



# Google: Take a look inside the world of search

*di Paolo Franzese*

- [Google Trends](#) – For a broad look at search query data, enter up to five search terms to see relative popularity over time.
- [Trends for Websites](#) – Google Trends for website traffic data. Type in a website address to see visitors by region and related sites visited.
- [Insights for Search](#) – A deeper dive into search query data for marketers and power users. Create your own lists of “most popular” and “fastest rising” queries for different geographic regions over time and by topic.
- [Hot Trends](#) – The top 100 fastest-rising search queries right now (U.S. only). Updates throughout the day.

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