GOOGLE INSIGHTS

How to use Google Insights to identify the most suitable search terms for your website

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Contents

Introduction

Google Insights is a free service that provides insights into the search terms people use when searching on Google. It shows the likelihood of people in certain countries or regions to search for a given term or phrase and provides a visual representation of this information.

Skill Level

Inter   The topics in this guide are suitable for intermediate users.

Video Tutorials

Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

Note: *When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.*
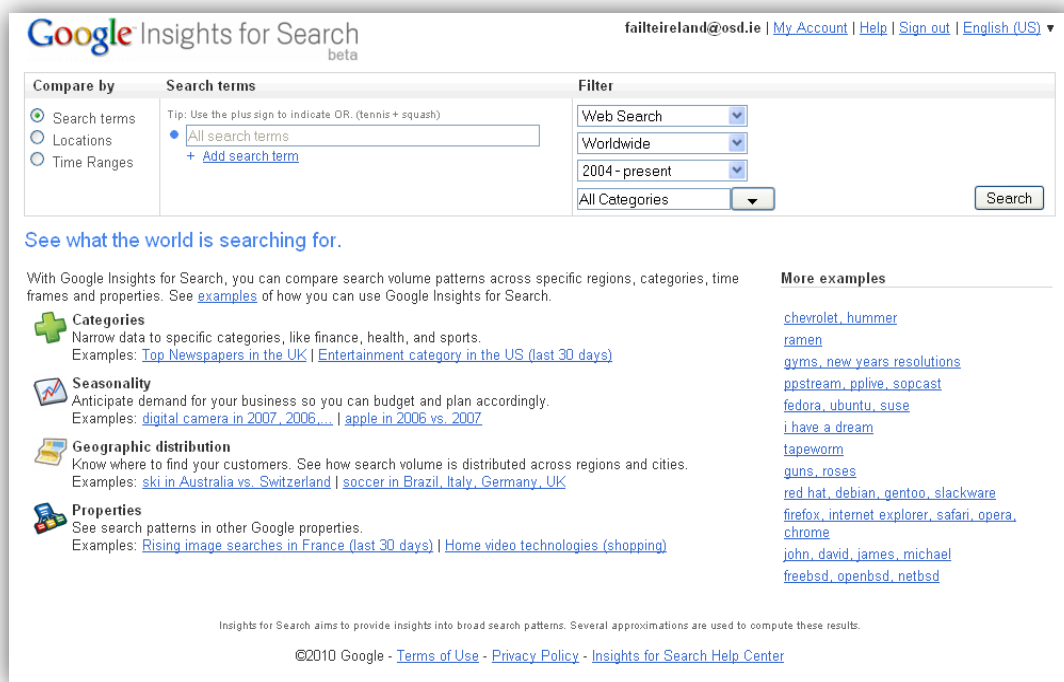
What is Google Insights for Search?

The Google Insights for Search tool can be used to determine what people are searching for on Google. You can use Google Insights for search to see the long term trends for your keywords. Google Insights provides features aimed to help advertisers and marketers understand search patterns and visitors' behaviour, you can compare search volume patterns across specific regions, categories, time frames and properties.

Google Insights for search allows you, for example, to determine the seasonality of any market, or establish the geographical distribution of a given search term.

The ability to obtain this type of data is precious and surely gives you an edge over your competition, whether you need to fine-tune your pay per click ads, evaluate the market potential of your next business venture, or find popular key phrases for your SEO campaigns.
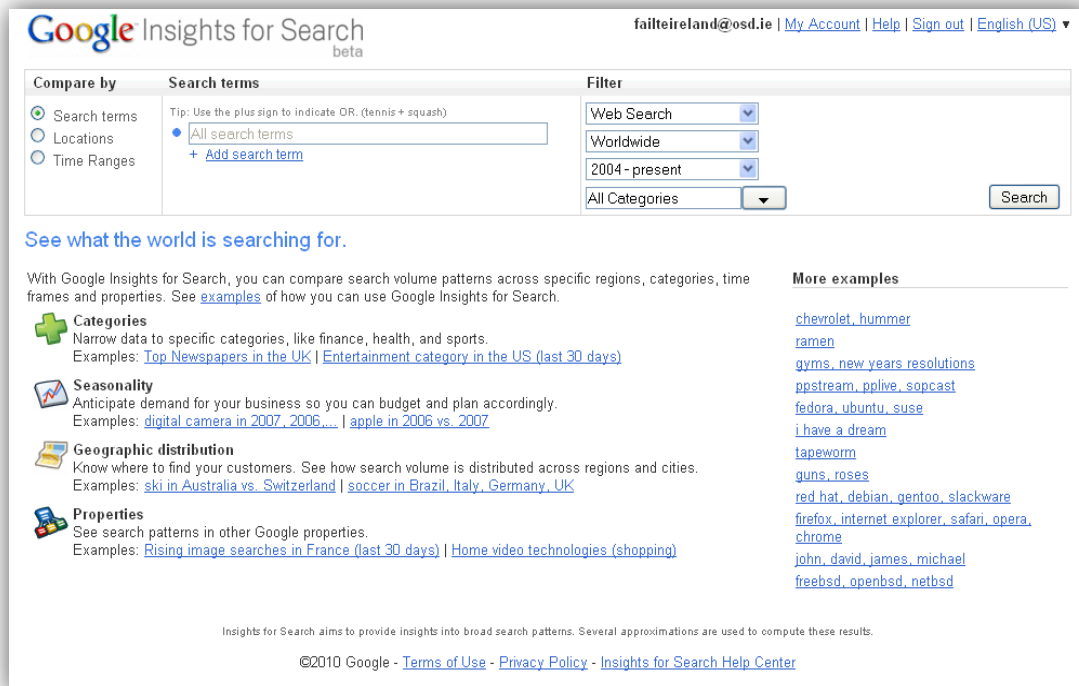
Where can I find this tool?

