

Gannett Training

Google Trends for Graphics and SEO

Presented by

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GANNETT

Problem: What are people searching on Google in my area? The US? Another country?

Google Trends: <https://trends.google.com/>

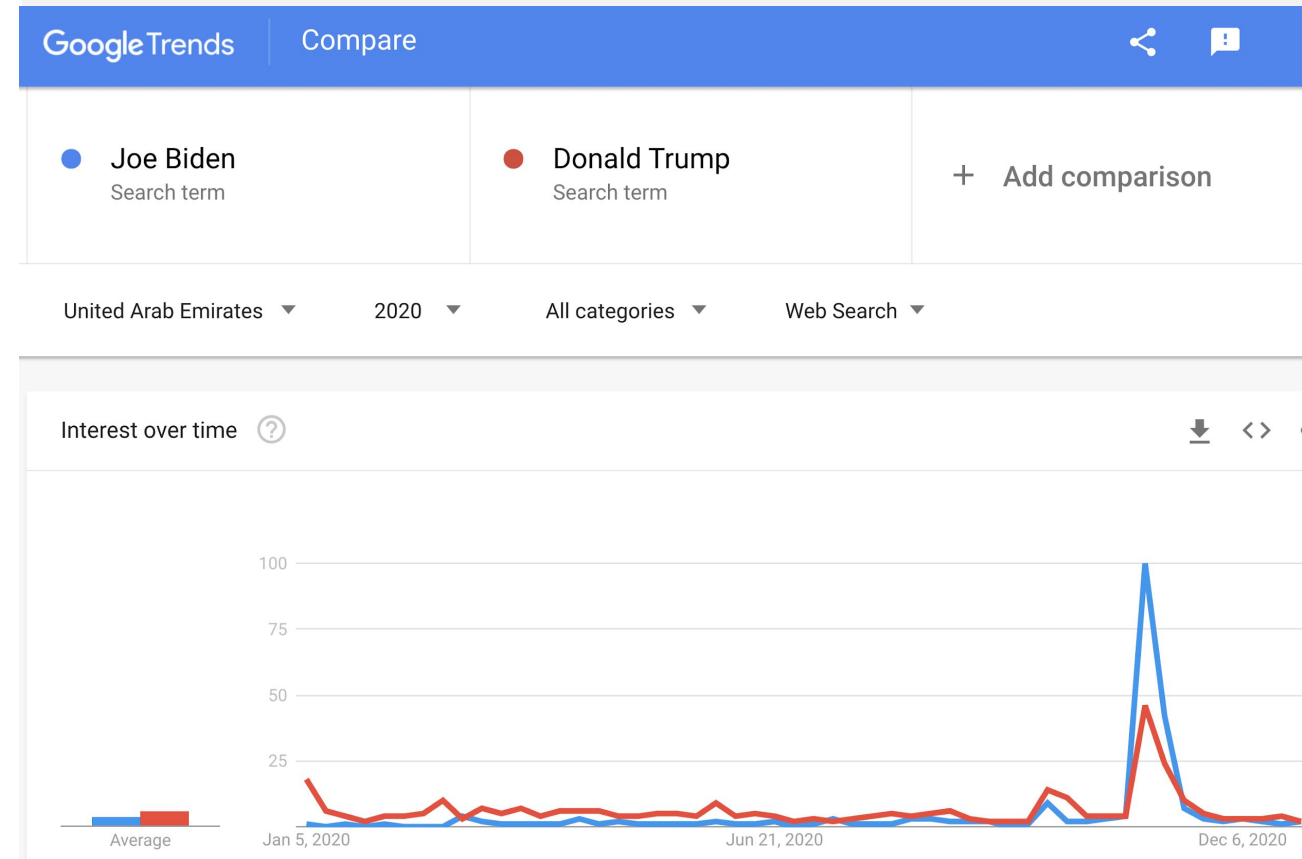
Tracks what people are searching in Google

Compare terms or sub-topics

Great for testing keywords for SEO

Section of current trending topics

Track at global, country, state and city level
(five largest cities by state)



Google Trends

- More than 5.6 billion searches per day on Google
- Data/graphics are a normalization, not pure search numbers
- Check “Recently trending” section for newsy topics (social media desk)
- Graphics are easy to embed/share

