

Azon Monster Sale: Google Research

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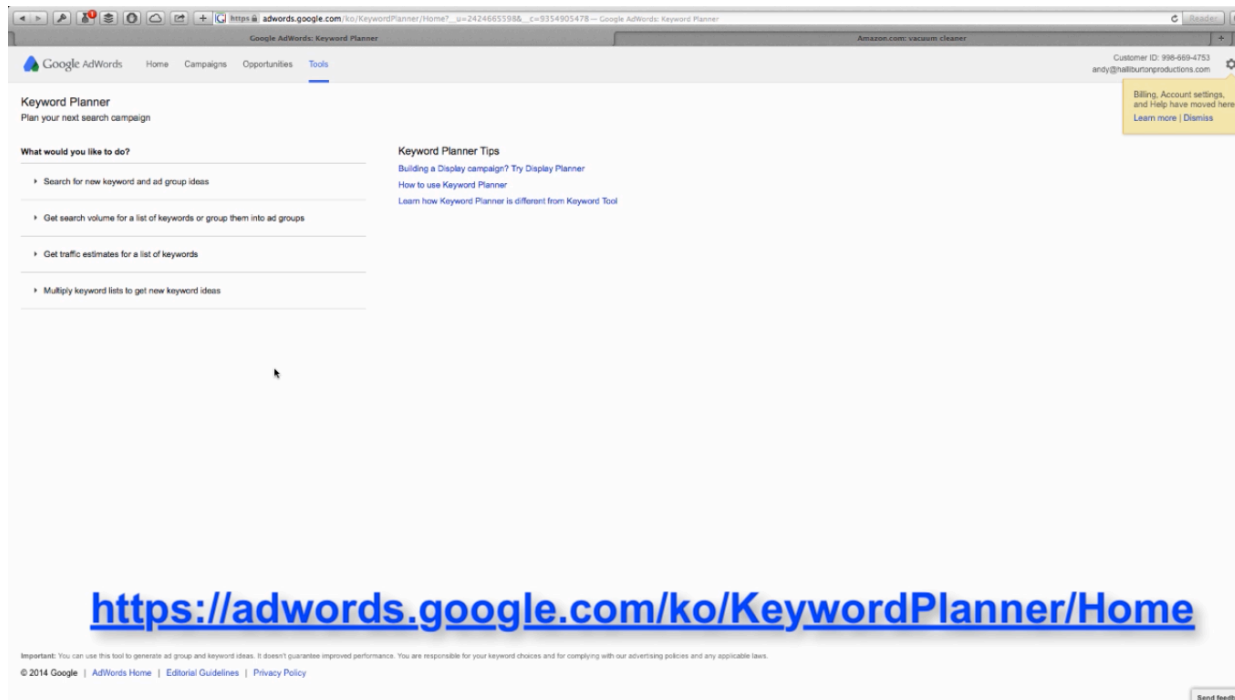
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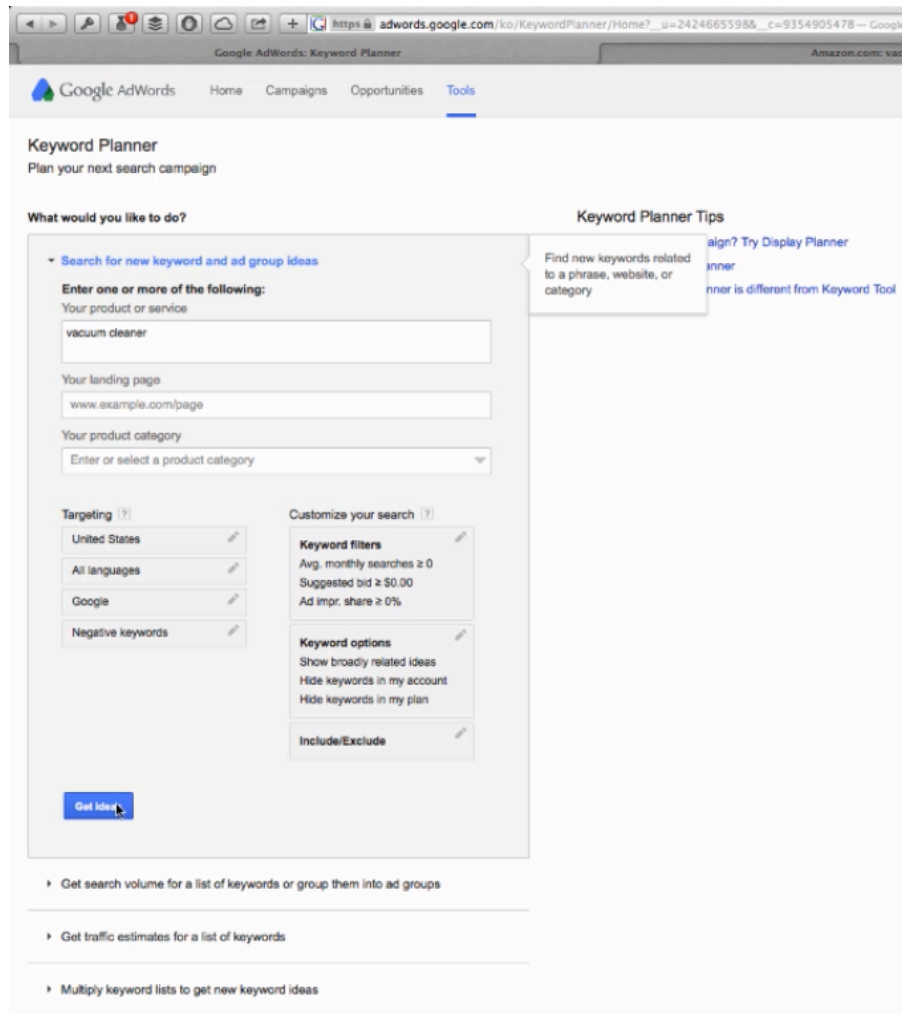
Keyword Planner



In this section you are going to learn how to perform research on your niche using Google. One of the most important tools that you can use when it comes to marketing products is Google's Keyword Planner. If you're not familiar with this tool, it is an amazing tool that's made by Google which allows you to research different keywords. As you probably already know, what keywords you use effect how many people are able to find your site. So, in many cases this tool is vital to people's success online.

Not only will this tool help you figure out what the best keywords are for promoting your products, it can give you some insight into whether or not you picked a good niche in the first place. This tool will also help you to discover domain names that will work for the niche that you are in as well as page titles that you can use for your site. To start using the keyword planner now, click here: <https://adwords.google.com/ko/KeywordPlanner/Home>.

When you reach Google's Keyword Planner, you will likely have to log into your Google Adwords account in order to begin using it. If you don't have a Google Adwords account, you can log in with your Gmail account. If you don't have either, you will have to sign up for an account in order to use this tool.



