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The hottest Google search term in Boston this year was . . .



LOIC VENANCE/AFP/Getty Images

By [Matt Rocheleau](#)

GLOBE STAFF DECEMBER 13, 2017

What were the trendiest search terms in Boston during 2017?

Topping the list was “Boston Celtics,” according to search engine giant Google, which released Wednesday its annual list of the top trending searches among Boston users.

Google said it defines the top trending searches as those “that had the highest spike in traffic over a sustained period in 2017 as compared to 2016.”

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An advertisement for ZVOX hearing aids. It features a gold-colored hearing aid device on the left and a white earbud on the right, connected by a thin white tube. The text 'High performance hearing aids without the high price.' is prominently displayed. Below this, three bullet points list features: 'Dual-microphones reduce unwanted sounds.', 'Boosts voice clarity.', and 'Smartphone app control.'. A red 'SAVE NOW!' button is positioned to the right of the earbud. The ZVOX logo is at the bottom center.

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The New England Patriots might have won the most thrilling Super Bowl of all-time in February. But the C's certainly had an eventful 2017 of their own, reaching the Eastern Conference Finals, making a series of major moves in the offseason, and losing key player Gordon Hayward to a gruesome injury during the first game of the season before going on a lengthy winning streak.

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The next top trending terms among Boston users were: Hurricane Irma, Aaron Hernandez, and Tom Petty.

Surprisingly, the New York Yankees (not the Boston Red Sox) were the next most popular search term in our area, followed by Super Bowl, bitcoin price, Las Vegas shooting, Hurricane Jose, and “Game of Thrones.”

Google also unveiled the top trending search terms nationally.

Topping that list were: Hurricane Irma, Matt Lauer, Tom Petty, Super Bowl, and Las Vegas shooting.

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Next on the national roster were: Mayweather vs. McGregor fight, solar eclipse, Hurricane Harvey, Aaron Hernandez, and fidget spinner.

The company said the lists are based on its study of trillions of Google searches in 2017.

“We used data from Google Trends and filtered out spam and repeat queries to build lists that best reflect the spirit of 2017,” the company said.

The company didn’t provide any further metrics to show how each term on the list compares with the rest.

To see more of the company’s results of the hottest search terms in 2017, click [here](#).



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