STOCK TRADERS DAILY
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GOOG

Oct 13
2020

Suggestion

Start with the longer term trading plans

Defense Wins Championships

Stock Traders Daily has been providing Risk Management services Since the peak of the Internet Bubble

Thomas H. Kee Jr., is the President and CEO of Stock Traders Daily and Equity Logic,
He is the architect of the Strategies, Models, and Analysis at **Stock Traders Daily**
He also manages money through his Family Office, Equity Logic.
His Tactical SMA was ranked #2 by Hedgeco during the Corona Crash
The tools at Stock Traders Daily help him and others manage money.

- Strategies can be found at [Stock Traders Daily](#)
- Models can be found at Stock Traders Daily
- Analysis can be found at Stock Traders Daily
- Timing Tools can be found at Stock Traders Daily

These are used [by Equity Logic](#) to manage money. The result during the Corona Crash is shown below

Questions: Please email support@stocktradersdaily.com with questions, or take a [Free Trial](#)

Defense Wins Championships

Stock Traders Daily has been providing Risk Management services Since the peak of the Internet Bubble

The Evitar Corte Model proves that Defense Wins Championships

Evitar Corte beats the S&P 500 by 943% since 1992 on only 10 trades, by playing defense Evitar uses the FOMC's communication about risk as a guide to protect accounts at the right time. The Evitar Corte Model, is available on Stock Traders Daily and it was produced by Thomas H. Kee Jr.

Evitar Corte Protected accounts from these Crashes:

- Internet Debacle
- Credit Crisis
- Corona Crash

The result is 943% better than the S&P 500 with Minimal Effort
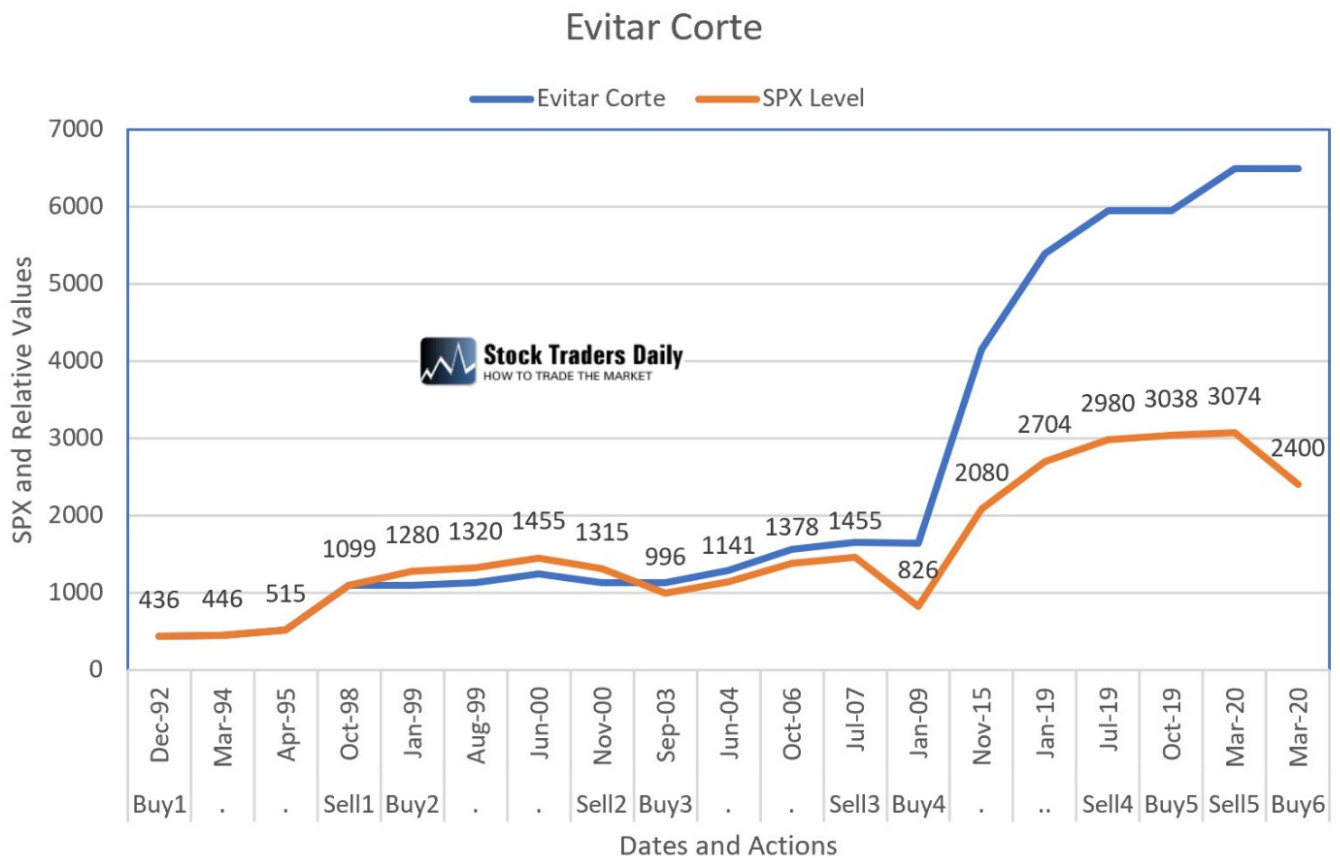
Thomas H. Kee Jr. has written a Short Book that explains Evitar Corte, find it on Amazon, but in addition to how it interprets the FOMC, The Evitar Corte Model triggers and real time interpretations are offered exclusively through Stock Traders Daily.

