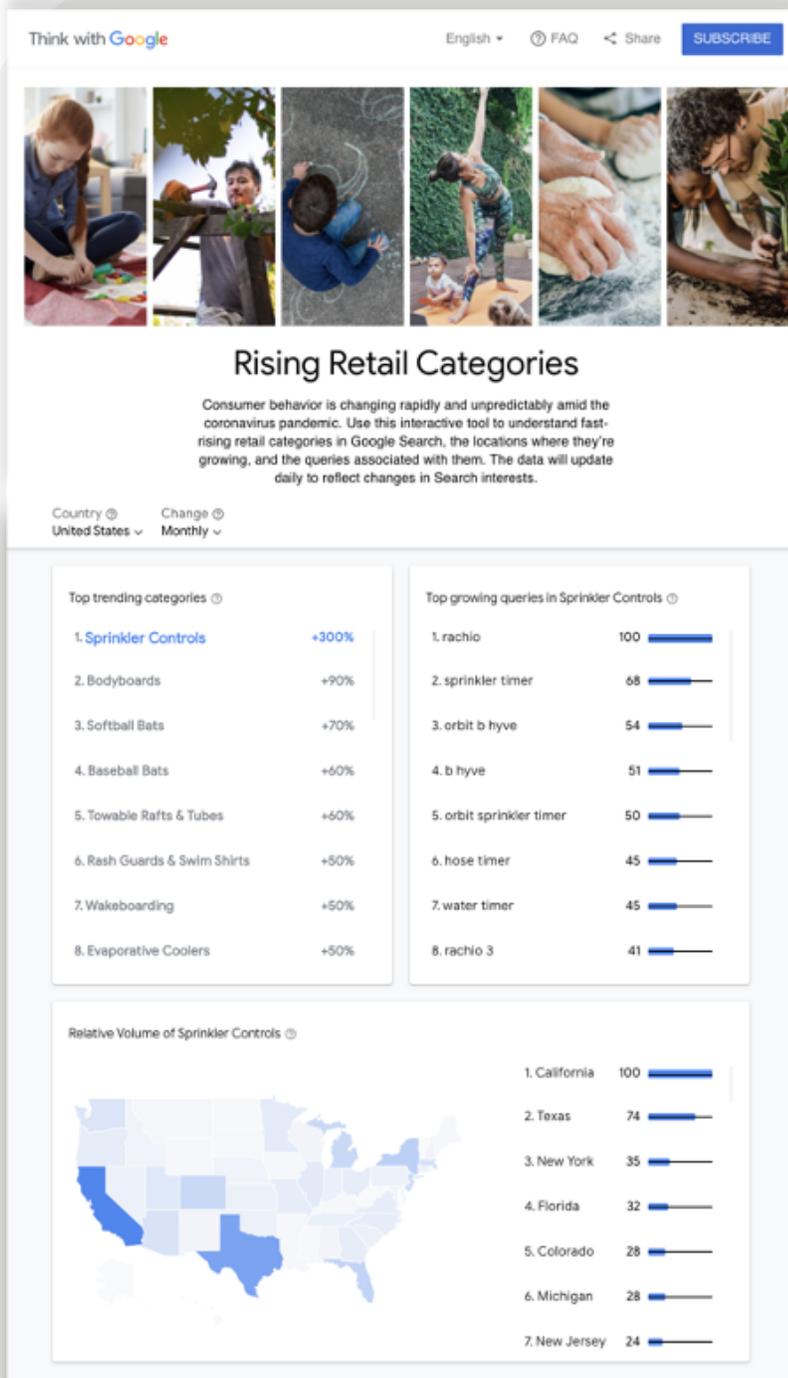
[View tool >](#)

Google Surveys

If you want to get some actual data on your audience and what they want, Google has a paid tool that allows you to create a survey with questions that matter and send them to their panel. Alternatively, you can send out a free questionnaire to your audience.

[View tool >](#)

The latest trend tool from Google: Rising Retail Categories



Like Google Trends, Google's new tool **Rising Retail Categories can help with content, promotion, and sales**

To help keep a tab on the world amidst the chaos and volatility, Google released this helpful tool with a pulse on fast-rising retail categories that are seeing spikes in Google Search, including the associated search queries and locations where they're most popular.

Module Exercises:

Tip: One thing you can do to get a sense of general trends is type any word into the main Google Trends page. Once the data comes in, hover over the term, click the three dots on the right, and click "Remove".

1.

Search for any random search term. Once the results have populated, remove the search term and select a category that best fits your site's content in the filter field at the top. Are there 5 topics or queries you would be interested in writing about?

Tip: You can get more granular with categories than the first ones you see. Click the arrows on the right side of the results or just start typing. For example, if you type "education", you will see many options such as "music education", "arts education", "special education", "early education", and more so you can pick the category that's most relevant to your site.

1.

2.

3.

4.

5.

2.

Type each of those 5 terms into the top of Google Trends to compare them. Over the past 90 days, which of them have been most popular? Rank them with #1 being most popular:

1.

2.

3.

4.

5.

3.

Input the most popular term from your list above. Play with the timing of the trend. Answer the questions below:

Looking at the past 5 years, and from 2004-Present, does the term peak at a certain time each year?

Has it been trending upward overtime? Is it most popular right now?

Is it popular throughout the country?

4.

Click on the state (or country if outside the US) that you currently live in.

Has the trend been rising in your state as well?

Where is the trend happening the most?

In which region is the term being searched the most?

5.

Looking at the past 30 days or the past 90 days, pick 10 queries related to that term you would be interested in writing about.

Note: Clear the location filter first and make sure to toggle between both the "Top" (aka the most popular) as well as "Rising" (recently trending).

1.

6.

2.

7.

3.

8.

4.

9.

5.

10.



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Thank you

Questions, comments, feedback?
Reach out to support@adthrive.com