After you log into your account, you'll find yourself on the page shown in the screenshot above. This is the keyword planner. As you can see, at the top of the tool there is a field that requests that you enter in 'Your product or service'. This is where you will want to type in the name of your niche. So, if you were planning on creating a website from which you could sell vacuum cleaners, you would want to type the words 'vacuum cleaner' into this field.

You may notice that 'United States' has been entered into the field underneath the word 'Locations'. That is because the site that is being built in this case will be targeting customers in the United States and sending people to the US Amazon.com site. If you are targeting a different location, you will need to change your location here because your keyword results might be skewed if you don't. So, for example, if you are planning on being an affiliate for Amazon.co.uk, then you would want to type 'UK' into this field as the location that you wish to target.

There are a lot of different options for customizing your campaign that you can try if you like. However, while you are first learning to use this tool, it would probably be best to keep things

simple by only entering in the name of your niche and the country you are targeting you're your products. When you are finished entering in this information, click on the 'Get Ideas' button that's located down at the bottom-left of the tool. After that, you'll be redirected to the page shown below.

The screenshot displays the Google AdWords Keyword Planner interface. At the top, the search term 'vacuum cleaner' is entered. The interface is divided into several sections:

- Search terms:** A table with columns for 'Search terms', 'Avg. monthly searches', 'Competition', 'Suggested bid', and 'Ad Impr. share'. The entry for 'vacuum cleaner' shows 33,100 searches, High competition, a suggested bid of \$1.65, and 0% ad impression share.
- Keyword (by relevance):** A larger table listing related keywords. The top entry is 'vacuum cleaner reviews' with 27,100 searches, High competition, a suggested bid of \$0.54, and 0% ad impression share. Other related keywords include 'best vacuum cleaner', 'vacuum cleaners', 'best vacuum cleaners', 'vacuum cleaners reviews', 'vacuum cleaner ratings', 'hoover vacuum cleaners', 'electrolux vacuum cleaners', 'commercial vacuum cleaners', 'backpack vacuum cleaners', 'canister vacuum cleaners', 'small vacuum cleaners', 'cordless vacuum cleaner', 'vacuum cleaner bags', and 'good vacuum cleaners'.
- Targeting:** A sidebar on the left with filters for 'United States', 'All languages', 'Google', and 'Negative keywords'.
- Customize your search:** A sidebar with options for 'Keyword filters' (Avg. monthly searches ≥ 0, Suggested bid ≥ \$0.00, Ad Impr. share ≥ 0%), 'Keyword options' (Show broadly related ideas, Hide keywords in my account, Hide keywords in my plan), and 'Include/Exclude'.
- Your plan:** A sidebar on the right indicating the plan is empty and saved until Feb 2, 2014.

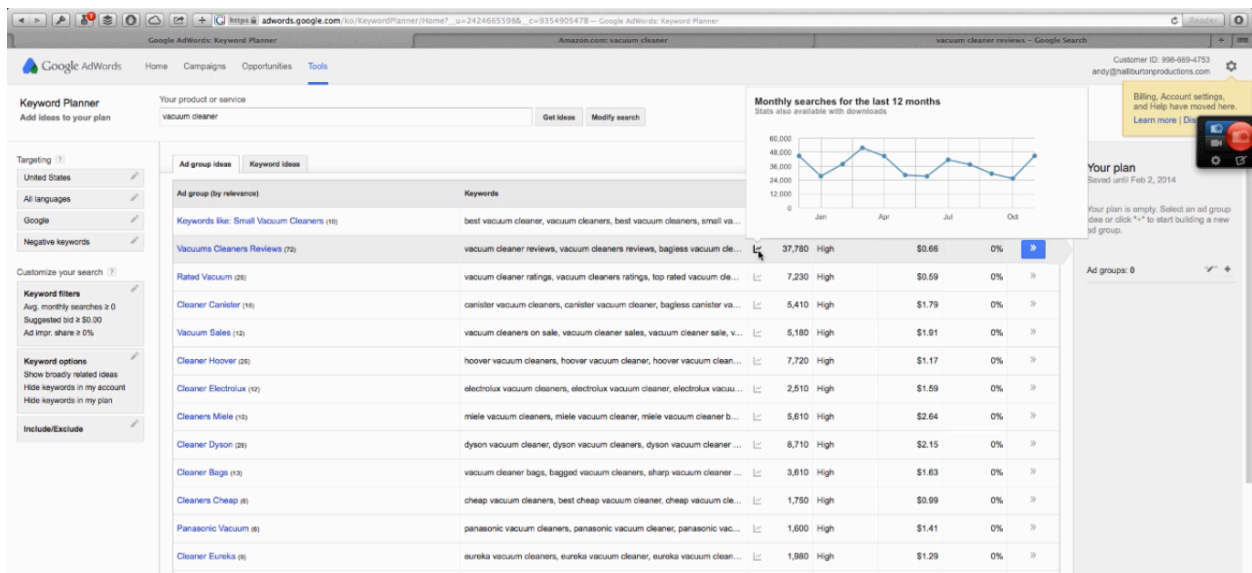
As you can see, there are two tabs on the page pictured above. The first is labeled 'Ad group ideas' and the second is labeled 'Keyword Ideas'. You'll want to click on 'Keyword Ideas' next. This will open up a list of different keywords that are closely-related to your niche. One of the first words listed on this page is 'vacuum cleaner review'. This is one that you would want to look into since a vacuum cleaner review website is what you would be creating if you wanted to sell vacuums. On the other hand, if you were going to create a review site on thermostats, you might choose 'thermostat reviews' or something similar. It all just depends on what you're planning on selling.

You may notice that the keyword 'vacuum cleaner review' shows to be a high-competition keyword. However, you don't really know for sure until you check it out for yourself, so head over to Google's homepage and type the keyword that interests you into the Google search bar. After that, hit 'Enter' and a page of search results will appear that is related to your keyword. Currently, there is only one site that's solely dedicated to providing vacuum cleaner reviews.

The page shown above also shows that this keyword is searched for over 27,000 times on average in a month's time. This is a pretty good number actually. Plus, the suggested bid is

relatively low, which is another good sign. Another keyword that you would want to look into in this case is 'vacuum cleaners'. The results still read that the competition is high for this keyword, but over 40,000 searches have been performed on this keyword monthly. You may also notice that this keyword carries a suggested bid of \$2.12. Essentially, this all means that it's going to be a lot harder to rank on Google using the words 'vacuum cleaners' versus the words 'vacuum cleaner review'.

One thing that you can do is sort your results so that those with the most 'Avg. monthly searches' will come up first. You are looking for a keyword which shows to have a decent amount of searches and also has a suggested bid that is fairly low. As you find words that you think might work, save them within a text file on your computer along with the data about their average monthly searches, their suggest bid, and their competition rating.