Evitar Corte is a Model every Money Manager or investors who cares about protecting assets should possess, and it is available to everyone now.

Questions: Please email support@stocktradersdaily.com with questions, or take a Free Trial

GOOG (GOOGLE)

Recently trading at: **1576.42** October 13, 2020, 10:28 am ET

Technical Summary

Term →	Near	Mid	Long
Bias	**Strong**	Strong	Strong
P1	0	0	1348.18
P2	1526.34	1490.81	1507.50
P3	1573.42	1543.32	1651.80

Suggestion: Start with the longer term trading plans.

The technical summary data above is used to determine trading plans; it has been derived using our proprietary algorithms. To obtain an updated report, please click here: UPDATE THIS REPORT

Market Analysis Technical

DOW   S&P

NASDAQ   RUSSELL

Long Term Trading Plans for GOOG

October 13, 2020, 10:28 am ET

Buy near support, sell or short near resistance, and take advantage of the opportunities this stock provides. The BLUE dot is the current price, the RED dots are resistance levels, and the GREEN are support levels. Review the trading plans below. We like tight stops.

Technical Summary: 1348.18, 1507.50, **1576.42** , 1651.80, Where 1576.42 = the recent price
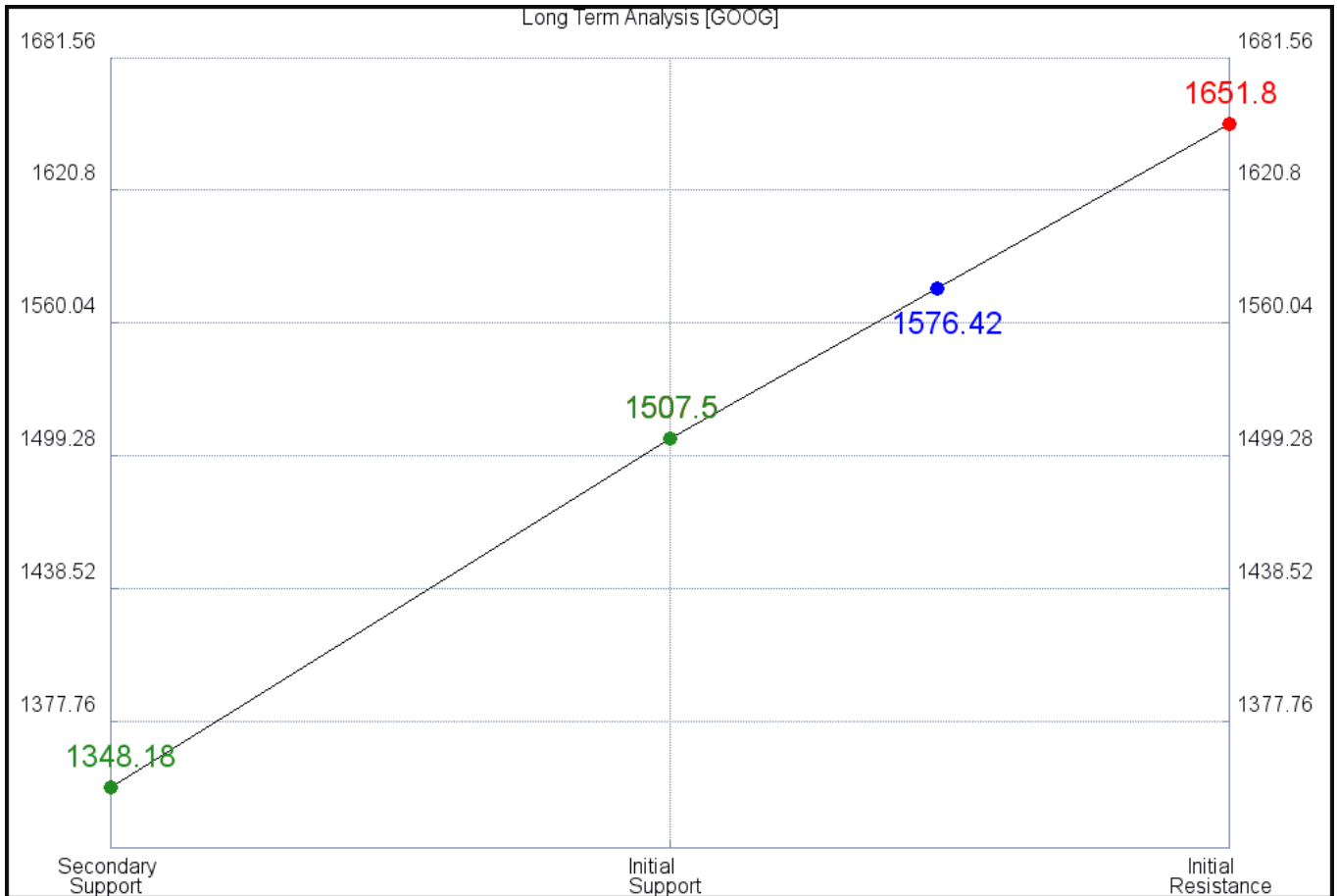
Long Term Analysis [GOOG]

1681.56		1681.56
		1651.8 (red point)
1620.8		1620.8
1560.04	1576.42 (blue point)	1560.04
	1507.5 (green point)	
1499.28		1499.28
1438.52		1438.52
1377.76		1377.76
1348.18 (green point)		

Secondary Support — Initial Support — Initial Resistance

Legend

- Current stock price
- Support level
- Resistance level

Stock Finder

