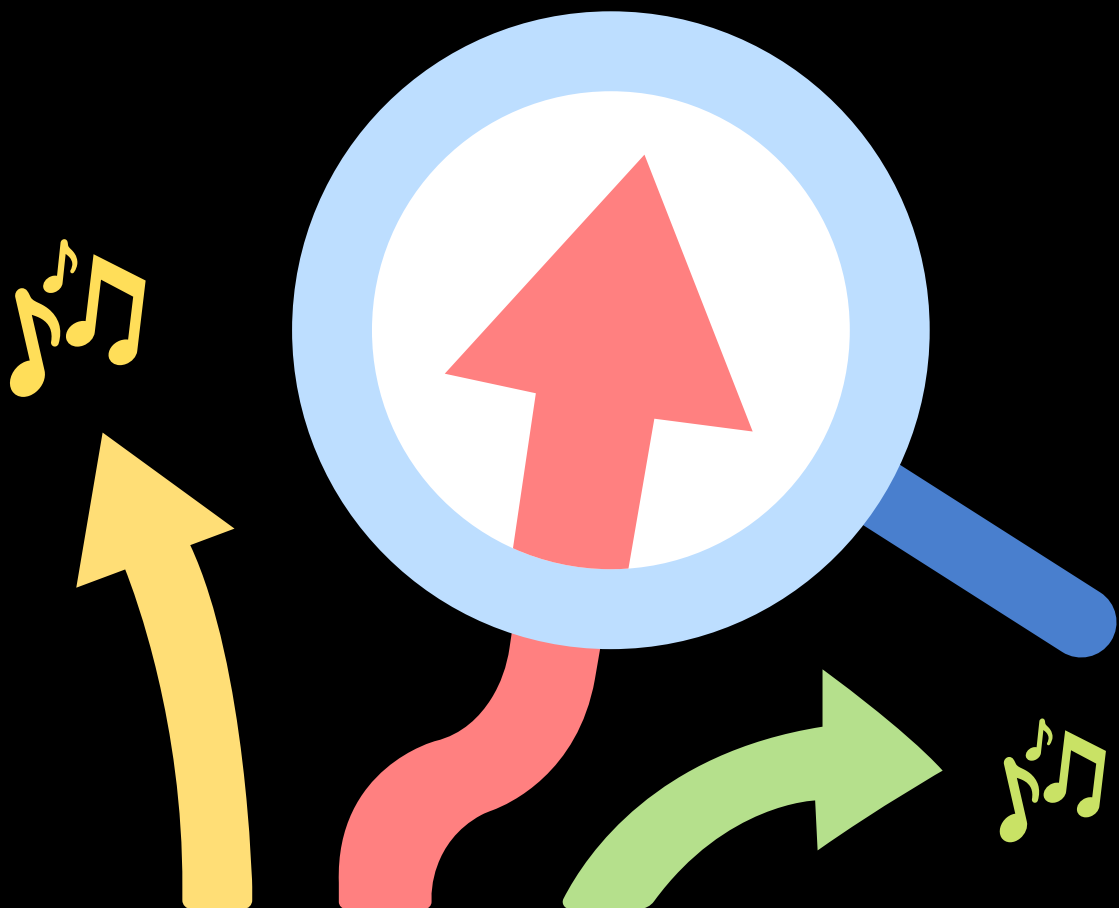





# A Musician's Guide to Google Trends



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# How to Use Google Trends



## What is Google Trends?

Google Trends is a massive data utilization tool that allows users to compare the frequency of search terms compared to other similar search terms, different geographic regions, or across language barriers.



## How can I use Google Trends?

Google Trends can be used for everything from trend forecasting to SEO optimization. From a musician's standpoint, Google Trends is best used to identify trending type beats, genres, artists, and highly searched keywords, which we'll get more into below.

Here's how you can get started:



Go to [Trends.Google.com](https://trends.google.com)



Get the hang of the site by searching various keywords such as 'Drake Instrumental', 'Drake Beat', or 'Drake Type Beat'.



Navigate this next page to familiarize yourself with Google Trend's page results. Take a look at 'Related Topics' for a broader understanding of what else is trending.

# Using Google Trends for SEO Optimization



## What is SEO?

Search Engine Optimization (SEO) is the process of improving the quality and quantity of website traffic to your beat store or web page from search engines like Google. When your website ranks highly in SEO, you have a higher chance of being organically discovered when interested potential customers search for beats online. Optimizing your SEO is one of the most important, cost-effective ways to increase your reach and improve your marketing efforts.

SEO ranking is determined by:



Your page's URL



Your page's title and description



Alt text on your images



Utilization of anchor text (clickable link within a webpage)



Page speed



Domain age and authority

**PRO TIP**



To determine where you're at with your SEO efforts, check out our favorite [SEO tool](#).

# Using Google Trends for SEO Optimization



## Using Google Trends for keywords

You can use Google Trends to pinpoint keywords you'd like to use to boost your SEO. If you sell Drake type beats and are looking to use keywords that will give your beats visibility, you can compare various keywords such as 'Drake Beats' or 'Drake Type Beat' to determine which variation has the most traction in searches. If 'Drake Beats' are being searched for more than 'Drake Type Beat', consider tagging and titling your beats with the most popular keyword.