Even though you are not actually going to be using the ad groups on Google, you can click on the 'Ad group ideas' tab to get ideas for more keyword combinations to try. You can see this tab pulled up in the picture above. Not only can you use this information to come up with more keywords, but this information will help you to think up good domain names, titles, and subtitles for your sites as well.

You may also notice that a graph is being demonstrated in the picture above. A graph comes up for each keyword if you hover over the little graph icon that is in line with it. In this case the graph is showing information that pertains to the keyword 'Vacuums Cleaners Reviews'. It's pretty easy to tell by looking at the graph shown that this keyword is a pretty safe word to use. People are searching for this term on a regular basis; that's why there aren't any huge lows or highs within the chart.

Even when the line dips down a little low, it shows that there are plenty of people searching for it. So, this keyword would be a fairly sure bet because people continually perform searches using this keyword year-round. In other words, it is what you would consider an 'evergreen' keyword.

Some of the words under the 'Keyword Ideas' tab will work in titles as well. For example, one of the keywords listed here is 'backpack vacuum cleaners'. By titling your one of your pages 'What are backpack vacuum cleaners', you can take advantage of this keyword. Now, the number of searches for this particular keyword aren't that high, but it could work. A better choice may be 'best vacuum cleaner'. This keyword is searched for an average of 27,100 times a month. So, this keyword is a lot more likely to bring more visitors to the site. For this type of page, however, a keyword with the term 'reviews' would be optimal in most cases.

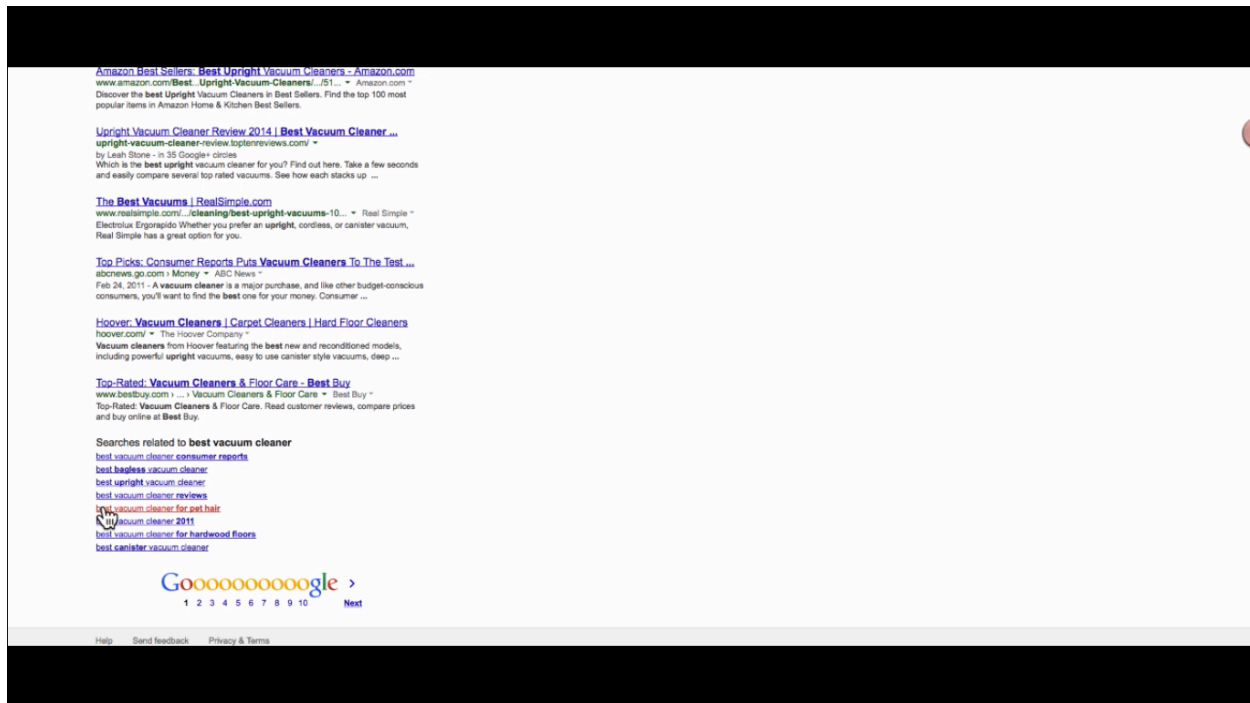
Google actually prefers sites that are full of information rather than those that are there for sales. This works to your advantage. Again, VacuumJudge.com is the only review page that shows up in the first page of Google when you search for the keyword 'vacuum cleaner reviews'. The title that comes up for the page is actually 'Vacuum Cleaner Reviews – 2013 Best-Selling Vacuum Cleaners'. Now, what's to stop you from naming yours 'Vacuum Cleaner Reviews – 2014 Best-Selling Vacuum Cleaners'? If you come to this page, which one would you click? Are you going to choose the one that's current or the one that's a year old?

Up on the top-right hand corner of the page which lists your Keyword Planner results, you will find a 'Download' button. If you click on this button, you will be able to download all of these keywords and all of the data pertaining to them and save them as a CSV file. This will allow you to have a readily-available list of words to refer to as you build your sites. There is a really cool tool that you can use to run an automatic search for domain names using these keywords. That's another reason why this list of words can be very useful.

To reiterate, you can use the Google's keyword tool to find useful keywords that you can use within your site, in your site title, and for your domain name. As you find keywords that you think would be useful, you'll want to check them by performing a search on them in Google. This will help you know what keywords will be easy to rank for.

If you find that there are only one or two review pages, like the one you are going to build, it's probably a good keyword to use. You will also want to take a close look at other similar review sites to see how many pages the owner of that page has included and how they have organized their information. As you look to these sites for ideas, you will probably realize that it's relatively easy to create sites like these. They usually only have about 10-15 pages of content.

Google Search Potential



In the previous section, you learned how to find really good keywords using Google’s keyword planner. After that, you can save these keywords as a CSV file so that you always have a permanent record of them. In this section, you are going to learn about some Google search secrets that you can use to verify that you have found a good niche. As far as niche research goes, this may be going a little above and beyond. However, you don’t want to put a lot of work into something that won’t pay off, so the research phase is really the most important part of all of this.

