

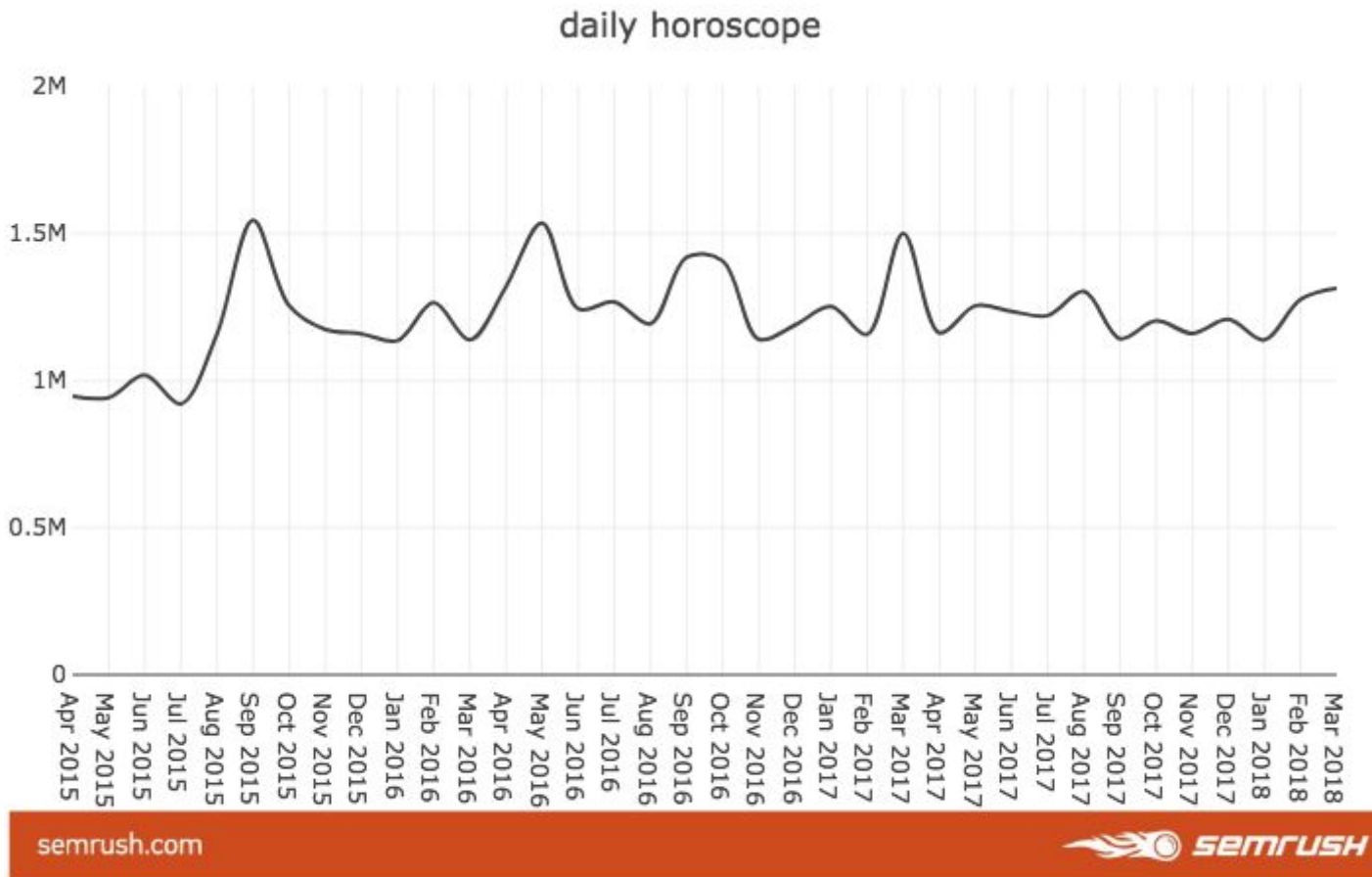
SEMrush Astrology Study: Search Volume Trends

Key takeaways:

- The popularity of the topic '**Sexual compatibility**' has sharply risen in 2018 (~8k search requests in 2018 in comparison with ~2k all throughout the second half of 2017);
- People are most curious about who **Virgos, Leos and Geminis** are compatible with (>23k search requests for each of these signs);
- '**How to attract a scorpio man**' and '**How to attract a scorpio woman**' are the most searched for questions. However, 'Who is scorpio compatible with' is the least searched compatibility question;
- Women are almost **twice more interested than men** (65% against 35% of search requests) in finding information about 'How to attract ...';
- During April 2017-April 2018, there were **4 spikes in searches for Mercury Retrograde**, exactly the amount Mercury was astronomically retrograde;
- The amount of '**daily horoscope**' search requests is consistent throughout a year

