

# Multiplatform Content Strategy

## Google Trends Scavenger Hunt

Due Wednesday, September 19 by 11:59 p.m. in D2L Dropbox (Goggle Hunt)

**Taking a good look at what people are searching for in 2016** can give us some interesting insights into what's coming up the trends of the collective consciousness. It's important to note that utilizing 'Google Trends' to analyze search data simply isn't hard scientific data – but it is good for seeing patterns.

### Why do search trends matter for my business?

Google Trends can be used to help your company's **content creators better understand what people want to know about**. It can also be used to **gauge brand interest over time**, and **aid your content creation**.

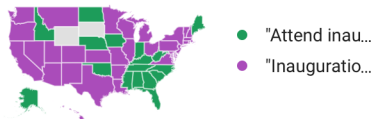
1. Visit Google Trends site at <https://www.google.com/trends/>.

2. Begin by making a note of the date and time you are working on this assignment. If you work on different dates or different times make a note of that as well.

3. Let's start by checking out one of the featured insights on the home page. For this example I accessed the Google Trend data on the 2016 NFL Season.

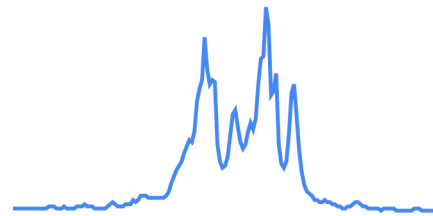
### Featured insights

#### Presidential Inauguration



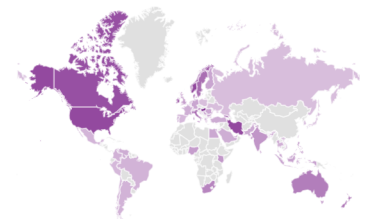
"Attend" vs "protest": searches in past seven days

#### 2016 NFL Season



Search interest in NFL

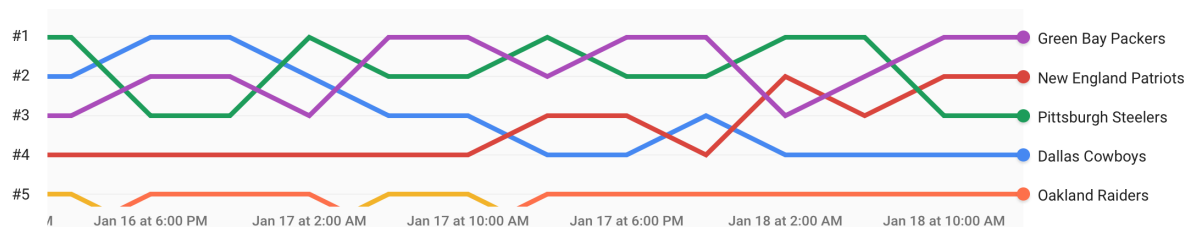
#### Golden Globe Awards



Search interest in Golden Globes (past week)

4. Spend some time checking out the data presented. Pay particular attention to some of the interactive features used to present data. Take a screenshot of one of the interactive tables you discover.

#### Search interest in NFL teams, last 7 days



Jan 11 at 6:00 PM Jan 18 at 2:00 PM

5. While you are still exploring one of the featured insights, take TWO more screenshots of featured insights trend data charts.

Top questions on the NFL

- 1 Which NFL quarterback has been to the most Super Bowls?
- 2 How much do NFL referees make?
- 3 How many teams are in the NFL?
- 4 Who won last night in NFL?
- 5 Who has the best record in the NFL?

Search interest in the NFL by metropolitan area, last 7 days

6. Now let's check out the different categories of data and different country data. You'll find drop down selection menus on the right side of the Google Trends home page to select categories and countries.

7. Select a category you are interested in exploring. We'll begin by exploring data for the United States. Take a look and take a screenshot of the top three trending stories. Click on one of the top three stories and take a screenshot of the "most relevant articles" and current interest over time data charts.

Most relevant articles

More news articles

['Will & Grace' returning to NBC](#)

CNN, 2 hours ago

['Will & Grace' Revival Given 10-Episode Order by NBC](#)

Variety, 3 hours ago

[NBC Will Bring Back 'Will & Grace'](#)

