

candour

Google Trends

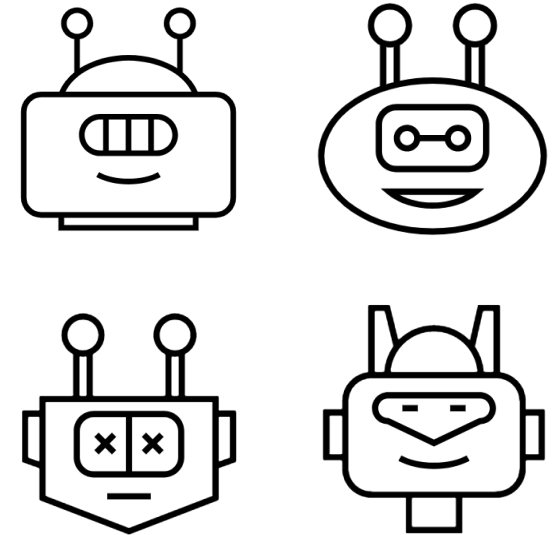
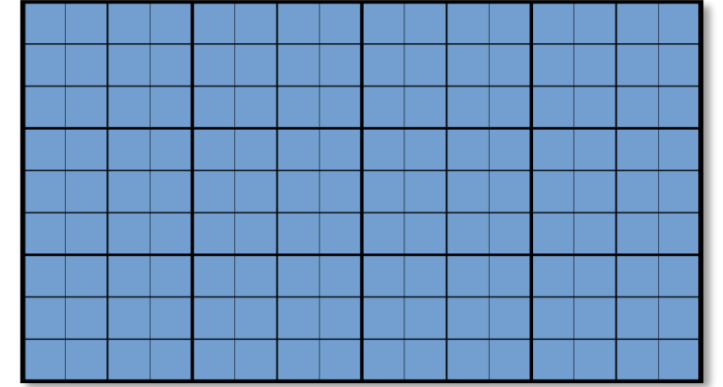


Trainer:

Mark Williams-Cook
Candour

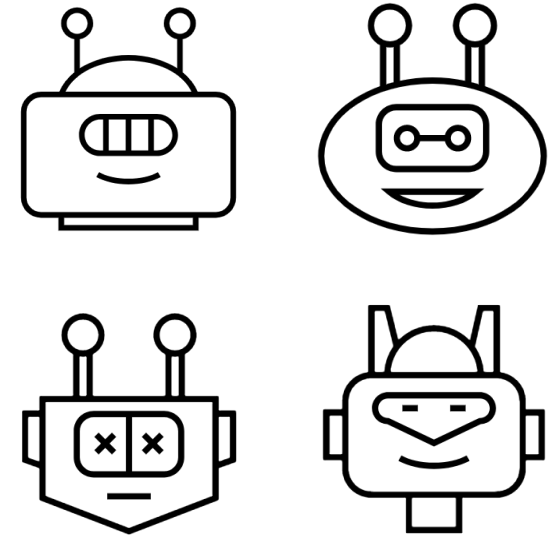
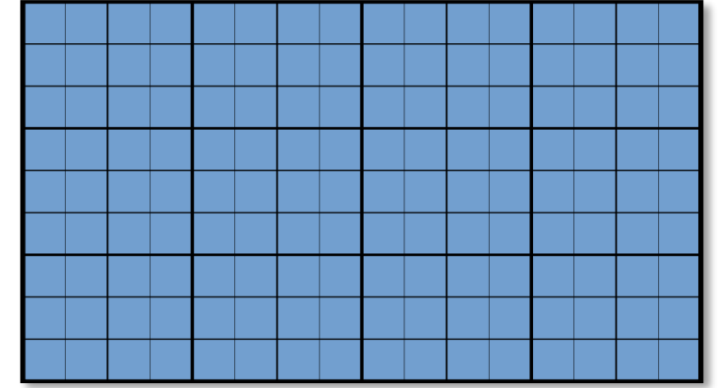


What is Google Trends?



What is Google Trends?

Google Trends is a free tool that allows you to view and download **comparative** search volumes over a date & time range, by geography.



Challenge

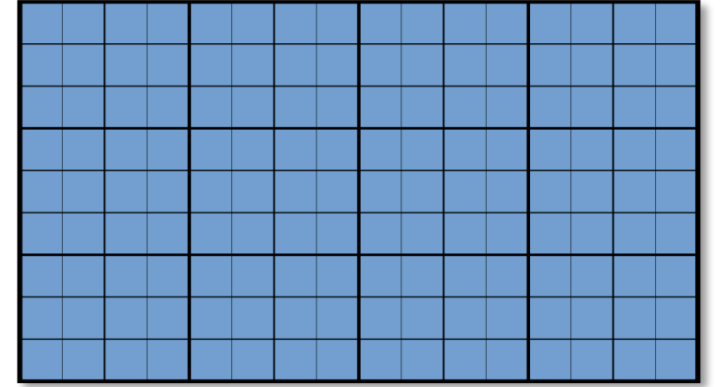


Have a play with Google Trends for relevant head terms

Key concept

Google Trends does not show search volume!

It provides data on a 0-100 scale



Uses of Google Trends

- Finding out when searches are happening (e.g. Halloween)
- Which of two competing terms are most popular (e.g. motorbike or motorcycle?)
- Seeing how trends impact search volume (e.g. home gym)