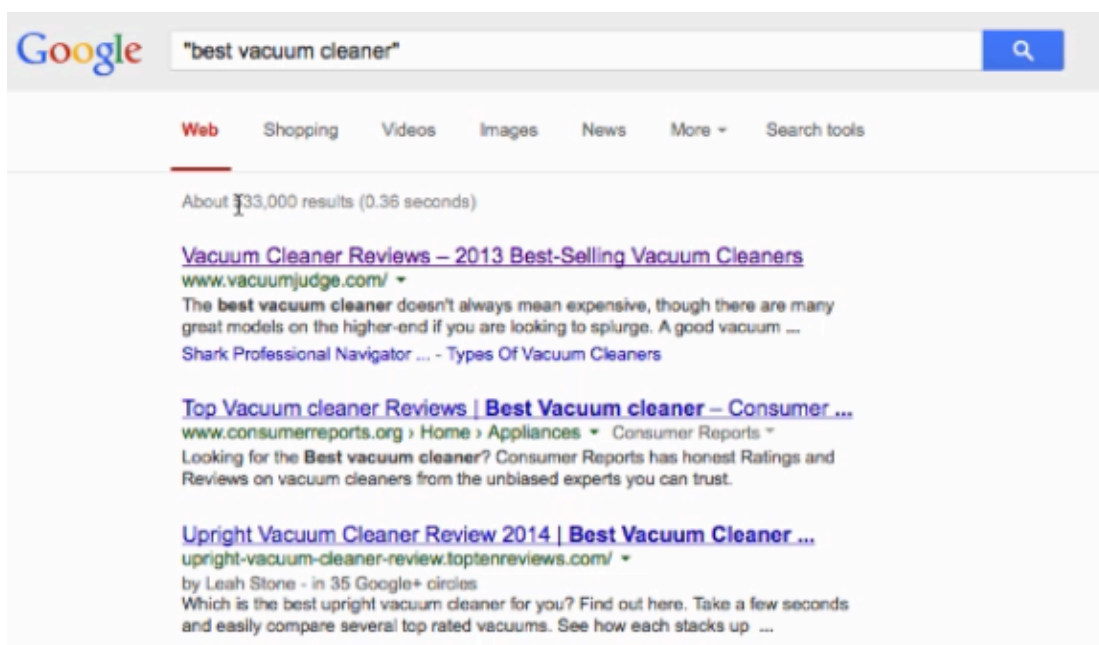
To begin, you’ll want to head over to Google.com in order to perform searches on some of your best keywords. If you were to search for ‘best vacuum cleaner’ you would find that over 38,000,000 results come up. Now, that’s a little much. However, if you look down at the bottom of the search results page, there are some related search information that you can draw from to modify the terms you are using. You can see this list of suggestions in the picture above.

The top keyword listed is ‘best vacuum cleaner consumer reports’. You really couldn’t use this one because this refers to a specific site and you don’t want to use any of their copyrighted content. Another one of the keywords listed here is ‘best vacuum cleaner for pet hair’. This one may end up being useful. Other useful terms may be ‘best bagless vacuum cleaner’, ‘best upright vacuum cleaner’, ‘best canister vacuum cleaner’, and ‘best vacuum cleaner for hardwood floors’. You will want to record all of these somewhere because they may work as

great titles for your page or great topics to cover on your page. These keywords are getting a lot of searches, and therefore, using them within your pages is going to attract more people to your page.

Nearly everyone either owns a vacuum cleaner or needs one. So, it's not surprising that a search for 'best vacuum cleaner' yields a large number of results. Obviously, it's going to be difficult to out-rank over 38,000,000 people for this keyword. However, this isn't really as bad as you might think.

You do want there to be some competition because that means that the items you are trying to sell are something that people want. So, you should target keywords that bring about search results that range from anywhere between several thousand and a billion. You need to understand that this isn't an exact science though. In some cases it might be easy to out-rank a million other people using the same keywords, and in others it can be hard to out-rank a few thousand.



One thing that you can do to get a better idea of what people are actually searching for is surround your keyword with quotation marks. This will bring up only the pages that are using that exact phrase. Continuing with our vacuum scenario, you would want to type in: "best vacuum cleaner". If you were to search for this exact phrase in quotations, you would find that the number of results that come up drop dramatically. In fact, currently the phrase brings up 533,000 results. You can see this demonstrated in the picture above.

As you can see, the number of results that came up is exponentially smaller now. That's a good sign that this is a good keyword to use. Another interesting thing that happened when the

phrase above was searched for was the Vacuum Judge website moved to the very top of the results. This is an important point, and it's something that will be discussed further later on in this lesson. For now, just recognize that you can use this trick to drill down into your keyword terms and find out things like this.



You can actually drive down into a keyword term or phrase a little deeper than that. If you will type in 'allintitle:' followed by your keyword term, then the results will yield only pages which have your keywords within their title. So, for example, in this case you would want to type in: allintitle: "best vacuum cleaner". You can see this demonstrated in the picture above. When you look at the picture, you will also see that the number of results have dropped dramatically once more. Now the search has yielded 24,500 results, which is significantly smaller than the previous two amounts.

The reason why you are looking for search terms that have fewer results is because you want to lower the amount of competition so that you can get your page on the first page of the results. In other words, if you can find the right combination of words, then you will have a better chance at getting a good ranking on Google. Of course, you will also have other keywords to try because you have the CSV file to refer to.

Even at 24,500 results, most marketers would consider this a high-combination keyword. However, this keyword combination is a lot better than the one in the beginning because the amount of results that comes up is significantly smaller. Now that you have reduced this amount, you will want to take a look at the quality of the pages that come up.

Some of the pages that came up for 'allintitle: "best vacuum cleaner"' was YouTube, Walmart.com, Kmart.com, Ask.com, and ConsumerReports.org. At this point you might be saying "Yeah right. How am I going to out-rank Walmart.com and Ask.com?" Typically a

content-driven site, like the one you are going to create, will rank higher than one of these sites because that kind of site is specifically designed around a certain keyword.

A site like Walmart.com is going to carry a lot of other products besides vacuums. So, they might just have a few pages related to vacuums where you might have 15 or more. Therefore, your site is going to rank higher because you have more content and more targeted content about this specific niche. That's not how it always works, but in most cases it will.

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Lindsay tells you which is the Best Vacuum Cleaner plus all the best buys online you would love to know. Vacuum Cleaner Reviews on highly-recommended brands like Hoover, Bissell, Eureka and so on.

TOP PICKS BISSELL HOOVER EUREKA IROBOT DYSON BLACK & DECKER PANASONIC SHARK

Best Vacuum Cleaner - Vacuum Cleaner Reviews

Are you looking for the best vacuum cleaner? You've come to the right site!

Hi, I'm Lindsay Eckhart and I'm a mother of 3 hyperactive, school-going kids. I've been using vacuum cleaners for a very long time now (about 10 years?) and I sure know A LOT about vacuum cleaners. In fact, I cannot do my house chores without my best vacuum cleaner. With 3 kids to handle, my husband wonders how I keep the house clean with the busy schedule (I don't have a helper at home). But... he doesn't know that I have been relying on vacuums to get the job done; it's a wonder weapon secret that I'll share more about in this blog, for your reading pleasure! For starters, here's [Why You Need A Vacuum Cleaner \(and Why a Broom Just Won't Work\)](#).

How to Pick the Best Vacuum Cleaner?

There are many [types of vacuum cleaner](#) – upright, canister, stick, cordless, handheld, bagless, lightweight, robotic and more! Each vacuum has different features. Most importantly, they have very different prices. Here in this blog, I've written some product reviews and tips that will benefit and guide you on choosing the best vacuum cleaner.

