

CONTENT MARKETING

SIMPLIFIED GUIDE



www.danielfuterman.com

This 3 step guide will reveal exactly how you can use Google Trends & Google's Keyword Planner to write about what your clients actually want.

This proven technique is guaranteed to drive explosive amounts of genuine targeted traffic to your post, e-commerce website or blog.

1

RESEARCH IS KEY

Research is where it all starts. Use Google Trends to discover worldwide (or location based) trending topics.

You can view top charts, trending searches or even top trending YouTube videos.



www.google.com/trends

2

ANALYZE THE RESULTS

Queries	Top	Rising
content strategy	85	<div style="width: 85%;"></div>
digital content	80	<div style="width: 80%;"></div>
social media marketing	75	<div style="width: 75%;"></div>

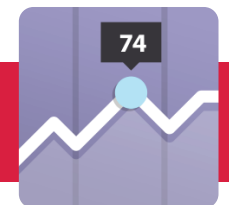
www.google.com/trends/explore

The explore view in Google Trends allows you to perform side by side comparison of specific search terms, explore related searches and view top or rising searches for any specific time range you set.

Take things to a whole new level by combining the data with [Google's Keyword Planner](#) tool in order to get exact search volumes and keyword competition.

3

OPTIMIZE USING THE DATA



Now that you know exactly what your audience is after - it's time to take action and start writing about topics that people are actually interested in.

Next time you write a blog post be sure to use relevant keywords in your post body, title and url.

People who've used the above method to optimize their website saw an increase of organic search traffic by over 300%!

Over to you. Start Exploring, Analyzing and Optimizing your content today, and enjoy the results over time.