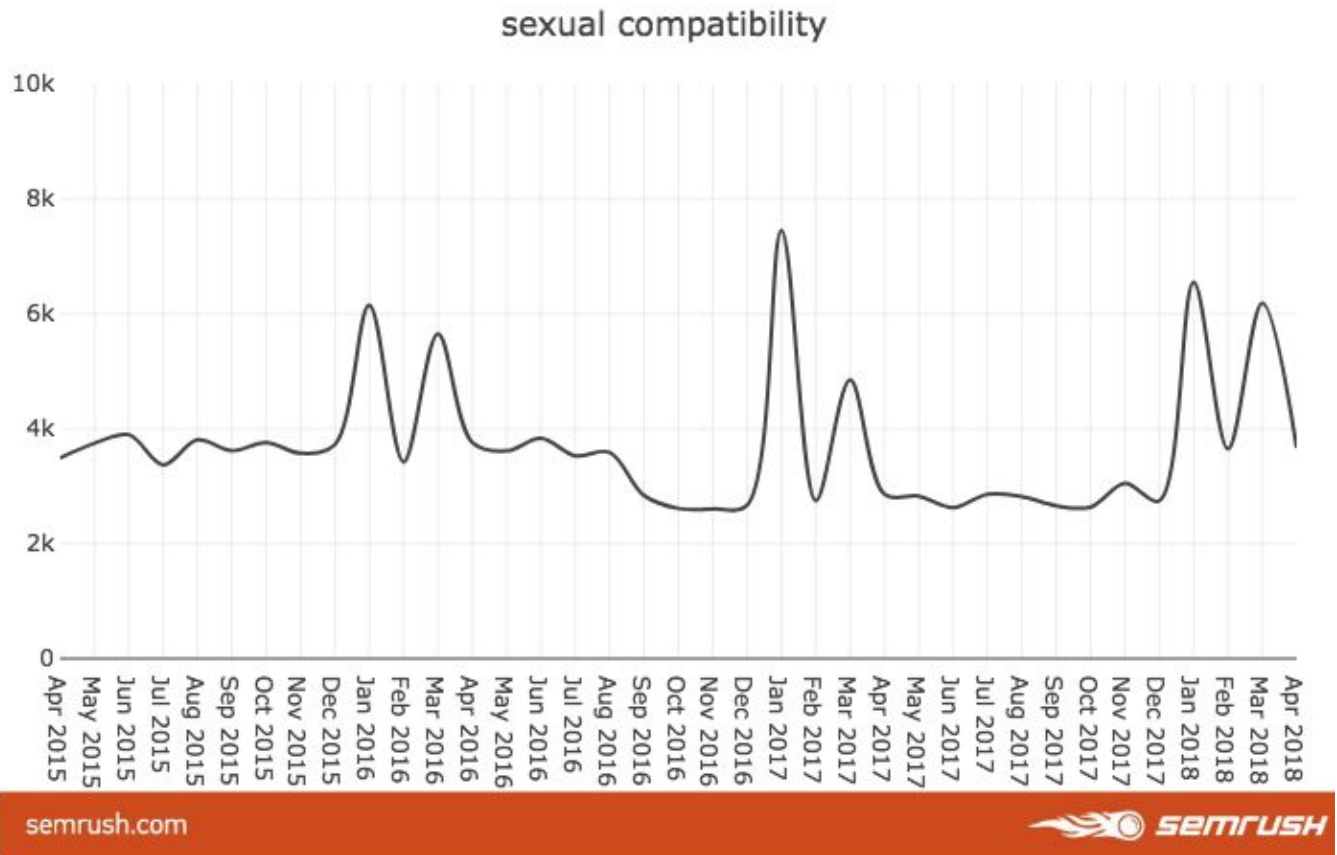
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'Daily Horoscope' Search Requests

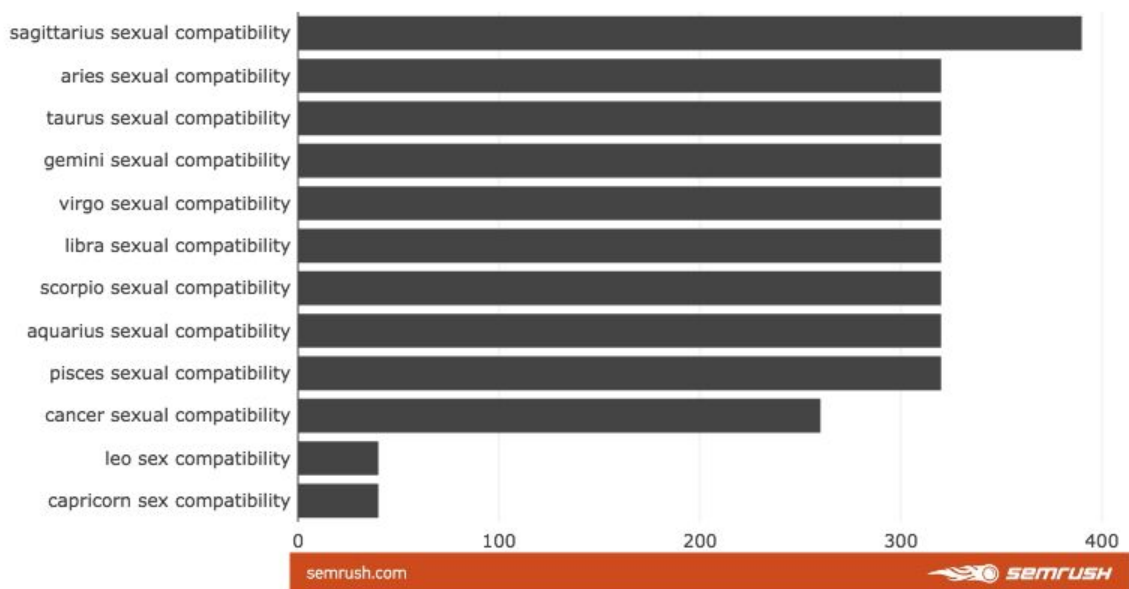


SEMrush Astrology Study: Search Volume Trends

'Sexual Compatibility' search volume trend over three years



Sexual Compatibility of Zodiac Signs



This is just an introductory excerpt

You can download the full version here:

<https://www.semrush.com/ebooks/semrush-astrology-study/>