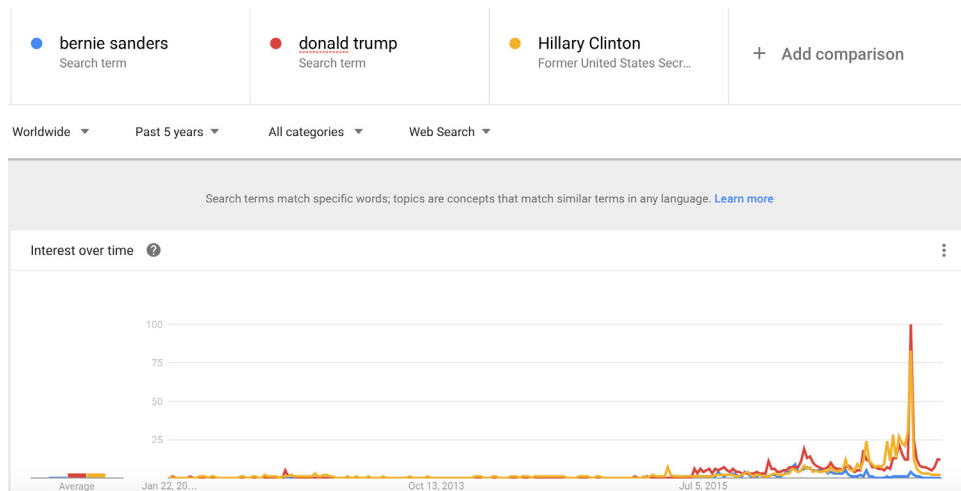
New York Times, 1 hour ago

Interest over time

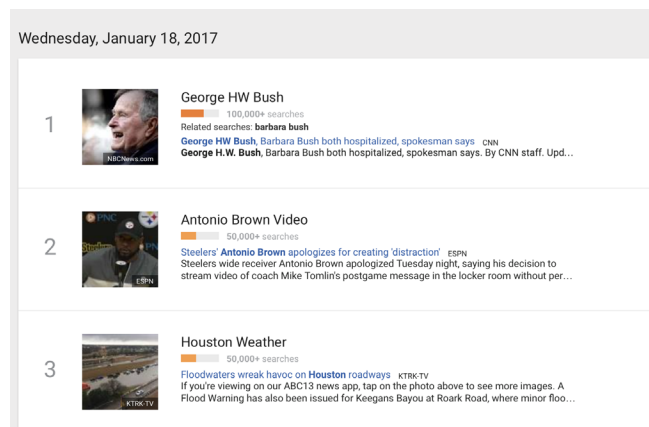
● Search interest    ● News articles    ⋮

8. Now, keeping the same category selection, but select two different countries and take screenshots of the same data for each of the countries you select.

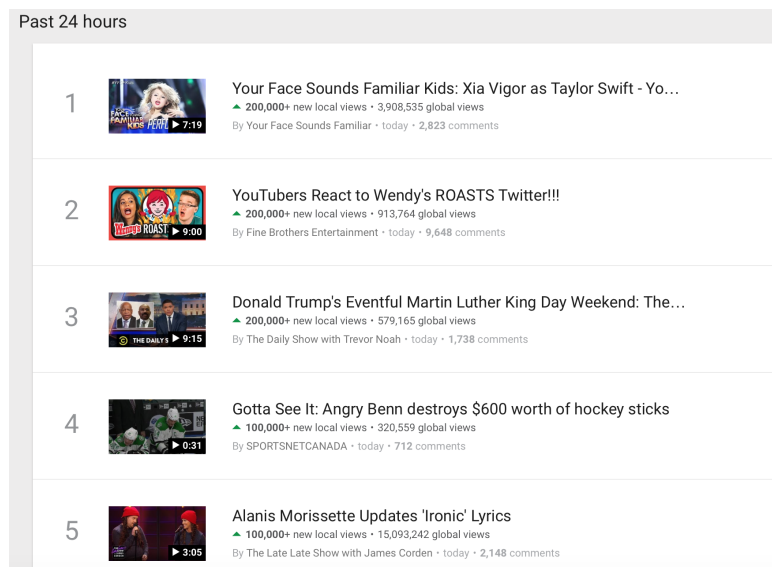
9. Now let's EXPLORE how we can COMPARE Google Search term data. Go to the Google Trends drop down menu and select EXPLORE. Add three related search terms to get comparison data over time. Take a screenshot that includes search terms and data mapped over some time.



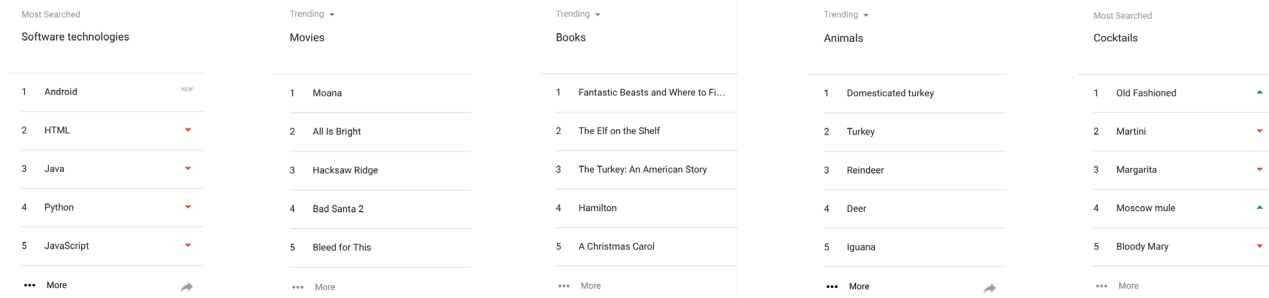
10. Let's check out TRENDING SEARCHES. From the Google Trends down menu select trending searches and take a screenshot of the current trending searches including the date.



11. Let's check out TRENDING ON YOUTUBE. From the Google Trends down menu select trending on YouTube and take a screenshot of the current trending searches.



12. Finally, let's check out TOP CHARTS. From the Google Trends down menu select top trends and take screenshots of FIVE of the current top charts you are interested in.



13. When you have completed your Google Trends Scavenger Hunt please submit it to the dropbox on D2L.