

Did you know that **tests** are searched over 200 million times each month?

Popular Internet Searches

games	618,000,000
movies	618,000,000
hotels	338,000,000
homes	338,000,000
banks	338,000,000
music	277,000,000
news	277,000,000
schools	277,000,000
jobs	226,000,000
cars	226,000,000
tests	226,000,000
computers	151,000,000
colleges	151,000,000
phones	124,000,000
travel	101,000,000
restaurants	101,000,000
doctors	83,100,000
magazines	83,100,000
rentals	68,000,000
bikes	68,000,000
apartments	55,600,000
newspapers	55,600,000
drugs	30,400,000

Select terms from Google Keyword Tool Nov 2011.
Includes both singular and plural broad matches.

Generic Test Term Searches

tests	226,000,000
exams	68,000,000
certification	13,600,000
assessment	9,140,000
measurement	9,140,000
screening	6,120,000
diagnostic	4,090,000
licensure	823,000
test centers	550,000
test prep	550,000
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Academic Test Searches

SAT®	3,038,400
english tests	1,413,500
ACT®	1,306,500
GRE®	1,119,720
math tests	1,090,500
TOEFL®	1,065,600
AP®	737,300
GED®	669,900
science tests	551,500
COMPASS®	520,900
GMAT®	455,590
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Intelligence / Personality Searches

iq tests	2,744,900
personality tests	1,151,000
color tests	482,400
MAT®	407,200
psychological tests	365,500
Myers-Briggs®	309,900
CPI®	210,520
Rorschach®	206,680
TerraNova®	187,100
achievement tests	158,600
...	

Career / Job Test Searches

typing tests	1,611,300
nursing tests	659,500
education tests	627,000
TOEIC®	625,100
CPA exams	539,400
bar exams	534,900
PRAXIS®	509,900
CFA®	476,100
law tests	344,800
PMP®	335,710
CDL tests	316,000
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Listed test search numbers are our estimated consolidated monthly average of Google test category searches in 2011 using Google's Keyword Tool. We selected relevant synonyms and generated the data in Nov 2011 with a broad match modifier to include singular, plural and stemmings. Ex: 'science tests' include the combined searches of 'science test', 'science tests', 'science testing', 'science exam', 'science exams', 'science assessment' and 'science assessments'. In some cases an exact match search was combined with broad match. More comprehensive data, analysis and consultation available. Trademarks are property of their respective owners.

"The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function." - F. Scott Fitzgerald

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