Recently trending

Keep up with the latest trending searches

AMC stock 500K+ searches

UFO 50K+ searches

Bird flu 100K+ searches

Romy Walthall 20K+ searches

Memphis Grizzlies 100K+ searches

Chick-fil-A 20K+ searches

Tom Holland 100K+ searches

Blair Underwood 20K+ searches

Juneteenth 100K+ searches

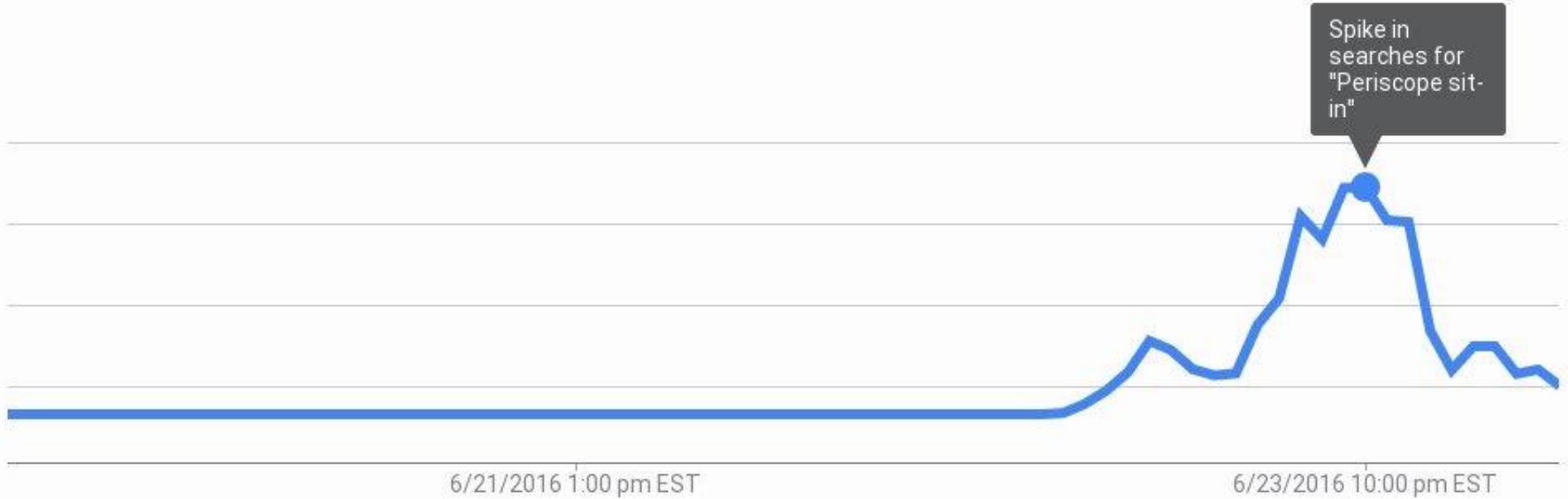
Lil Loaded 1M+ searches

