

Google Tools

Brian Rahill
President at RainStorm





5 Free Tools

1 Paid

Google Trends

[google.com/trends](https://www.google.com/trends)

Google Trends

- Number of searches
- Trends over time
- Geographic trends

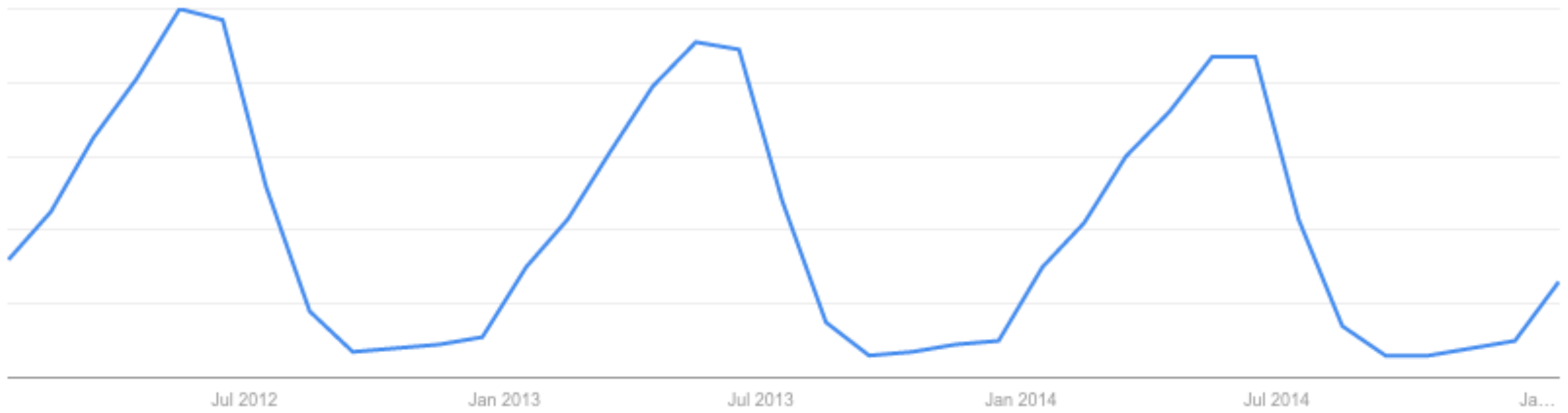
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summer camps
Search term

+ Add term

Interest over time ?

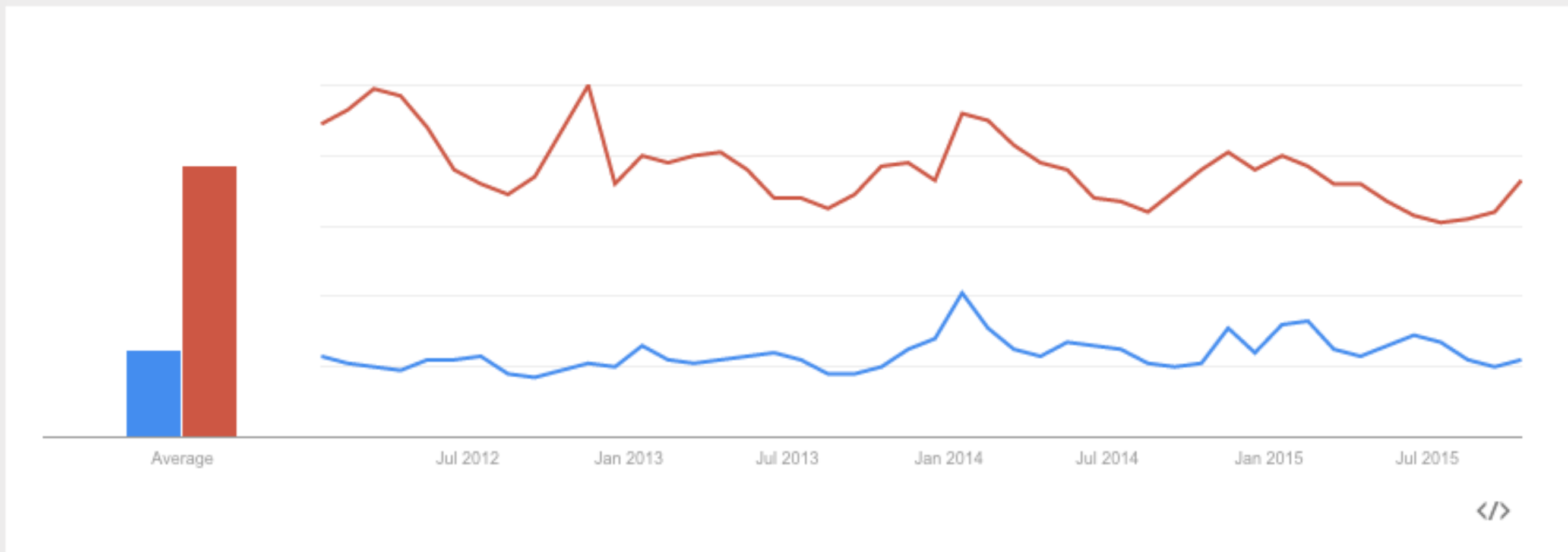
News headlines Forecast ?



