Moving Targets: Keywords in Crisis

DR. PETE MEYERS
Marketing Scientist, Moz

@dr_pete
The WHO just declared the coronavirus a pandemic. Here’s what that means.

“All countries can still change the course of this pandemic.”

By Kelsey Piper  Mar 11, 2020, 1:01pm EDT
May 2020 E-commerce Spend Topped Holidays

Source: Adobe Digital Economy Index

+ $52B Difference

78% Growth in YoY E-commerce spend in May.
Dr. Pete Meyers
@dr_pete

7-yo asked if he could see my #MozCon slides, because he saw the LEGO picture. Six slides later: "I'm getting bored out of my butt."

8:50 PM · Jun 11, 2020 · Twitter Web App

Russ Jones @rjonesx · 14h
Replying to @dr_pete
Six slides? You're twice as far along as I am

James Svoboda @Reality · 14h
Replying to @dr_pete
I think he's normal. He's either going to grow up to be a lego master or a proctologist... flip a coin
I. Tracking Trends
The Razor Crest

$129.99

Coming Soon on September 1, 2020

Get this "Blue Fury" Hot Rod FREE with purchases over $85.*

Add to Wishlist

Shop more like this:

Star Wars™ Space
The Mandalorian / Characters


Main characters: The Mandalorian / Din ... Recurring characters · Guest characters

People also search for
the mandalorian the mandalorian how do you pronounce kuill
mayfeld the mandalorian x'an
what creature does the mandalorian ride mythrol


The Mandalorian, also known as Star Wars: The Mandalorian, is an American space Western...

The Mandalorian
2019 · Space Western · 1 season

Watch now Subscription
email peter@moz.com Twitter @dr_pete
II. Spotting Trends
1. Vermont 100
2. Massachusetts 97
3. New Hampshire 90
4. California 87
5. Delaware 87

Related topics:
1. Play - Activity +3,350%
2. Application software - Software grouping +950%
3. Mobile app - Topic +450%
4. Waiting room - Topic +350%
5. FaceTime - Topic +300%

Related queries:
1. backgrounds for zoom
2. zoom backgrounds free
3. best zoom backgrounds
4. zoom security issues
5. zoom bombing
Category: All categories

Zoom: (6/9/19 - 6/9/20, United States)

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<td>where is deadpools stuffed unicorn</td>
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Latest Stories and Insights
Explore how Google data can be used to tell stories.

FEATURED

Coronavirus Search Trends
COVID-19 has now spread to a number of countries. This is how the world is searching.

Search interest in Coronavirus, past day

READ MORE ➔

Protests for racial equality and justice
Protests have spread across the US and the world after the death of George Floyd in Minneapolis.

LGBTQ+ Pride Month
Throughout June, Americans will celebrate Pride. Here's how the US searches for LGBTQ+ issues.
III. More Trend Tools
Rising Retail Categories

Consumer behavior is changing rapidly and unpredictably amid the coronavirus pandemic. Use this interactive tool to understand fast-rising retail categories in Google Search, the locations where they’re growing, and the queries associated with them. The data will update daily to reflect changes in Search interests.
Gourmia® GMF668BL 6-Can Mini Fridge & Wireless Speaker Combo

With an Insulated Interior & Integrated Bluetooth Speaker, This Cooler Lets You Drink Up and Rock Out Almost Anywhere

$59.99
by Gourmia

ADD TO CART

Get $1 credit for every $25 spent!

- Add 1 Year Warranty - $15.99
- Add 2 Year Warranty - $19.99

Learn More

Ending In: 1 day

Ships from vendor within 2 days

Ending In: 1 day

Wishlist
<table>
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<td>cut your own hair</td>
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Pinterest Trends

Discover what people are looking for in the United States

Searches over time

- cut your own hair

MOZ

Related terms

peter@moz.com  @dr_pete
Mandalorian @v2d2skywalk · 3m
Replying to @mindplumber
Така и за светов, индия па бразил па кина...ке се речит! Ама покрај сувото и сировото!

Zoqa JuDanilloLoF аяяя @JuanMandalorian · 5m
Тú no eres ejemplo de basamento precisamente

Üermensch~ @Mei_Uberrnensch · 57m
Replying to @mmzf
No estoy, siendo de las tías MÁS BASADAS del Team Facha —tanto que hasta miembros del TF me odian.

