Online search demand: History

Overall

Top searches

Henry Viii Wives
Ellis Island
Henry Viii
Domesday Book
Anne Boleyn
Doomsday Book
Family History
Spartacus
William Shakespeare
Family Search
World War 1
World War 2
Anne Frank
Elizabeth 1
Winston Churchill
1066
British History Online
Florence Nightingale
History For Kids
Genealogy
Martin Luther King

Insight: Although individuals top the most popular searches, war, kids and romans are most popular in the long tail.

Many terms are driven by the school curriculum.

The long tail

Wars & Battles

Proportion of searches

Top searches

World War 1
World War 2
Ww1 Weapons
Battle Of Britain
English Civil War
Crimean War
English Civil War Battles
Boer War
World War One
Vietnam War
Boer War Records
Roman Soldier
Spanish Civil War

Insight: Civil wars are popular in the long tail of search wheras world wars dominate the most frequently searched terms (we've taken the words 'world' and 'war' out of the long tail to make a clearer picture.

The most popular category overall.

The long tail

PMs, Inventors, & Famous Figures

Proportion of searches

Top searches

Winston Churchill
Florence Nightingale
Charles Dickens
Charles Darwin
Isambard Kingdom Brunel
Sir Francis Drake
Margaret Thatcher
Isaac Newton
Alexander The Great
Alexander Fleming
Francis Drake
Robert The Bruce
Jane Austen

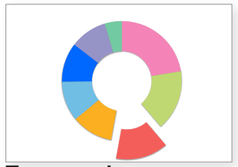
Insight: The most searched for historical figure is Sir Winston Churchill.

Overall, searches for famous figures account for the second highest volume of demand.

The long tail

Henry VIII and Wives

Proportion of searches



Top searches

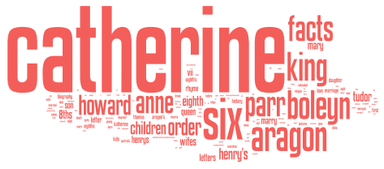
Henry Viii Wives
Henry Viii
Henry 8Th Wives
Henry The 8Th Wives
King Henry Viii Wives
Six Wives Of Henry Viii
Henry V111 Wives
Henry Viii Wars
Henry Eighth Wives
Henry 8 Wives
6 Wives Of Henry Viii
Henry The 8Th Children
Henry The 8Th And His Six

Insight: Manages to make the third most popular category.

There's a large demand for facts in the long tail.

Catherine is the most searched for word in the long tail.

The long tail



Kids, Worksheets & Lesson Plans

Proportion of searches

Top searches

History For Kids
Ancient Egypt For Kids
Iron Age Britain For Kids
Vikings For Kids
Friction For Kids
Greek Myths For Kids
All About World War 1 For Kids
Magnets For Kids
Earthquakes For Kids
Celts For Kids
Apollo For Kids
The Third Crusade For Kids

Insight: People search for 'kids' and not 'children'.

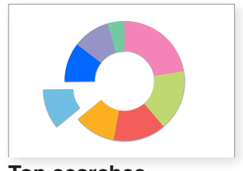
Very consistent search patterns i.e. h'history for kids' not 'kids history'

Facts and Romans are big in the long tail.

The long tail

Royalty & Religious Icons

Proportion of searches



Top searches

Henry Viii
Wives Of Henry Viii
King Henry Vii
Queen Victoria
Mary Tudor
Oliver Cromwell
Edward Vi
Lady Jane Grey
William The Conqueror
Henry Vii
King Henry Viii
Tudor
Elizabeth I

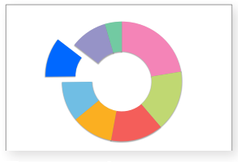
Insight: A high proportion of searches considering the narrow subject matter.

Henry Viii searches possibly curriculum driven.

The long tail

Tudors - Edwardian (1485 - 1910)

Proportion of searches



Top searches

Elizabeth 1
Tudors
Tudor Food
Victorians
Tudor Monarchs
Mary Tudor
Tudor History
The Stuarts
Jane Seymour Tudor
Tudor Entertainment
Tudor Fashion
Tudor Timeline
Tudor Explorers

Insight: Tudor most popular period followed by Elizabethan and Victorian.

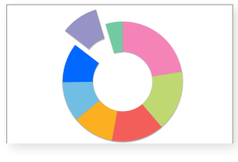
(fashoin, food etc) possibly curriculum driven?

Broad interest

Most popular

Romans

Proportion of searches



Top searches

Roman Gods And God-desses
Roman Soldier
Roman Gladiators
Roman Food
Roman Gods
Roman Soldiers
Roman Historians
Roman Gods List
Roman Numerals
Roman Schools
The Romans
River Gelt Roman Writings

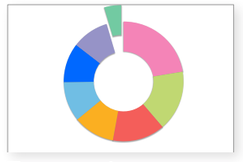
Insight: Most searches for romans are centred around 'romans for kids'

Again, possibly curriculum driven.

The long tail

Ancient History

Proportion of searches



Top searches

Ancient Egypt
Ancient Egypt For Kids
Ancient Rome
Ancient Greece
Ancient Egyptian Food
Ancient Greece For Kids
Ancient Greek Food
Ancient History
Ancient Greek Gods
Ancient Egyptians
Ancient Egyptian Clothing
Ancient China
Ancient Gods

Insight: Although Egypt tops the most popular single search term, ancient greek wins out in the long tail.

A wide range of interest (food, gods, clothing etc).

The long tail

Notes: All **data** sourced from Hitwise Jan 2010 – Jan 2011 inclusive. The data represents around 175,000 actual search terms entered into search engines by users within the UK at this time who then went on to visit a science related website. **Proportion of searches** denotes the search volume that a category has compared to the other categories so 'space has the largest share of search volume (the greatest demand). **Most popular searches** are the most frequently searched for words or phrases within that category in order for example 'eclipse' was the most frequently searched for term. **The long tail** counts how many times a single word has appeared overall in a category. This gives us underlying search demand and allows us to look underneath the 'tip' of just the most popular searches. For example 'eclipse' is the most popular search term in science however it does not occur with any great frequency in other long tail searches whereas with 'moon' the opposite is true. This visualisation was made by the user acquisition team using data from Hitwise and as such it should not be distributed outside of the BBC.