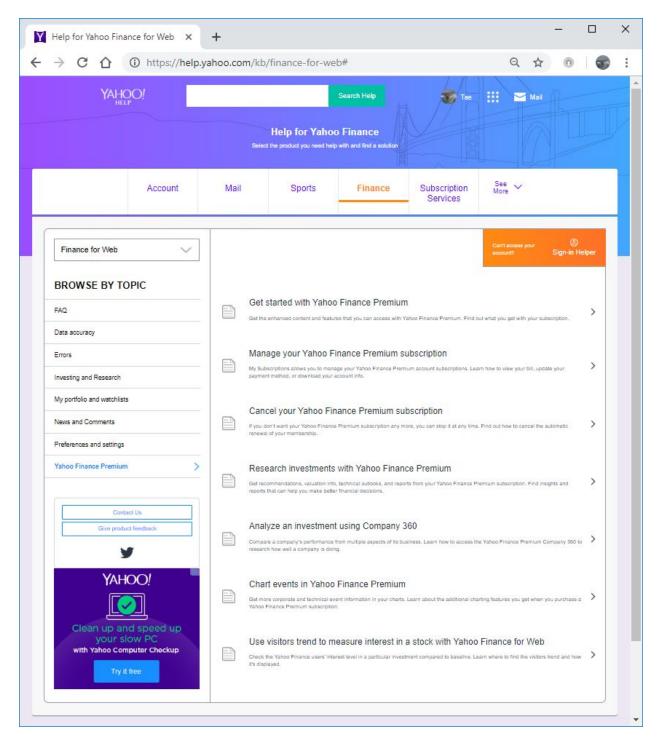
## Yahoo Finance Premium

As of 3/11/2019

#### Product landing page: popular topic



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# Use visitors trend to measure interest in a stock with Yahoo Finance for Web

See how much attention users are paying to a stock. The visitors trend is calculated from view counts of the Yahoo Finance Summary page for the stock. It shows whether user interest has been more, less, or the same as usual over the short, medium, and long term past. With a Yahoo Finance Premium subscription, you can view a chart of the trend line compared to baseline average. Upward spikes of the line show how significant events affect this stock.

- 1. Go to Yahoo Finance.
- 2. Enter a company name or ticker symbol in the "Search" bar.
- 3. Select a quote from the search list.
- 4. At the top of the Summary page, find the "Visitors trend" near the ticker name and symbol:
  - Arrows show relative upward, downward, or unchanging user visits to this page.
  - O Time periods are 2 days, 10 weeks, or 9 months for short, medium, and long term trends.
- 5. If you're a Yahoo Finance Premium subscriber, click **Visitors trend** to open its chart below the symbol price chart.

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