Best Vacuum Cleaner Qualities to Look Out For:

1. **Versatile**– Does it work well on most surfaces? Both floor and carpet?
2. **Strong Suction Power** – Can it trap dust/debris/hair with single run through?

Vacuum Cleaner Top Picks

- Best Vacuum Cleaner - Home
- Bestselling Vacuum Cleaners 2013
- Best Canister Vacuum Cleaners
- Best Upright Vacuum Cleaners
- Best Handheld Vacuum Cleaners
- Best Robotic Vacuum Cleaners
- Vacuum Cleaner Best Buy
- Best Vacuum Cleaner for Carpet

Vacuum Cleaner Categories

Select Category

Vacuum Cleaner Brands

- Hoover Vacuum Cleaners
- Bissell Vacuum Cleaners
- Black & Decker Vacuum Cleaners
- Dyson Vacuum Cleaners
- Shark Vacuum Cleaners
- Dirt Devil Vacuum Cleaners
- Eureka Vacuum Cleaners
- iRobot Vacuum Cleaners
- Panasonic Vacuum Cleaners

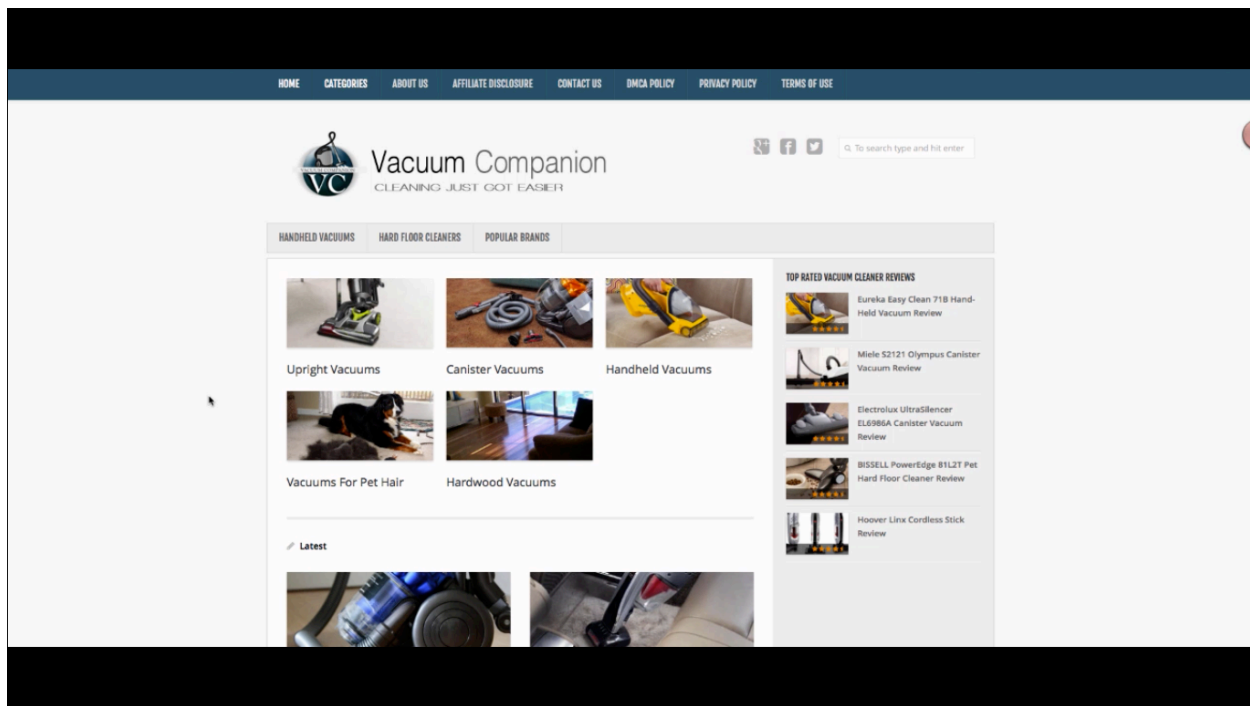
Recommended Vacuum Cleaner Books:

The website shown above is one which came up in the results for 'allintitle: "best vacuum cleaner"'. This is another site which very much resembles the kind of site you are going to create. However, it looks like this site doesn't really provide good content; all they really do is rank different types of vacuum cleaner.

You may notice that they are using some of the keywords that were found in the keyword tool, such as 'best canister vacuum cleaners', 'best upright vacuum cleaners', and 'best handheld vacuum cleaners'. These are listed over on the right-hand side. These would all be great topics for the case study vacuum site that we are putting together as well.

The people who put this page together have used a lot of the major vacuum cleaner brand names as part of their search terms. This can be a good thing to do, but it can also be problematic. It can give you a boost in rankings, but it can also get you sued for copyright

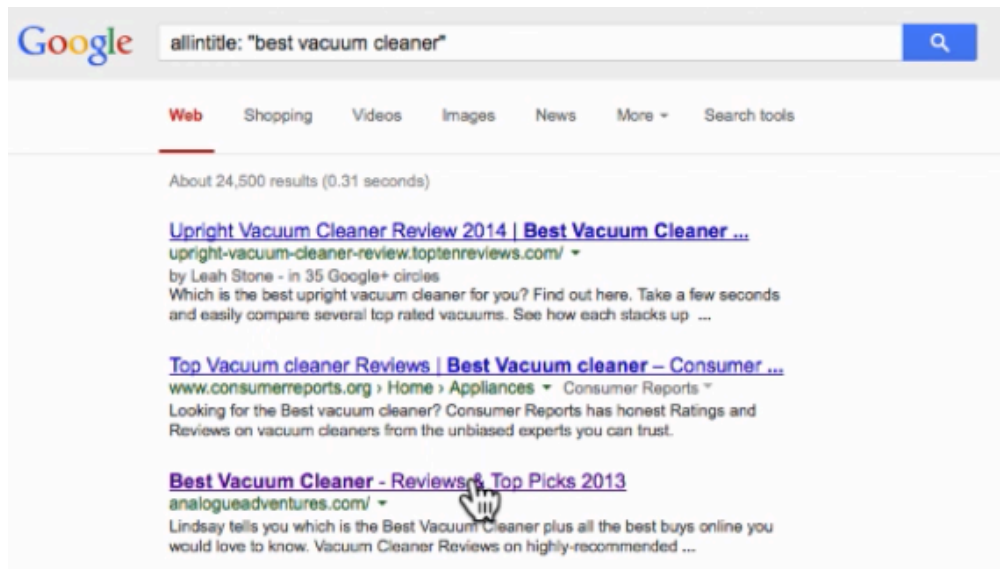
infringement. You can see that they have featured these names up at the top of the page as well. It is recommended that you never include product names in the title of your page or feature them as prominently as this site has.