Heat Pumps or Natural Gas?

Interest over time ?

News headlines Forecast ?



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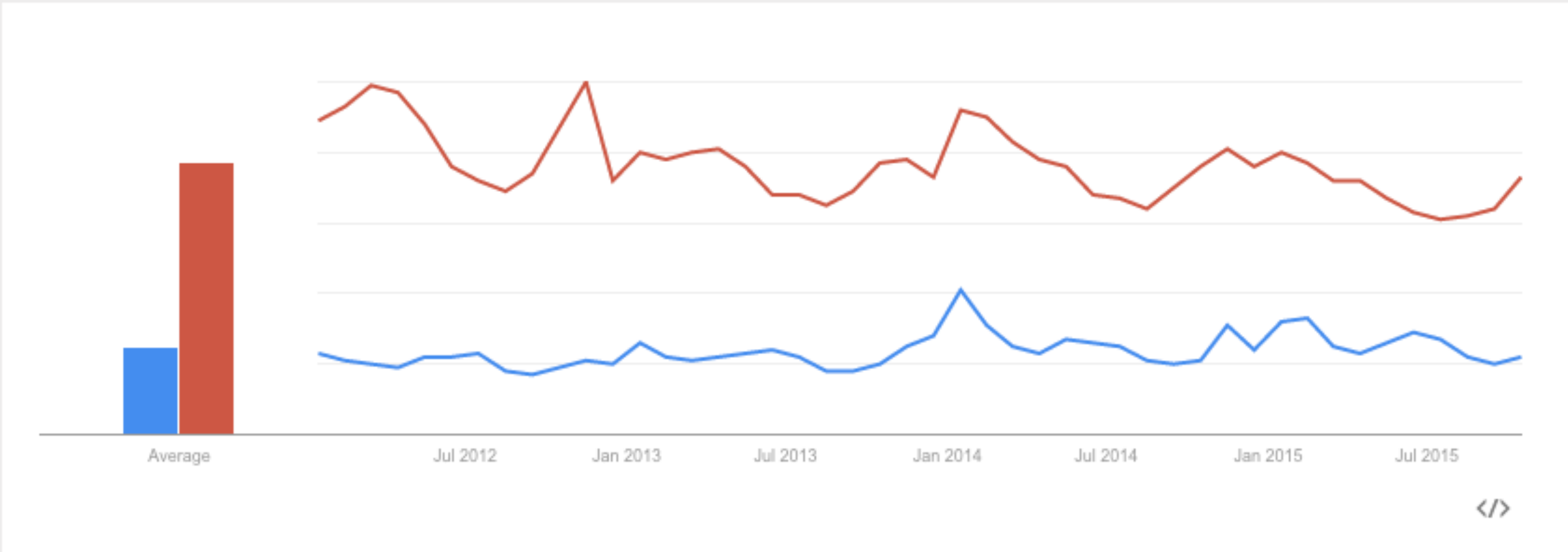
heat pump
Search term

natural gas
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Interest over time ?