Google Trends: In the News

SEARCH INTEREST IN PERISCOPE SIT-IN

spikes during House gun control sit-in

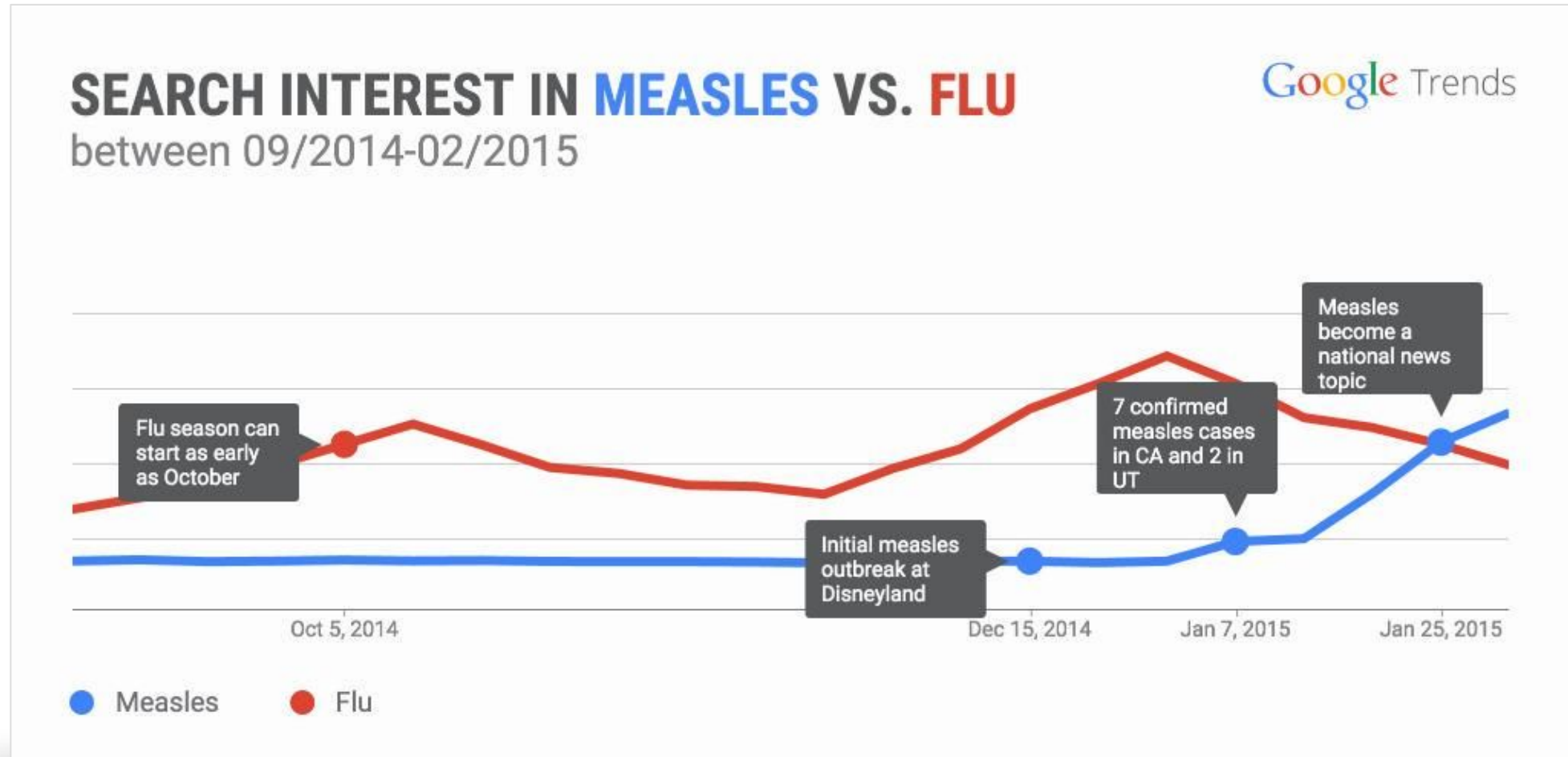
Google Trends



● Periscope sit-in

google.com/trends

Google Trends: Curated Questions



Google Trends: Chicago Cubs vs. Cleveland Indians

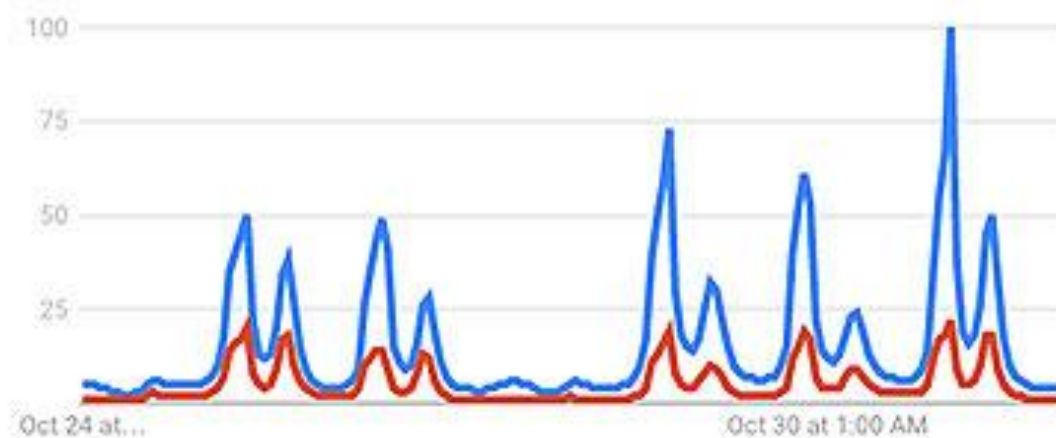
Search interest in World Series teams, past day