Go to www.google.com/insights/search or search for **Google Insights**

Next we will show you how to use Google Insights for search and some examples of how Google Insights for search can be used for market research.

How do I use Google Insights for search?

Go to Google Insights at www.google.com/insights/search or search for Google Insights.

VIDEO: Using Google Insights

This video takes you through how to use the Google Insights tool to track the popularity of the search terms and keywords you have optimised your website to use.

When you are ready, click the PLAY icon to start the video.

Step 1

Search for 'Google Insights for Search' on the search engine of your choice to find the Google Insights for Search tool.

Step 2

On the top left side of the page, you will see a box that reads 'Compare by'. There are three subcategories in this section: 'Search terms', 'location', and 'time ranges'. You can leave the categories blank, or you can fill-in the categories of your choice to filter your search.

To the right you will see the choices you have selected for your search in the 'Filter' section.

You can also change your search preferences by clicking on the subcategories in the 'Filter' section.

Step 3

When you are done typing in your keywords in Google Insights for Search, setting the parameters for your search, and adjusting the subcategories in the Filter section, click on the 'Search' button to see your results.

Step 4

The Google Insights for Search graph will appear showing the interest over the time period you selected for the topic you have chosen. Below the graph will be a map with information depicting the regional interest in the topic you chose. You will also see a list of the top Google searches for that particular category. In addition, there will be a list of 'Rising Searches'. Rising searches are Google searches that have experienced significant growth over a specific period of time.

Step 5

You can use the Google Insights for Search tool to see what other people are searching for, and you can analyze the data for business purposes. It is an interesting tool, with many potential uses and applications.

Examples of How to Use Google Insights in the Tourism Industry

Let's say you have a Hotel website and it's your job to optimise the web pages with keywords for the search engines. In a previous article we demonstrated how to use Google Keyword Tool to find lots of new keywords. In this article we will demonstrate how to use Google Insights for search to determine the long term trends of certain keywords.

For example, if you enter the phrase **hotel special offers** into Google Insights (using default Filters) and press search you will see some interesting results for this phrase over time (see diagram below)
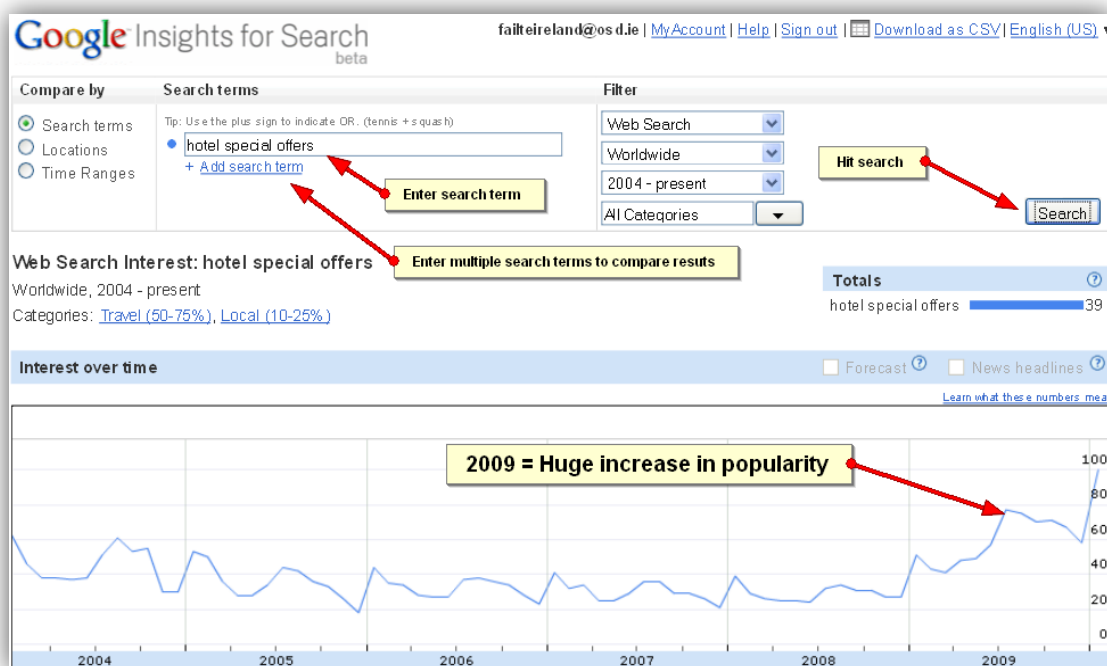
It is evident that in 2009 there was a dramatic increase in the search popularity for the key phrase **hotel special offers** which of course makes sense in relation to the current global economic recession that we are experiencing. So how can this result help my Hotel website?