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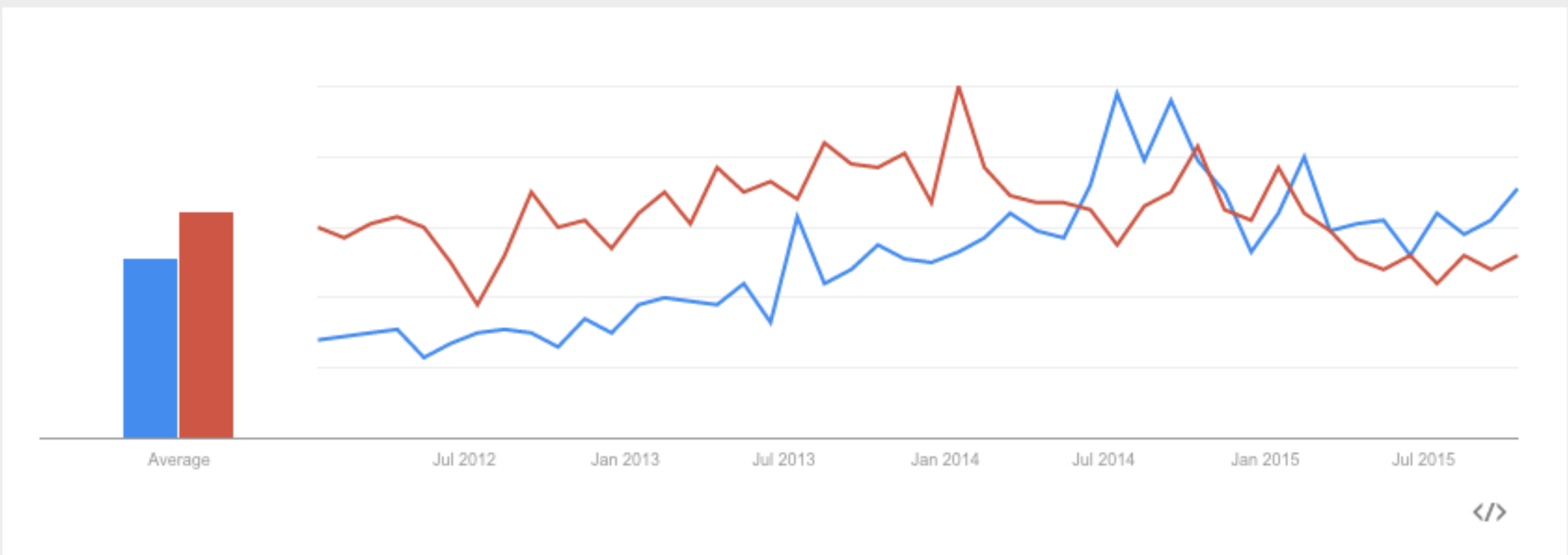
heat pump
Search term

natural gas
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Interest over time ?

News headlines Forecast ?

