

Google Trends 301 Exercises and Handout

Reilly

Shortlink to this handout: <https://bit.ly/gannetttrends>

Overview

- **Google Trends:** Track what people are searching for in Google, as well as Google Shopping, YouTube and Google Images. More than 8.5 billion searches per day on Google.
- **Gannett's Google Trends introductory training videos:**
 - [Google Trends for Graphics and SEO](#) | [Using Search Trends to Stay Ahead of the Curve](#)
 - **More training in this video:** [Google Trends](#)

Resources

- **Google Trends e-newsletter:** Written by data journalist Simon Rogers, this M-F email is full of great story ideas and tips. Use it to localize national and international stories. How is this story being searched here? Can you make it a regular feature in your publication?
- **Google Trends Datastore:** Google builds specific datasets you can download and visualize in Flourish and other software. **Warning:** Lightly supported since the start of the pandemic.

Basic Review: Election Examples

- 1) Test Michigan Republican gubernatorial primary. What Trend do you see:

Tudor Dixon
Ryan Kelley
Ralph Rebandt
Kevin Rinke
Garrett Soldano

- 2) Test searches leading up to the Michigan Nov. 8 gubernatorial election: Tudor Dixon vs. Gretchen Whitmer (last 30-60 days)
- JB Pritzker and Darren Bailey for Illinois governor (last 30-60 days)
 - Test it with J.B.
 - Darren Bailey and “hellhole” in Chicago
 - Do issues: immigration healthcare health care covid-19 monkeypox crime (city or state)
 - What Google Trends did during the 2018 midterms [state-by-state](#).
 - Post-election: A series of Trends charts on key races, etc.

Breaking News

- At the start of the pandemic, we did Trends analysis on terms such as toilet paper, Clorox wipes, surgical masks, ventilators ... the searches boomed. Over time, they evolved: vaccines, etc.
- See how a breaking story in your area is trending in border states or nationally. Pick a few keywords and go.
- This of searches as questions. People ask questions of Google: What is the crime rate in Orlando? How many homicides have their been in Chicago this year? We often write like we talk, Try those terms.

Other Ideas | Seasonal Uses

- Black Friday and Cyber Monday: Type in any local product names or national brands/products to see what people locally/nationally are searching for
- After the Super Bowl, search on six of the advertiser names: Budweiser, Coca-Cola or Coke, Chevy, Doritos, etc. and see if people are searching the

brands.

- Marvel Comics vs. DC Comics ... or look at searches on summer movies or holiday movies coming out. What are people in your area search for with entertainment? Try the streaming channels, too, in search. The results can surprise you.
- Google's year-end [most searched](#). It lists people, things, and even the most misspelled words for each state. This reporter at WBIR in Tennessee turned the misspelled words into a [fun Saturday morning story](#). The list is usually released in December but can be used year-round.
- Search fun things: Fidget spinners, Pokemon Go vs. political candidates in 2016, slang words in your area, etc. Ag states: weather, climate, harvest, agriculture

Trends Data Store and Visualizing Data in Flourish

Democratic Presidential candidates searched in Google Trends Search

1. Download this Democratic Primary candidates search dataset that Mike pulled from the Google Trends Data Store: <http://bit.ly/trenddems>
2. Note we have a column with a link to photos of each of the candidate (A) and name (B), then the weekly search results.
3. Open flourish.studio and under visualizations, click on the red "new" button.
4. Go to the Line Chart Race section and select the "simple" template. (Mike will show you in the demo).
5. Make sure you select the "Data" tab at the top of the interface.
6. Hit the "Import Data" button in the upper right, select the Democratic Candidates spreadsheet that you downloaded. If it asks you to make the data public or private, select "public." You would select private if you were working on a sensitive topic that you could make public later when you're ready to publish.
7. On the column on the right, type in B in the Labels column and hit return
8. In the image column, type in A and hit return

9. In the column to the right, in the Values field, type in C-BJ and hit return. (It highlights the columns you want to highlight in the chart.)
 10. Hit the preview button to see how your chart looks so far
 11. In the right column, go to the Number Formatting tab and change the decimal points from 2 to 0.
 12. Go to the Colors tab and select a color panel that works well for you.
 13. In the right column, select the HEADER menu and for Title: **Google Search: Democratic Primary Candidates**
 14. For subtitle, type in **December 2018-February 2020**
 15. Click on the FOOTER menu and in the source field add: **Google Trends Store**
 16. In the link field, add: <https://googletrends.github.io/data/>
 17. Then hit the publish button in the upper right and it will guide you through the publishing process.
- Here's what it looks like: <https://public.flourish.studio/visualisation/1466038/>