Explore what’s top of mind for your readers and users

Use Google Trends to explore what’s top of mind for your readers and users and figure how to potentially adjust and develop content to meet their expectations.

Quickly find popular terms

The Trending Searches page indicates what topics are trending right now which can be helpful to get a first pulse of how people around the world are searching at any given time.

To further explore curated insights about a popular topic, click one of the examples such as Coronavirus Search Trends under Latest Stories and Insights.

When you search for a term on Trends, you’ll see a graph showing the term’s popularity over time. Hovering your mouse over the graph reveals a number, which reflects indexed search interest — how many searches have been done for the particular term relative to the total number of searches done on Google.
Explore your own topics

**Compare to analyze the trend**

**1. Comparing search terms**
Add topics for simultaneous comparison by clicking + Compare and typing in your search term.

**2. Narrowing your search by time**
To be relevant in the moment and improve readability for breakthrough trends, use the Past 12 months dropdowns to refine your exploration and focus on a shorter period of time such as ‘past 30 days’.

**3. Finding related topics or queries**
Related topics or queries can be used to determine the top and rising topics or terms associated with a search. This can be useful to uncover readers and users interests that are less obvious.

**How to analyze the insights**

Let’s say you’re a food related site who wants to find out what people are searching as coronavirus is changing their eating habits. Using Google Trends comparison feature, you can pinpoint increased search in “non perishable food” vs “fresh food”

By looking at the trend over the last 90 days, it turns out that while “fresh food” is historically 50x more popular, in March “non perishable food” had become more searched.

For example, during the month of March in the US, “healthy non perishable food” was a “Breakout” topic related to “non perishable food” search term.

‘Rising’ shows terms that were searched for with the term you entered which had the most significant growth in volume in the requested time period.

- The percentage on the right hand side shows the term’s growth compared to the previous time period.
- “Breakout” means that the search term grew by more than 5000% in this time period.

**Additional Resources**
- Coronavirus page of Google Trends website
- Google News Initiative training
- How to stay on top of market trends in a dynamic environment
**Be geographically relevant**

1. **Expanding your search by geography**
   Use the **Worldwide dropdown** to see how people’s searches differ from one country to another. This can help you adjust your strategy to make sure your content is relevant to the local context.

2. **Refining your search by region or city**
   When you search for a term in Google Trends, your results will include a heat map showing areas where your term is popular. **Hovering over a region** will activate a pop-up window that reveals its search volume index. On the right of the map is a list view icon that displays the ranking of top regions or cities based on your terms popularity.

**Refine your insights**

1. **Filtering across properties**
   You can now explore trends across Google Search, Image Search, News Search, Google Shopping, and YouTube Search.

2. **Using punctuation to filter search results**
   You can use punctuation to more precisely understand which terms people use.

3. **Refining your results using categories**
   If you’re using Trends to search for a word with multiple meanings, you can filter your results by category to get data for the version you’re looking for.