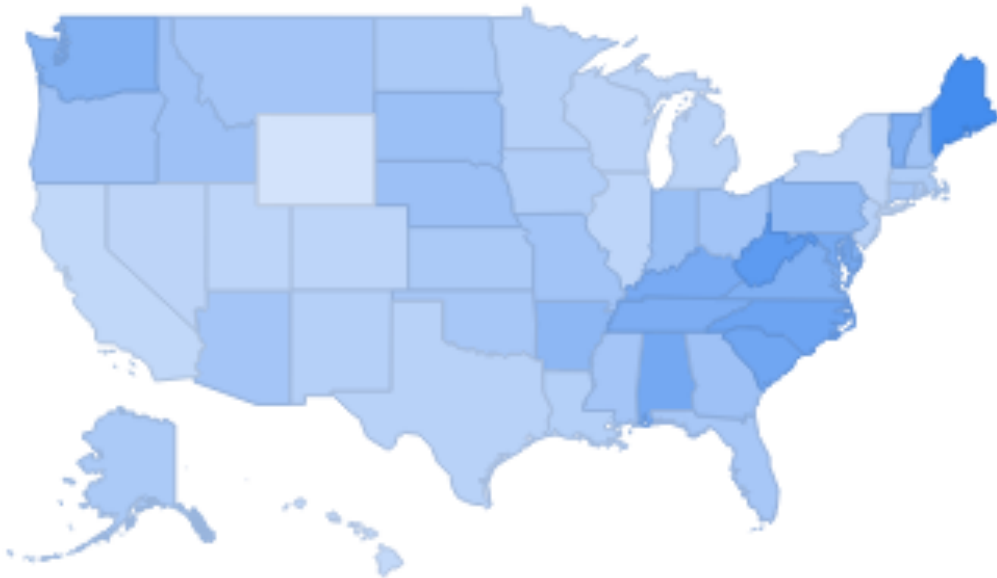


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Regional interest ?

heat pump natural gas

Worldwide > United States



Subregion | Metro | City

Maine	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
West Virginia	83	<div style="width: 83%;"><div style="width: 83%;"></div></div>
North Carolina	72	<div style="width: 72%;"><div style="width: 72%;"></div></div>
South Carolina	70	<div style="width: 70%;"><div style="width: 70%;"></div></div>
Alabama	67	<div style="width: 67%;"><div style="width: 67%;"></div></div>
Maryland	65	<div style="width: 65%;"><div style="width: 65%;"></div></div>
Kentucky	64	<div style="width: 64%;"><div style="width: 64%;"></div></div>

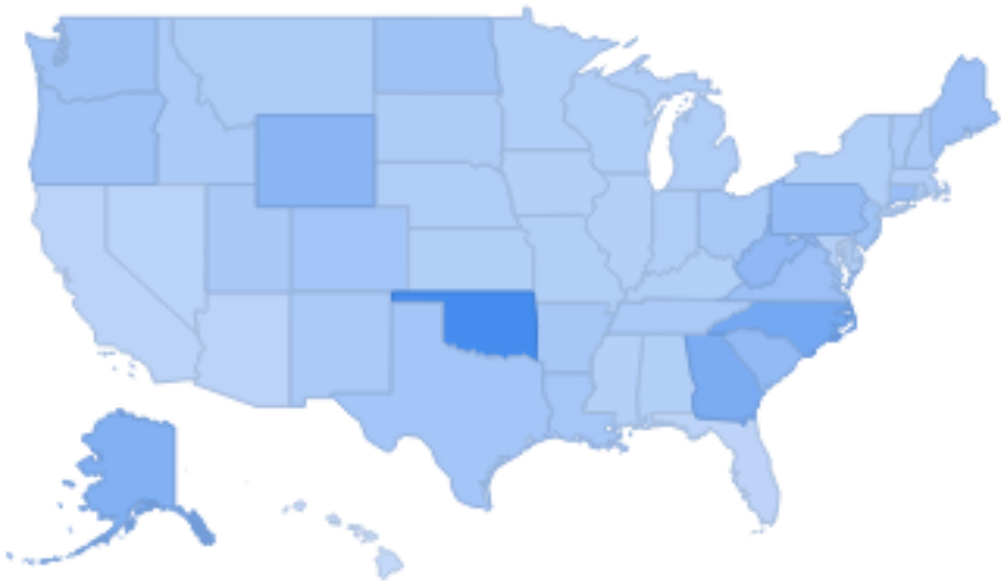
▶ View change over time ?



Regional interest ?

heat pump **natural gas**

Worldwide > United States



Subregion | [Metro](#) | [City](#)

Oklahoma	100	<div style="width: 100%;"><div style="width: 100%;"></div></div>
North Carolina	67	<div style="width: 67%;"><div style="width: 67%;"></div></div>
Georgia	62	<div style="width: 62%;"><div style="width: 62%;"></div></div>
Alaska	58	<div style="width: 58%;"><div style="width: 58%;"></div></div>
Wyoming	52	<div style="width: 52%;"><div style="width: 52%;"></div></div>
West Virginia	48	<div style="width: 48%;"><div style="width: 48%;"></div></div>
South Carolina	46	<div style="width: 46%;"><div style="width: 46%;"></div></div>

▶ View change over time ?



