

Hi guys, this is Ozkan. I feel more engaged with the trending topics in the world than before because I use Google Trends. Do not worry, I am going to introduce you with this new tool.

First let's jump to the www.google.com/trends/

Google Trends is a website which you can use easily identify search terms.

I am going to show you how you can use it.

This tools show us what is happening all around the world and how people react the moments.

We can start and then dive a little bit deeper.

First, if you want to benefit from all Google apps you have to sign up.

You should click on sign in button and create an account using your personal information.

If you do not want to sign up that's totally fine.

Let's go back to main page

We have categories and you can select a category which you are interested in particular country.

For example, I am going to select entertainment in the U.S.

You can see what people are searching.

You can also see featured stories in main page featured insights, 2016 world series, Halloween and scroll down and see more information about trending topics.

Google Trends also has another effective feature. It allows us to compare different terms in any time. For example, I am going to type Facebook and then add compare terms such as twitter that's I can see how much searching is being done.

This is a graphic, this is a world map interest by region and related queries.

This information for twitter.

And also you can click this button at the left top home, explore, trending searching, top charts, subscription, and google settings.

I tried to explain using Google Trends briefly. Thank you so much for listening me.