Above you'll find a screenshot of another site that is similar to the kind of site you are going to build. There are probably 12-15 pages on this particular site. One of the keywords you may recognize on this page is 'Vacuums for Pet Hair'. This is a link that is placed at the bottom of this page. If you click on this link, you will be taken to a page titled 'Looking for the Best Vacuum for Pet Hair'. So, the owner of this site obviously knows some things about utilizing popular keywords. However, the site really doesn't contain a lot of information. The pages mainly describe the different features of various types of vacuums.

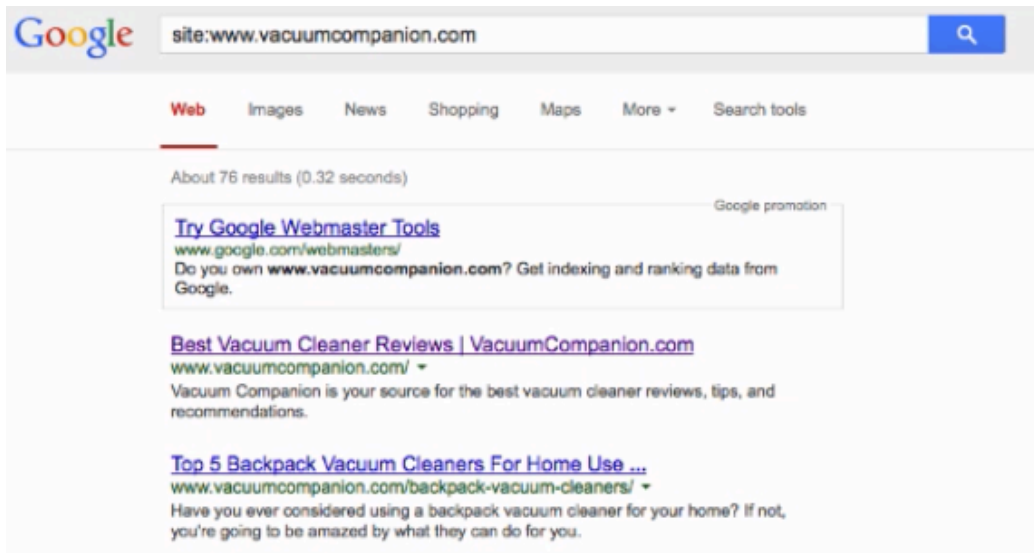
By the end of this course, you'll be able to build much better sites than the ones shown above. This is going to help you rank much better than these, and the rest of the pages listed are not content-based pages like the ones that you're going to create. These other sites are not specifically designed for the keyword being used. That's going to help you to rank a little faster as well.

The 'Analog Adventures' site ranks specifically for this keyword. It's a little higher in ranking than the other review pages listed in the results, and it is a little newer page than the rest as well. You'll want to look into pages like this a little more. So, in this case, you'd want to copy the URL to the homepage and paste it into the search bar. Then, you'll want to write "site:" in front of it. So, in our case study it would say: site:analogueadventures.com.



Placing 'Site:' in front of a website's homepage URL will up all of the pages for that particular site, which will help you to map out their site. When this was done for this very site, the results make it look like it contains a lot of different pages, but it really doesn't. If you were to look at one of these pages, you can see that the material on the page is the same as the homepage. This is giving them a little bit of a boost on Google, but Google isn't going to like this near as much as if each one of their pages goes back to an actual page. This page actually didn't turn out to be a good example, so in circumstances like this, you would want to return to the original page and find another site to look into.

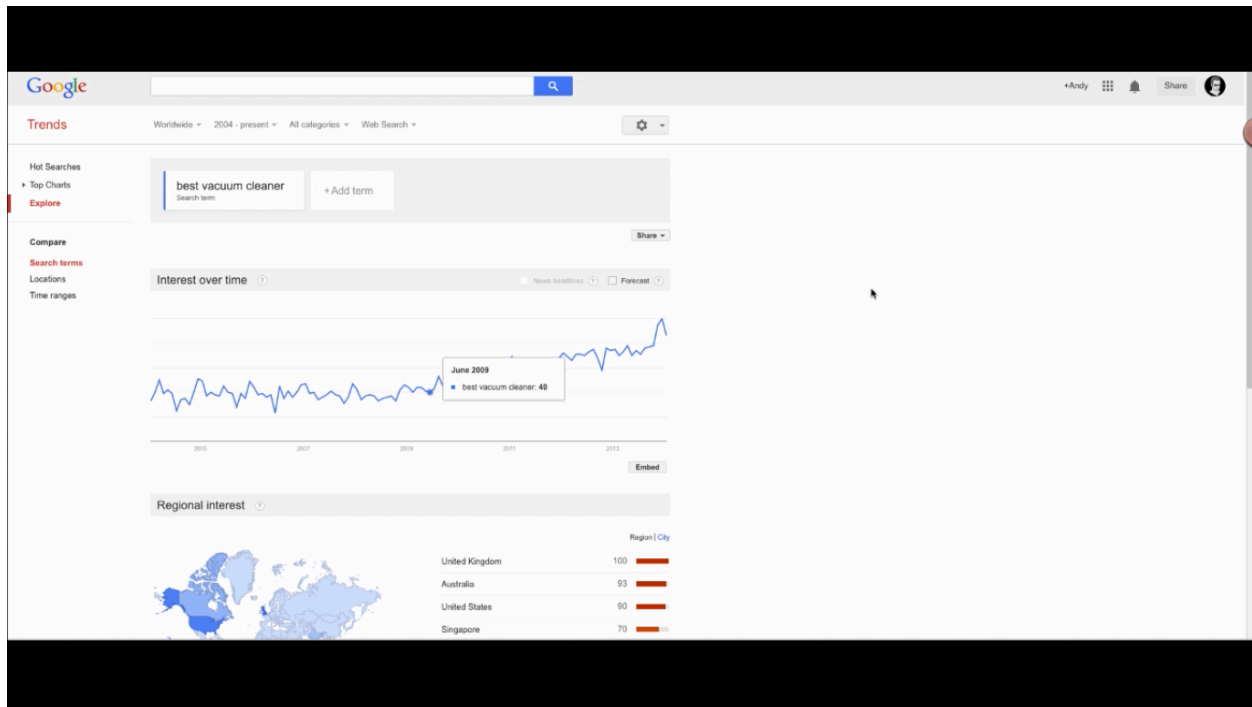
The next page that was looked into in the case study was VacuumCompanion.com. To look into this site you would want to search for 'site:www.vacuumcompanion.com'. When this was done, the results led directly back to the homepage. This means that the owners of this site are either not maintaining their site or that they are using an artificial site map to make the site look bigger than it is. So, at this point there really isn't any competition because if you built a site on vacuum cleaners with full-content pages, Google is going to like your page better even if you don't have as many pages.



