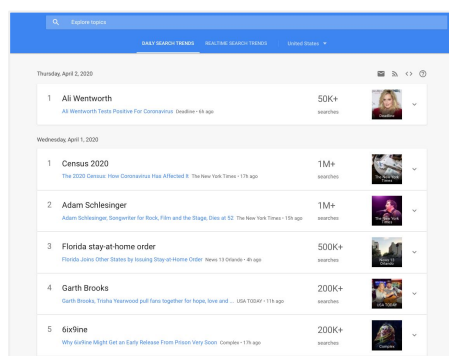# Explore what's top of mind for your readers and users

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.
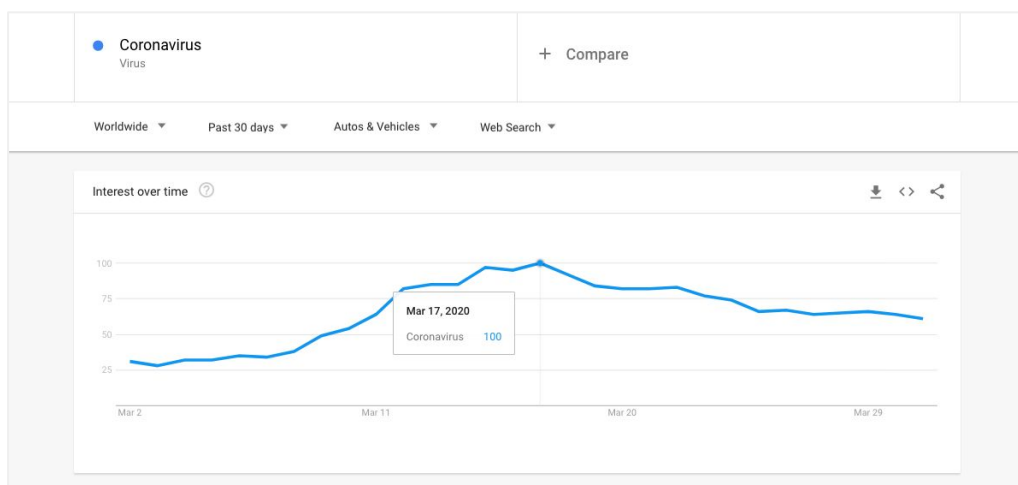
Quickly find popular terms

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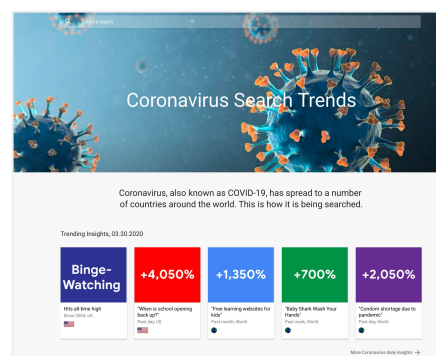
To further explore curated insights about a popular topic, click one of the examples such as [Coronavirus Search Trends](#) under Latest Stories and Insights.

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.

Google Trends

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.

Good to know !

'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.

Google Trends

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.