

Google Zeitgeist and Other Helpful Trend Analysis Tools

A few months ago, I published an article detailing how to use Wordtracker (one of the best keyword popularity tools on the Internet) to give you some insight as to how many times a specific keyword term is being searched in the search engines. This is an extremely helpful tool for optimizing a web site for good ranking with the search engines but as many of my other subscribers have discovered, it's also an important research tool to determine if the product or service you're selling will be likely to succeed. If you haven't had the chance to view this article, please [click here to read it now](#).

Although Wordtracker is a valuable research tool, in order to be as accurate as possible, research should be verified by more than one source. Today I'll be going over a few other less publicized sites that will also give you specific knowledge regarding the latest shifts and trends in what people are looking for online.

1) Google Zeitgeist

This is probably one of the coolest yet less known resources that Google offers and it's free to the public. Basically the Google Zeitgeist gives you information about key terms searched by their users. Updated as often as weekly (some stats are displayed only on the end of the month summary), the Zeitgeist provides stats on search trends of Google Search Engine users as well as obscure but useful information including...

- Top 10 Gaining Queries Weekly/Monthly - These are 10 key terms that have made the most movement in amount of searches.
- Top 10 Declining Queries Weekly/Monthly - same idea as the gaining queries but instead this tracks the decrease in amount of searches.
- Top 10 Brands Monthly - The most searched brands in google
- Trend of web browsers used to access Google
- Trend of languages used to access Google
- Top images searched monthly - stats for Google's image search
- Country specific data for United Kingdom, Canada, Japan, Germany, Spain, France and Italy
- Other miscellaneous search stats including... Top TV Programs, Top Electronic Appliances, Top Job-related Queries, Top Cartoons, Top Music, Top Cities, Top Movies, Top Stores, Top Male Celebrities, Top Sports, Popular Video games.

All of this information as well as archived stats from previous months and a "previous year in review timeline" of important events (and search stats that correspond with those events) can be accessed for free at <http://www.google.com/press/zeitgeist.html>.

2) Yahoo Buzz

Yahoo! also has a similar stats tool that helps to shine some light on what's happening with searches through their directory. This resource is updated on a daily basis and gives stats on the top searches in the categories of overall searches, tv related searches, top music searches, top sports searches (NFL, NBA, NHL), top movie searches, top actor searches and top video game searches.

Each top moving term is given what Yahoo! calls a "Buzz Score"... Basically how this works is each term is given a number of points it has increased by or decreased by in the first column and a total number of points (Buzz Score) in the second column beside. Each point is equal to 0.001% of users searching on Yahoo! on any given day. For example, a "Buzz Score" of 500 for "Pokemon" translates to 0.5% of all users searching on Yahoo! are looking up Pokemon.

These stats are available free from Yahoo! at <http://buzz.yahoo.com/>

For More Advanced Users...

Yahoo! also offers a premium service dubbed "The Yahoo! Buzz Index". This is basically Yahoo!'s free buzz on steroids. With robust reporting and an easy-to-use interface, the Yahoo! Buzz Index is an exceptional market research tool and a must for advanced users that want to have access to...

- User accounts for the web-based Yahoo! Buzz Index
- Consumer demographics and regional data
- Comprehensive initial training
- Two years of historical data for trending
- Data updated daily

If you want to ensure that you keep your competitive edge over competitors, I highly recommend that you purchase an annual subscription to the Yahoo! buzz index. Remember, Yahoo! buzz provides the largest research panel in the world (online activity of more than 219 million Yahoo! users worldwide), making it a truly superb trend analysis tool. For more information and to request a free two week trial account, please visit...

<http://buzz.yahoo.com/buzzint/learn-more.html>

3) Lycos 50

Stats for Lycos 50 pulls in at a slightly different angle -- almost like a top 50 music chart but instead of top songs, Lycos 50 displays the top 50 searches through their engine. Stats are displayed in a very easy to understand format showing terms increasing or decreasing in popularity, current and previous week's ranking, and the number of weeks a specific keyword search has been on the chart.

The chart also features what's called the "Lycos 50 Elite", where the most popular search topics in the history of the Lycos 50 is given a star. The Lycos 50 Elite consists of 2 tiers... The first consists of the eight topics that have appeared on the Lycos 50 list every single

week since August 1999 (when Lycos began) and the second tier consists of any topic that has appeared on the list for 50 straight weeks or more.

Once again, the chart, an archive of 50 past weekly charts and more miscellaneous trend info corresponding to the top 50 are available for free at...

<http://50.lycos.com/>

When it comes to making money on the Internet or in any market it is extremely important to make sure that you've done your due diligence in researching the marketability of your product. I mean we all know it, it's common sense right? However, consistently I get emails from people asking me how to market their product when they haven't even researched the marketability of the product they're selling. An this is not just a syndrome of new entrepreneurs, even seasoned professionals sometimes neglect this important aspect of Internet marketing.

Sure, a bad product with good marketing will do better than a good product without any marketing hands down. But a good product with good marketing, that's where the real money comes from. So make sure you do your homework and pick the right product -- it's the only sensible thing to do considering the amount of time and effort you will be putting into the marketing. And besides, there's no excuse not to, the resources usually won't cost you a dime -- all you have to do is take some time out to do the research.

Get the skills without the spills!

Boris Chow
Internet Marketing Challenge

About This IMC Contributor

Boris Chow is a seasoned Internet marketer and member of the IMC Think Tank, the team of Internet marketing professionals who gather in the IMC Private Site to spill the beans about Web marketing breakthroughs -- as they happen!