Que os jodan, no tenéis criterio.

Mandalorian @css0208 · 5m
Replying to @Educacion_Ec
Tablets y para que si en varios lugares del país los DECES no sirven para nada mejor paguen el sueldo a los educadores ahora ya quieren reanudar las clases acaso tenemos avioneta para poder movilizarnos

Mandalorian @v2d2skywalk · 5m
Replying to @GoceOdRiplep
Еного де Гоче Делчев! Тој е советнико да го она во газо. Пак светов ко вмро лошовска го разбраве.
The Mandalorian premiered with the launch of Disney+ on November 12, 2019, with its eight-episode first season. The series has received positive reviews.

en.wikipedia.org » wiki » The_Mandalorian

The Mandalorian - Wikipedia

A lone gunfighter makes his way through the outer reaches of the galaxy, far from the authority of the New Republic.

First episode date: November 12, 2019
Production location(s): Los Angeles, California
Composer: Ludwig Göransson

Program creator: Jon Favreau
Directors: Bryce Dallas Howard, Dave Filoni, Christian Well, Famuyiwa, Taika Waititi
When Werner Herzog learned the Mandalorian team was considering replacing puppet Baby Yoda with CGI, he had a devastating response: “You are cowards. Leave it.”

Baby Yoda Is Our God Now
What it’s like being up close with the tiny, green scene-stealer from The Mandalorian.

vanityfair.com

408 replies 9 Retweets 47.9K likes
“baby yoda”
min_faves:50
lang:en
since:2019-11-01
until:2019-11-13
Twitter Operators:
“exact match”
(term1 OR term2)
-negative
#hashtag
Twitter Operators:
min_faves:nn
min_retweets:nn
since:yyyy-mm-dd
until:yyyy-mm-dd
IV. Tying Trends Together
Alcohol Delivery Could Be a Salve for Ailing Chicago Restaurants

The state is encouraging restaurants to offer beer and wine for delivery and carry out.

by Ashok Selvam | @Shokdie | Mar 17, 2020, 4:27pm CDT
Monday, May 25
National Wine Day 2020 in United States

People also ask

- Is there a National Wine Day?
- Is today National Wine Day 2020?
- Is May 25th National Wine Day?
- What day is National Red Wine Day?

NATIONAL WINE DAY - May 25 - National Day Calendar

NATIONAL WINE DAY - National Today
May 25, 2020 - We don’t typically need an “official” reason to celebrate over a bottle of wine but today we have one – it’s National Wine Day, celebrated...
“national wine day”
min_faves:25
lang:en
since:2020-05-15
until:2020-05-31
Research conducted by the University of Alberta has found that a glass of red wine is equivalent to an hour at the gym.

Resveratrol, a compound found in red wine, are similar to those we get from exercise.

Happy National Wine Day, or as I like to call it, Monday
Happy National Wine Day!

Research conducted by the University of Alberta has found that a glass of red wine is equivalent to an hour at the gym.

Resveratrol, a compound found in red wine, are similar to those we get from exercise.

Happy National Wine Day, or as I like to call it, Monday

19 Fun Wine Gifts To Grab For Yourself On National Wine Day

19 Practical Yet Quirky Gifts To Celebrate Wine Day With Your Weird Friend. Let's celebrate!
"Quarantine & Chill" Custom Wine Bottle

750 ML

- Stemmari Cabernet
- Stemmari Chardonnay
- Stemmari Pinot Grigio
- Stemmari Moscato
- Josh Cellars Legacy Red Blend +$10.00
- Prisoner Red Blend +$35.00

- Add a Gift Basket
- Add a Cedar Box
- Add Glassware and Accessories
- Engrave the Bottle +$35.00
- Add Cigars
LIFESTYLE

When a fairy and unicorn show up at your door, you really get to know your neighbors

Victoria E. Freile Rochester Democrat and Chronicle
Published 8:01 a.m. ET May 7, 2020 | Updated 8:15 a.m. ET May 7, 2020

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Any more questions?

Contact: peter@moz.com
Thank you

DR. PETE MEYERS
Marketing Scientist, Moz

@dr_pete