



## 7 Uses for Google Trends in SEO and Content Marketing

Google Trends is a useful and free tool that delivers statistics and other information regarding the popularity of specific search terms on both Google and YouTube. There are many reasons why it has become such a popular source for big data research and applications, not least because it provides a platform to observe consumers' search information by offering extensive statistics on search data. Even better, Google Trends is simple to use, not only for collecting data but also for providing comparison options.

With Google Trends, you can see what is trending in real time. Get search results for specific keywords or questions that are currently popular across all of Google and YouTube. Search the world's information, including webpages, images, videos and more. Google has numerous special features to assist you in finding exactly what you're looking for.

Whatever kind of information you're looking for, Google Trends can help. If you're after product information, research or trends in the field, the website is a trove of valuable data. For example, finding out how popular a specific phone is by region or age group gives marketers insight into what their audience wants and expects based on location or other demographics.

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Most of the time, this means they don't look past the first page of Google search results. Business owners who want to maximise sales can use Google Trends to rank higher search engine results page(s) (SERP), according to Data For SEO.

Search engine optimisation (SEO) is a form of internet marketing that aims to improve the visibility of a website on search engines by increasing the number of visitors to the site based on organic search results/rankings. Search engine positioning is an element that every business owner needs to master, regardless of their sector. Google Trends can help you in your quest to achieve an outstanding position in search engine results.

Google Trends visualizer is a great way to research and monitor consumer behaviour in your industry, understand what people are searching for online and where, then use that data to tailor your marketing efforts. It's one of the most effective ways to inform your digital marketing strategy so you can gain an edge over your competitors.

Businesses that use Google Trends on a regular basis are able to understand how their target audiences search for relevant keywords and topics. They can also see what trending topics

are currently popular among the general public, which provides them with helpful insights into the trends of demand for their products or services.

### **1. Examine the trends in keyword volume.**

Google Trends allows you to see a keyword's trending volume over the past few years. You'll be able to see trends in popularity and identify keywords that are growing or declining in popularity. But why does this matter? Because finding those that are growing in popularity means getting a step ahead of the pack — enabling you to create content around industry-relevant keywords that people are actually searching for.

### **2. Search for related keywords**

Keywords on your site can also be used for finding related search terms that are also growing in popularity. Google Trends does a great job of digging up keywords that have become popular recently, and it gives users the ability to organise them based on their popularity level, thus providing a valuable resource for keyword data analysis.

Google Trends is often called the best keyword research tool by marketers around the world since it gives you the ability to see how many people are searching for a particular phrase in real time. If a phrase is trending up, there is a better chance that people will want to find out more about it.

### **3. Take note of the "Breakout" keywords.**

In some cases, Google Trends may replace the percentage search volume with the term "Breakout." This indicates that the keyword has increased more than 5,000% in search volume in the past year. You should hop on this high-traffic, low-competition keyword as quickly as possible because it might not be competitive yet. If you are able to rank well for it, you will be rewarded with a number of visits from highly loyal customers.

Google Trends is a free tool that shows you the popularity of an internet search query, for example "Best Headphones" or "How to Build an App". It allows you to track the growth of your keywords over time, and see a graph of the trend. Google Trends can be used to assess how much a keyword has changed in popularity, which means that if it suddenly shoots up in popularity, there's likely a reason for it. Perhaps something new and exciting has happened which means this keyword is getting more attention than ever before and SEOs are scrambling to rank for it.

### **4. Keep an eye out for related blog and video topics.**

You can also use Google Trends to discover related keywords to a search, as previously discussed, but it can also provide insight into related topics to consider for future content. If you look to the left of the "Related Queries" table, you'll notice another table called "Related Topics". This doesn't present specific search terms, but offers a peek into broader topics that consumers are searching for.

With Google Trends, you can uncover related search queries. This can help you see if users are searching for specific topics and if they're growing or declining over time. Plus, you can narrow down those results by "Trend" (which lists searches that are on the rise), and "Related Topics" (for a broader perspective).

In a Nutshell: Discover related comparisons and topics with Google Trends by clicking on the "Related Queries" table. Filtering by "Rising" or "Top" will provide insight into relevant topics to anticipate for future content.

### **5. Focus on local optimization.**

Google Trends data makes it easy to conduct keyword research and track product-specific search trends. Its features include "Keyword Planner," which provides users with real-time search volumes for specific keywords. This feature is fantastic for brick-and-mortar businesses that serve a local community. As mentioned, conducting a "search" is often an act that accompanies the purchase of a product. As a business, you can use statistics on search activities to monitor, analyse and even predict whether a product, service or new idea will be acceptable to a local audience. It would pay off even further to check out "Interest by Subregion" on Google Trends. While you may live in the same country as millions of others, different cities, states, and subregions will have different keyword trends.

Google Trends examines a plethora of statistical data. It tracks search activity over time and highlights the top trending terms. While there can be many practical uses of this feature, Google Trends also allows businesses to monitor their competition success. In addition, if you represent a brick-and-mortar company that serves a local community, tracking search activity will help identify geographic areas with high demand for your products or services.

### **6. Don't overlook new keyword suggestions.**

Google Trends graph is an indispensable tool for gauging an increased interest in a specific topic or query. Used by millions of marketers and businesses, it's also great for discovering new topics to focus on. But don't just stop at the top trends: dig deeper and explore other popular topics that can be added to your marketing strategy.

The search engine giants of today are known to check social media, blogs and forums to see how many people are talking about a certain topic or how many results there were for a certain

keyword. Google Trends explores deep by aggregating all of this data in one place, allowing you to learn more about the interests and preferences of your ideal customers.

Depending on your client's industry, it may be helpful to see what people are searching for over a period of time or in a specific location. If your client is in the travel industry, for example, you may want to see if people are searching for flights between certain cities or destinations.

## **7. Make use of LSI keywords**

Google Trends helps you track the popularity of a particular topic in real time. It also offers demographic forecasts showing where interest is rising and falling across age, gender, income, etc. Finally, let's discuss an often-overlooked SEO aspect: utilising LSI keywords. LSI is an abbreviation for "latent semantic index(ing)" — a computer programme designed to learn a large number of synonyms based on context. This revolutionary AI uses mathematical systems to find the relationship between a word and its concept inside a piece of content. If you plan on incorporating SEO into your content marketing strategy, then you'll benefit from using Google Trends. By combining related keywords and LSI in your blog posts and other types of content, you'll drive more traffic to your website while increasing conversions. This translates into more sales and leads — helping you generate more leads every day.

Title tags are one of the most important components of SEO, as this tag is used by search engines to determine what your page is about. The more relevant keywords in your title tags, the better. Make sure that each SEO-friendly page has a unique title tag. Use your target keyword prominently near the beginning but don't make it look unnatural or spammy. However, it's important to remember that stuffing content with LSI keywords won't work. That only adds irrelevant noise, which can hurt your rankings and lead to penalties. Simply add these keywords in the right context and avoid keyword stuffing.

### **Conclusion:**

Google Trends news will alter your SEO strategy. By looking at the performance of keyword searches over time and popularity, it can tell you how to optimize your website and provide key insights into how to capture relevant search terms. As the service evolves and becomes more advanced, contextual factors are also becoming more important, including filters for location, topic and category.

With modern consumers raising their expectations and Google updating its algorithm, utilising Google Trends data is more valuable than ever. If you're willing to roll up your sleeves and go beyond the basic search, you'll discover unique insights that can significantly improve your SEO by using Google trends search.

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