



< ALL TRAININGS

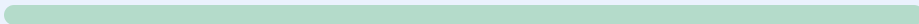
Google Trends

4 LESSONS 20 MINUTES BEGINNER

Use real-time search data to track topics and spot emerging trends with the free Trends Explore tool. Then, use that data to tell compelling stories about the issues that matter.

TOOLS USED ▾

0%



Lessons

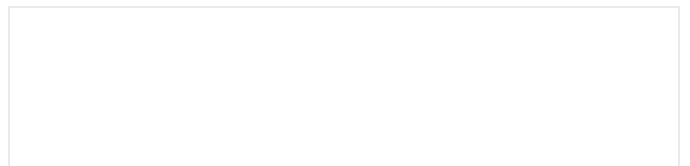
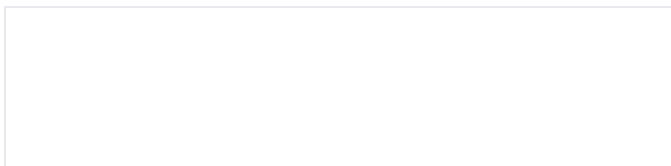
Search



[Filters](#)

Sort by:

Featured





Basics of Google Trends

Lesson

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

 [Start](#)



Advanced Google Trends

Lesson

Become a master of the Trends Explore tool with these simple tips for extracting precise data.

 [Start](#)



Storytelling with Google Trends

Lesson

Learn ways to contextualize Google Trends data and integrate it into your reporting.

 [Start](#)



Video: Getting started with Google Trends

Lesson

Google Trends allows you to explore a sample of search requests, by topic and over time.

 [Start](#)

Sign up for the newsletter to get updates from the Google News Initiative

Get the newsletter

Contact us

Google

Privacy

Terms



English