In-line with demand for hotel special offers and in order to stay ahead of your local competitors you should review and check that your relevant web pages are optimised for the key phrase **hotel special offers.**

How to Compare Keywords

If you compare two search terms **cheap hotel** and **budget hotel** this is where Google Insights gets interesting. The results for **cheap hotel** are massively more popular than **budget hotel**, not just in 2009 but steadily over time.
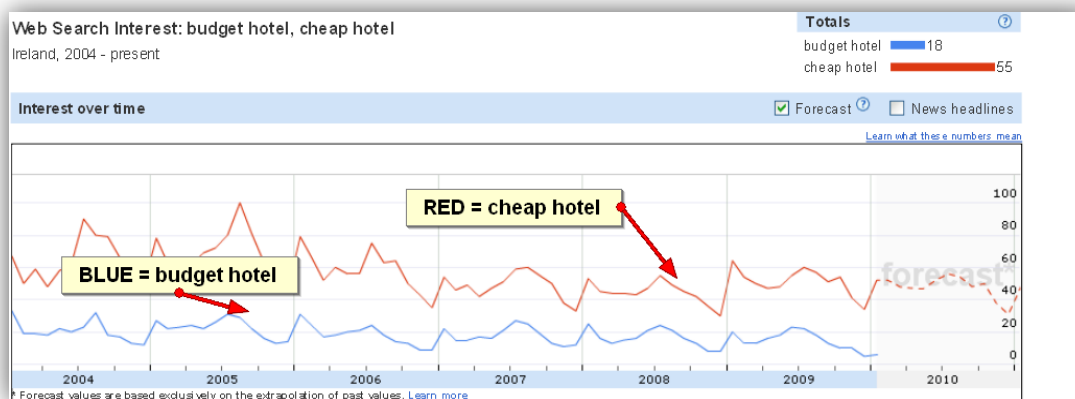
What does this tell us?

Most hotels do not like to use the word **cheap hotel** because it implies inferior quality/service and instead prefer to use the word **budget hotel** in their marketing message, which is understandable. However when you see the results in comparing the two terms in Google Insights you might be drawn to looking at these terms in a different light. **The results show that 'cheap hotel' is <u>twice as popular</u> as 'budget hotel' in the search engines results for Ireland (and worldwide).**

If appropriate to your business, this example of using Google Insights highlights that it may be prudent to consider ways to incorporate the key phrase **cheap hotel** discretely into your SEO strategy on your web pages and meta tags for search engines to find.

Another similar comparison of search terms relates to Guest House accommodation versus bed and breakfast accommodation. Most guest houses typically do not like to be referred to as "Bed and Breakfasts" in their marketing because typically they offer a higher standard of quality/service. The reality is however that guest houses offer bed and breakfast as a service to their guests, as do most hotels!

The search phrase 'Bed and Breakfast accommodation' is <u>twice as popular</u> as 'Guest House accommodation'!

Similar to the previous example, it may be prudent for Guest Houses to consider ways to incorporate the word **Bed and Breakfast** discretely and more densely into their SEO strategy on web pages and meta tags for search engines to find. Why should you hide your business from 100% more potential customers online?

For more examples on how you can use Google Insights for Search please refer to the following URL:

http://www.google.com/support/insights/bin/answer.py?hl=en&answer=96693

Or search Google for: Google Insights for Search

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