When using Google Trends, keep the following in mind:



### Interest by region

Are you trying to target specific demographics or areas?



### Look for related queries to see rising trends related to your search

Plan ahead! Seeing related popular queries could help inspire your next song.



### Interest over time

Is interest fading? Is it gradually peaking or booming? Ask yourself if it's worth it long-term to use the keyword(s) you're researching.

**PRO TIP**



Discover trending searches on YouTube by simply toggling between 'Web Searches' and 'YouTube Searches'.

# Using Google Trends to Predict Beat Popularity



## Stay ahead of the competition

If you're ever in a creative rut or itching to increase your beat sales, try crafting new beats based on trending beat searches. A good way to get started is by first researching which artists are trending, up-and-coming, or on the verge of releasing a new album. Artists with relevancy in the media tend to gain more searches than dormant or smaller artists, which is why it's important to take advantage of Google Trends to discover what beat buyers are looking for or inspired by.

Some great music news sources to shuffle through when researching buzzed about artists are:

- Pitchfork
- Noisey
- The Source
- Hip Hop News Source
- Rolling Stone
- Spotify Charts
- Billboard
- Paper Magazine
- Complex
- Vulture
- Goldenvoice

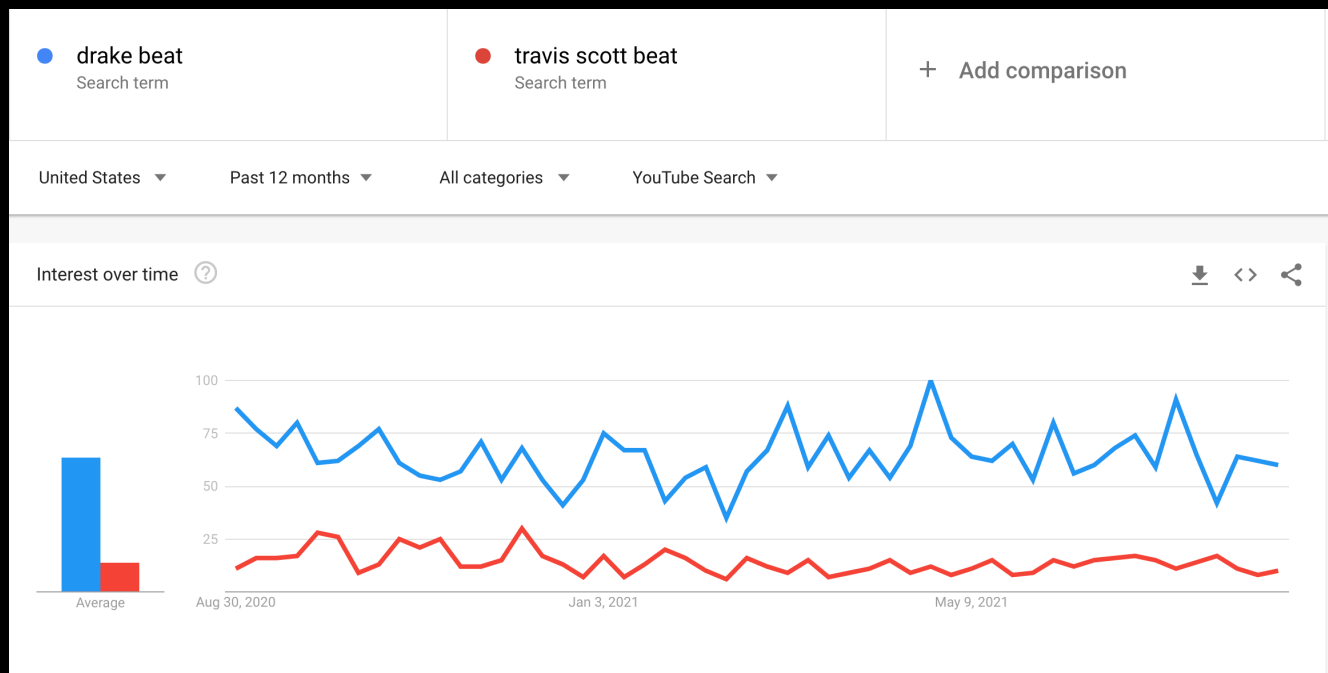
**PRO TIP**



Try taking 20 minutes out of each day to read up on music news and industry happenings.

# Using Google Trends to Predict Beat Popularity

Let's use Drake and Travis Scott as our examples. Let's say several of the above media and news sources are reporting on Travis Scott album rumors and a Drake single drop. It's safe to say that these artists are likely trending in searches, but it's important to double check the stats, and even compare the two artist searches to see which exceeds the other in beat search popularity.



When comparing 'Drake Beat' and 'Travis Scott Beat' in Google Trends, you can see that Drake Beats dominate Travis Scott Beats for YouTube's search inquiries.

**PRO TIP**



If you're trying to gain more fans in a specific region, reference the 'Compared Breakdown by Region' category to see which search result does better in your region of interest.