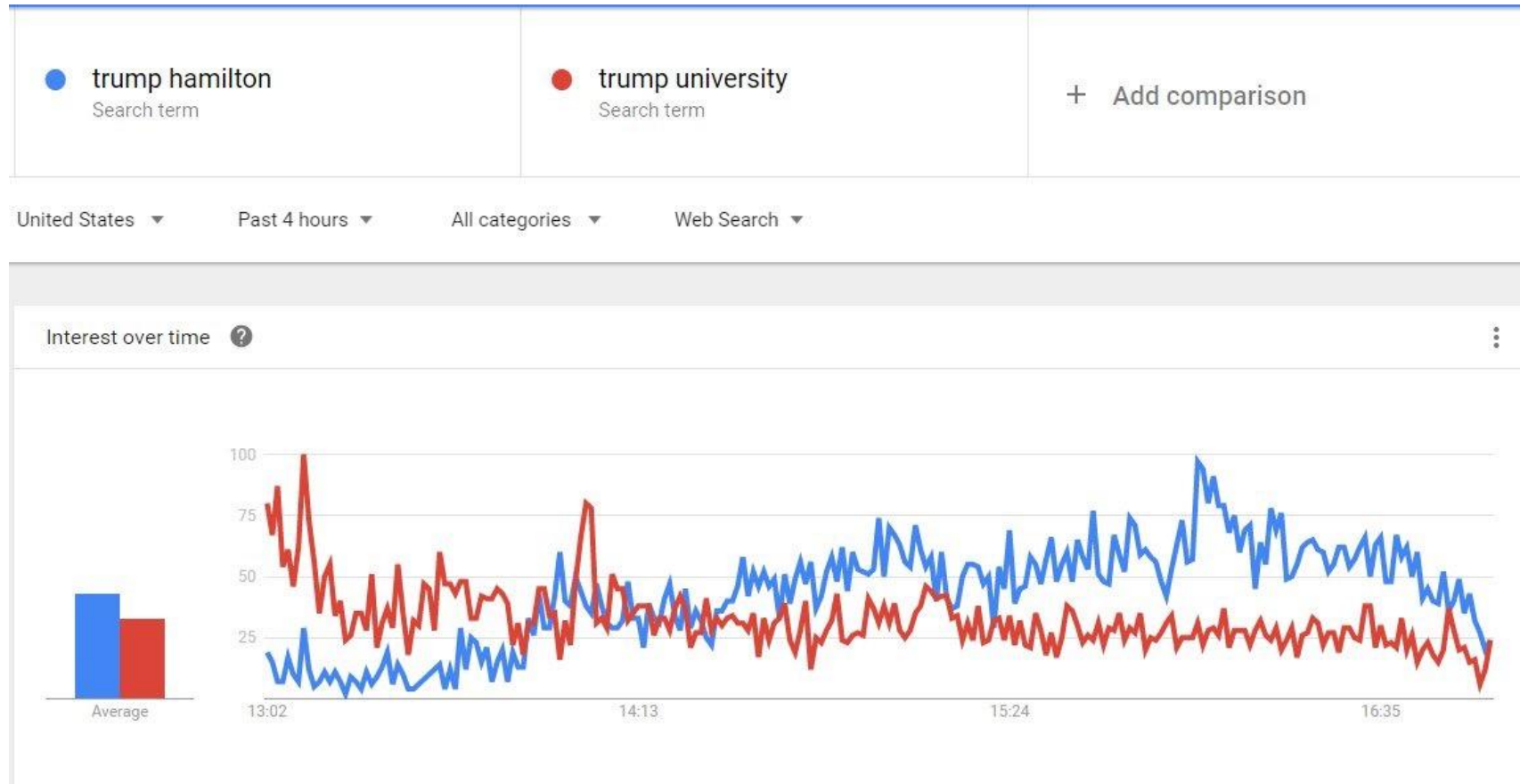
- Chicago Cubs
- Cleveland Indians

Search interest in Chicago Cubs vs. Cleveland Indians

● Chicago C... ● Cleveland Indi...



Google Trends: What Does This Show?

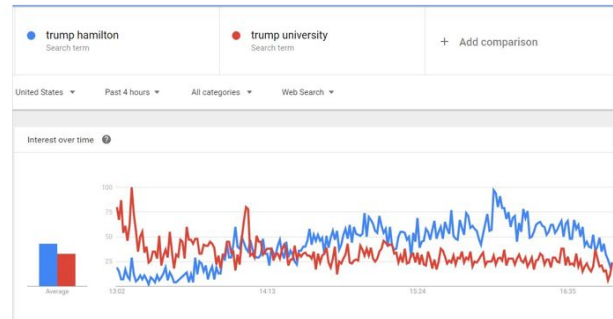


Google Trends: Search Reflects Trump's PR Agenda



Asa Bennett ✓
@asabenn

A look at the last 4 hours on Google shows how fast Trump forced his Hamilton spat to the top of the agenda instead of Trump U [@robfordmancs](#)



11/19/16, 11:03 AM

2,931 RETWEETS **1,774** LIKES

Reply to Asa Bennett, (((Rob Ford)))