Look at the page above, and you will see that 76 results came up when a search was performed using 'site:www.vacuumcompanion.com'. That means that Google is indexing 76 pages for this site. Some of these are going to be real and some aren't. The majority of the pages are pretty decent. They are actually full of rich content and there are a lot of pages to look at. It really doesn't make sense why this site isn't ranking very well. They might not be using their SEO to the best of their advantage.

This website is much bigger than anything that you'll have to create. You are going to want to try and out-rank pages that are a little smaller, so you want sites that come up with a smaller amount of results when you search for the number of pages that a site has. It is recommended that the pages that you try to out-rank have 20 pages or less. This doesn't exactly discount our keyword, but this isn't exactly a golden opportunity either. So, in cases like this, it is best to move on to try other keywords and try to out-rank those that have less pages of content.

Google Trends & Profitability



So far, you have learned how to use Google's tools to research keywords and gauge your chances of being able to rank well on Google. You've also learned a few tricks for narrowing in on the right search terms on Google. Now let's take a look at Google Trends.

Google Trends is a very useful site when it comes to marketing anything online. It will also help you to gauge the potential for profitability your niche have. Google Trends will allow you to take a look at the search trends and the engagement trends for a certain keyword over a specific period of time. This 'trends' tool is very, very powerful. You can get to this tool by visiting www.google.com/trends.

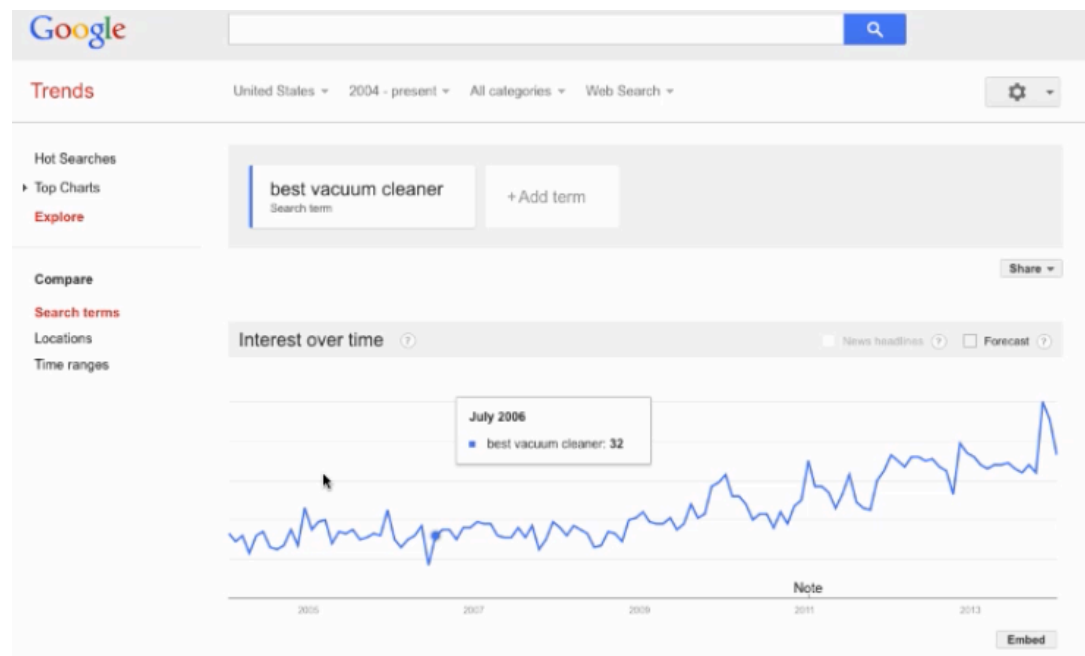
When you get to the page, the first thing that you will want to do is type the keywords you are researching into the search bar at the top of the screen. This will bring up data like that within the screenshot above. You may notice that Google does a really great job of tying all of its services together. Before you take an in-depth look at this data, you'll want to change the settings so that the data reflects the location that you are trying to target. You can do so by clicking on the word 'Worldwide', which is located at the top of the screen. This will bring up a dropdown menu which lists many different locations.

For our vacuum cleaner case study, the U.S. was chosen as the location. This is important because data pertaining to other countries isn't going to help you any when it comes to what you are trying to do. You want to target people that are going to be buying from the Amazon store you are promoting. You can actually narrow your search further if you like. For instance, you can gather data that only pertains to Texas if you like.

Another way that you can do is sort the data by date. The graph in the screenshot above only goes back to 2004. This is either the point where Google started tracking this information or it is when people first began searching for this term. The particular graph shows the interest there has been in this keyword all the way up to the present day. As you can see, although there are a lot of drops and spikes in this trend, overall interest has been growing over the years.

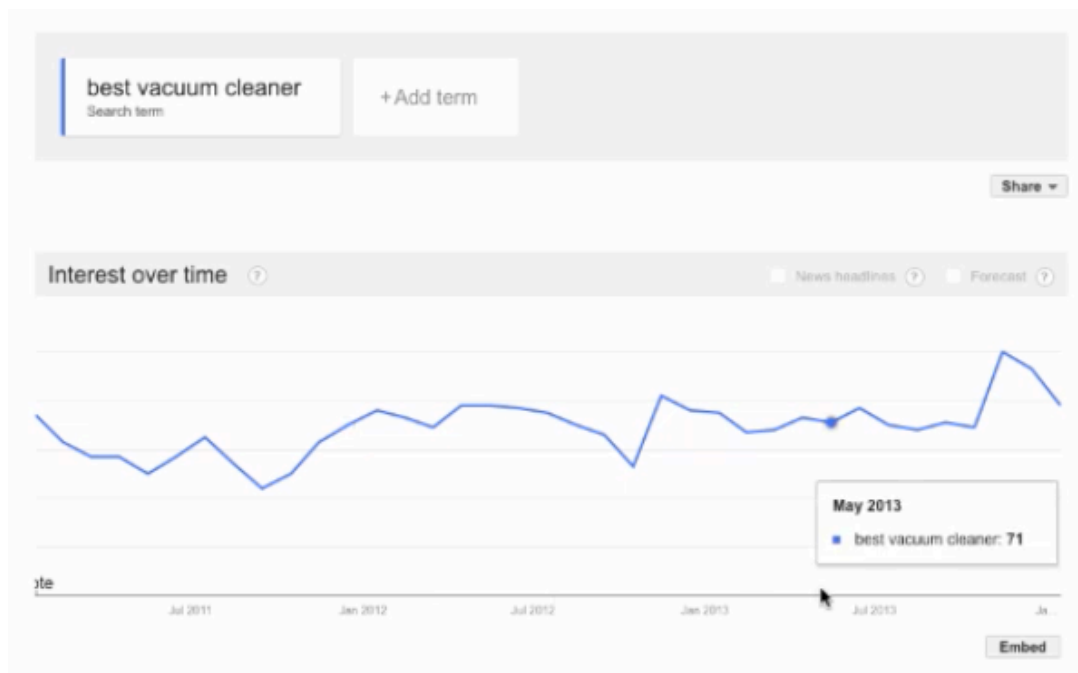
There are two major things that you will need to learn about your niche. First of all, you need to check to see if the products in your niche are just a part of a fad. Secondly, you will want to look and see whether or not your niche is seasonal. This particular niche seems to be an 'evergreen' niche, which is really the most optimal for a product that you are promoting.