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heat pumps maine



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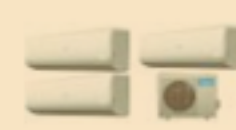
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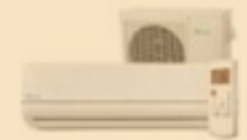
ACWholesalers...



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3x12000btu Tri Zon...

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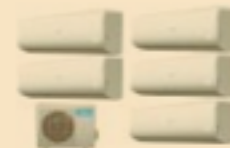
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Search term

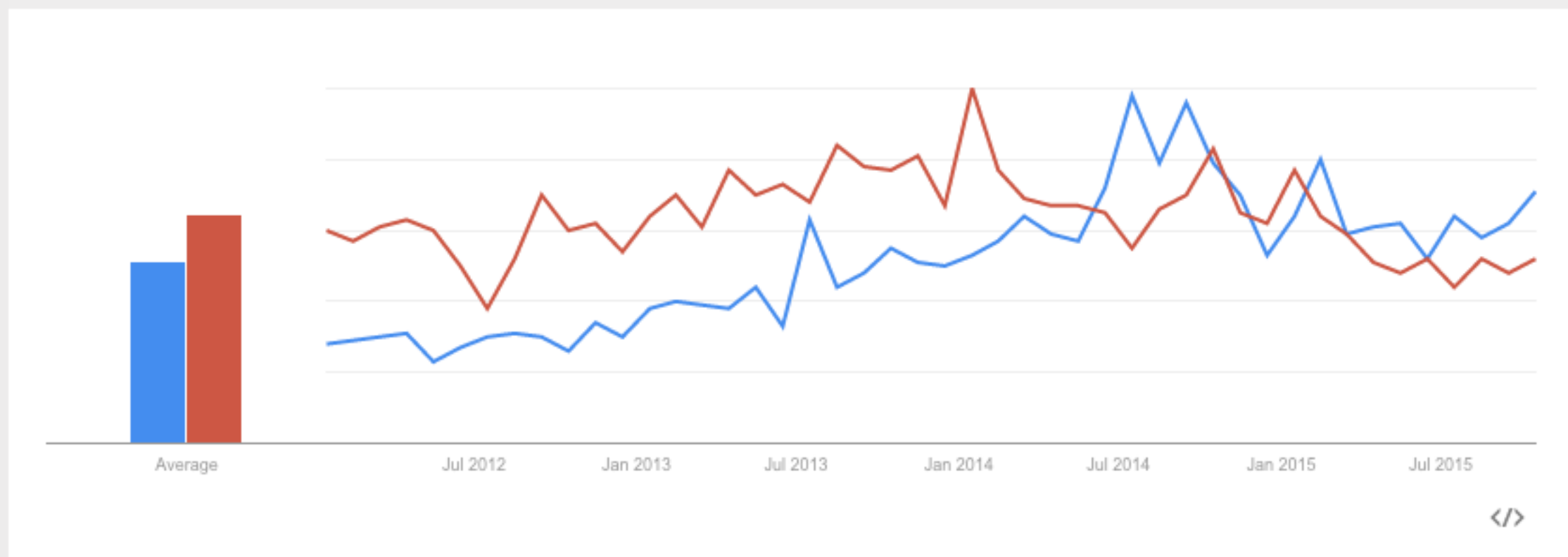
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News headlines Forecast ?



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www.energymaine.com/natural-gas-utilities/ ▾

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mainenaturalgas.com/become-a-.../convert-your-home-to-natural-gas/ ▾

Check for **gas** availability; find a contractor, and more. The first step in **converting** your home to **gas** is to check for **gas** availability in your area or by.

Natural Gas Conversions

www.solarismaine.com/information/natural-gas-conversion ▾

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- Choose niche keywords
- Set a budget



Other Tools

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- Search Console
- My Business
- Alerts

Brian Rahill

brian@rainstorminc.com

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