



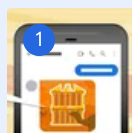
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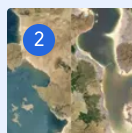
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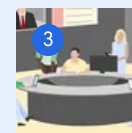
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This beginner's course will teach you the basics of Google Trends, using the free Trends Explore tool.

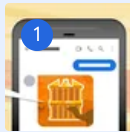
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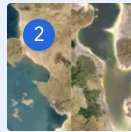
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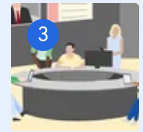
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Understanding the numbers

1. Selecting a topic
2. Reading the interest over time graph
3. Understanding the numbers
4. Searches by location
5. Top and rising searches
6. Data excluded from search

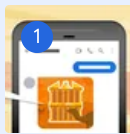
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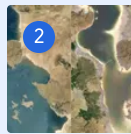
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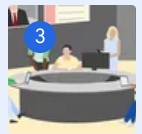
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You can explore Google Trends data using the free [Trends Explore tool](#). The data is grouped into topics to give you the fullest picture of what people are searching for. You can also query individual search terms.

STEP 1

As you type your query, a drop-down list will appear. At the top is the exact search term you typed. Below, you'll see a list of topics which Google Trends believes you may be trying to research.

topic with the same title, at the same time. You will notice the results look different.

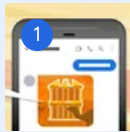
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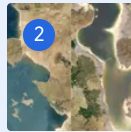
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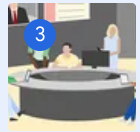
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25

Jan 2, 2022

Apr 24, 2022

Aug 14, 2022

Dec 4, 2022

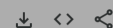
OCT 30 - NOV 5, 2022

Veganism 83



Interest by region ?

Region ▾



make a note of the date.

ST

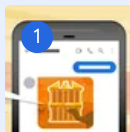
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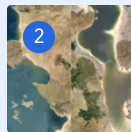
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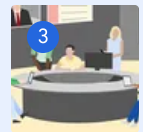
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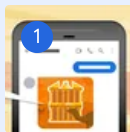
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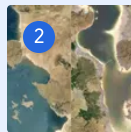
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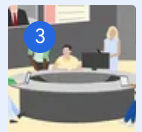
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Not to be confused with the total number of searches for a topic, we are looking at the total number of searches. Instead, we look at the percentage of searches for that topic, as a proportion of all searches at that time and location.

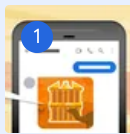
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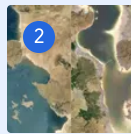
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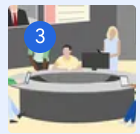
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STEP 1

Once you have performed your Google Trends search, scroll down to see search interest by location. If your location is set to Worldwide, you will see search interest by country. If you have selected a country, you will see Interest by region. Darker-shaded areas have a higher level of search interest.

STEP 2

Trends Explore will automatically show you the map view of your data. Toggle between map view and list view

When you hover over a country or use list view, you'll see an indexed search interest value between 1-100, just as you do with other Trends data. The location with the highest normalized interest in the topic valued at 100.

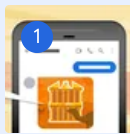
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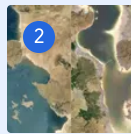
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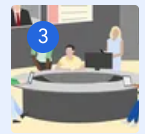
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3 Qurabiya - Topic

+40%

3 receita de bolo caseiro

+300%

4 tuzlu kurabiye tarifi

+110%

5 overnight oats recipe

+80%

< Showing 1-5 of 25 queries >

Trends Explore will automatically display “rising” data for both topics and queries. These have seen the largest increase in popularity over the last 12 months.

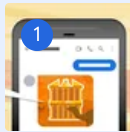
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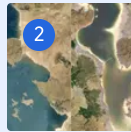
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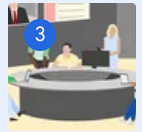
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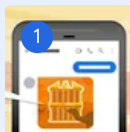
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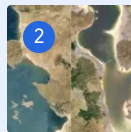
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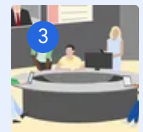
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Pairing NCI with Google Trends

-23%

+13%

-13%

Readers

Pageviews

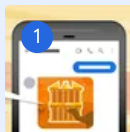
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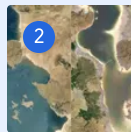
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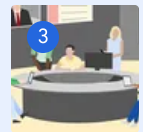
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Consumer Insights here

Access News Consumer Insights here.

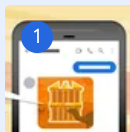
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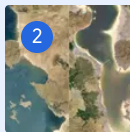
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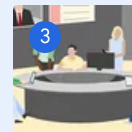
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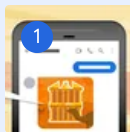
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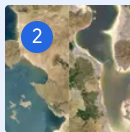
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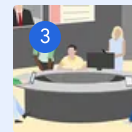
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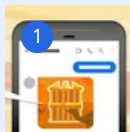
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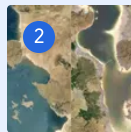
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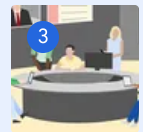
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