The reason why this may be considered an 'evergreen' niche is because the interest seems to keep a steady level. It may even be better than that, however, because the trend seems to be going up. This is probably because the amount of people searching for information online is steadily growing. It doesn't really matter whether people are actually buying more online or just searching to find out more about your product online; either way, it's a good sign.



You may also notice that there is a 'Note' placed in this graph right before the trend starts rising. This says that there were improvements made to Google that may have affected the data. So, in this case, you would want to look a little more closely at data that pertains to this point on. You can change this by clicking on the time period listed next to the location up at the top of the screen. When you do a dropdown menu will appear allowing you to select the dates that you would like to look into. At the very bottom, you'll find that you have the option to select your dates manually.

Again, for this case study we want to look at the data that runs from 2011 onward. You can see that this is the data now being shown in the screenshot below. The graph shows that interest in this keyword still runs pretty high and stays pretty steady. As you probably expected, you can see that this is pretty much an evergreen niche, and therefore, it's a pretty safe bet that you can set up these pages and receive a lasting income from this niche.



It's also a good idea to look into how the interests spikes over the course of a year. When data was pulled up on the keyword 'best vacuum cleaner' for 2013, there was a large spike in interest near the end of November. This isn't surprising since Black Friday is an event that happens in the United States at the end of November each year. On this 'holiday' many people go shopping and stores offer huge discounts in preparation for Christmas. It's pretty common to see sparks in interests during this time period when you are looking at data pertaining to the U.S.

According to this data, a search is performed on this particular keyword around 50 times a day year round. Just to make sure that this data is consistent, you might want to look at another

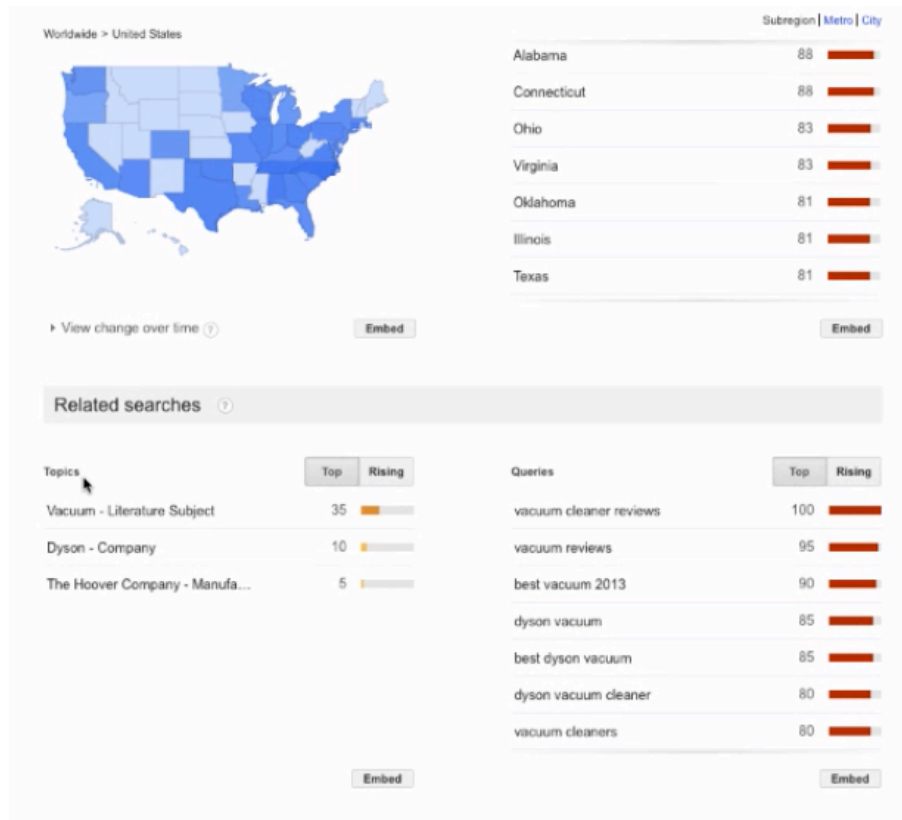
year. In the case study, the data stayed pretty steady when 2012 was looked into. Just like before, people made about 50 searches a day using this keyword and there was a big spike at the end of November.

Although 'Black Friday' spike is a normal occurrence, it is something to pay attention to. If you find a spike such as this in your own data it means that this is a time period where you will want to push more traffic to your site. If more people are searching for your main keywords, then more people will visit your site, use your affiliate link, and buy more. That means more sales for Amazon and more commission for you. So, this is something that you'll really want to take advantage of.

Remember, this isn't an exact science, and if you hover over the question mark right symbol above the graph, Google actually says that. This data is based upon a certain algorithm and certain percentages that Google has gathered. Also, remember that this graph doesn't show what actual sales were made during a particular time period; it only shows the amount of searches people have made using a particular keyword. So, although this data probably would correspond with data on the number of sales that were made during these time periods for the most part, that's not what the graph is showing. It is merely showing how much interest there was in a particular keyword at a certain time.

It's important that you do not only look at the data year-by-year. You should look at several years at the same time as well because that's how you will be able to know whether or not a keyword is popular because of a fad. You want to find a niche that keeps people's interest on a regular basis, and it's optimal for it to be trending steadily upward as well. Based on this information, our vacuum trend seems pretty promising.

Below the chart previously shown, you'll find a map. This map pertains to different areas or regions within the location you are targeting. In this case, since the targeted location is the U.S., there are several states listed along with data pertaining to each one. You'll also notice that there is a 'related searches' section below as well. Within this section, you will find even more words that you can use to further your research or as section titles on the website you are going to create. All of this data is depicted in the screenshot below.



From this data, one might assume that Dyson vacuums are very popular. Another keyword term listed here is 'upright vacuum' cleaners, which is also a very popular type of vacuum. If you click on the 'Rising' tab at the top of this section, you will be shown keywords that people are showing more and more interested in.

Once again, this data is not exactly scientifically accurate, but that doesn't mean it's not useful. Google Trends is a great tool to use when you want to gain some understanding about how many people are interested in your niche and whether that trend is growing, steady, or ever-changing. The interest in vacuum cleaners stays pretty steady, which means that this niche is likely to bring in a steady amount of sales as well.

This data also gives you some insight into when people's interests spike, which helps you know when to send more traffic to your pages and things like that. For instance, it's not likely that people in the United States are going to be buying Christmas tree ornaments in July; so if this is something you are trying to promote, you probably will want to find something to endorse over the summer too.