

It has been a while, but a number of years ago I was doing some stuff with google trends and found that it was really hard to stitch together different time periods or to compare two trends from different queries because the scale from each query was totally arbitrary (was just scaled according to the results gotten, I think). Also seemed to be a fair amount of randomness, i.e. the sampling wasn't consistent even when doing the same query over again (on the past) – I'd get (at least somewhat) different results. It was good for comparing two or more trends in a relative way (or the relative ups & downs of a single trend) in the same query, but very challenging to track results over time, and no way to pin anything down to an absolute objective level.