Find a Stock to Buy or Short

Buy This Stock - Long Term Trades

GOOG - (Long) Support Plan
Buy over 1507.50 target 1651.80 stop loss @ 1503.15

The technical summary data tells us to buy GOOG near 1507.50 with an upside target of 1651.80. This data also tells us to set a stop loss @ 1503.15 to protect against excessive loss in case the stock begins to move against the trade. 1507.50 is the first level of support below 1576.42 , and by rule, any test of support is a buy signal. In this case, support 1507.50 is being tested, a buy signal would exist.

Short This Stock - Long Term Trades

GOOG - (Short) Resistance Plan
Short under 1651.80, target 1507.50, stop loss @ 1656.57

The technical summary data is suggesting a short of GOOG as it gets near 1651.80 with a downside target of 1507.50. We should have a stop loss in place at 1656.57though. 1651.80 is the first level of resistance above 1576.42, and by rule, any test of resistance is a short signal. In this case, if resistance 1651.80 is being tested, a short signal would exist.

GOOG - (Short) Support Plan

GOOG - (Long) Resistance Plan
Buy over 1651.80, target n/a, stop loss @ 1647.03

If 1651.80 begins to break higher, the technical summary data will suggest a buy of GOOG over 1651.80, with an upside target of n/a. The data also tells us to set a stop loss @ 1647.03 in case the stock turns against the trade. 1651.80 is the first level of resistance above 1576.42, and by rule, any break above resistance is a buy signal. In this case, resistance 1651.80 is breaking higher, a buy signal would exist.

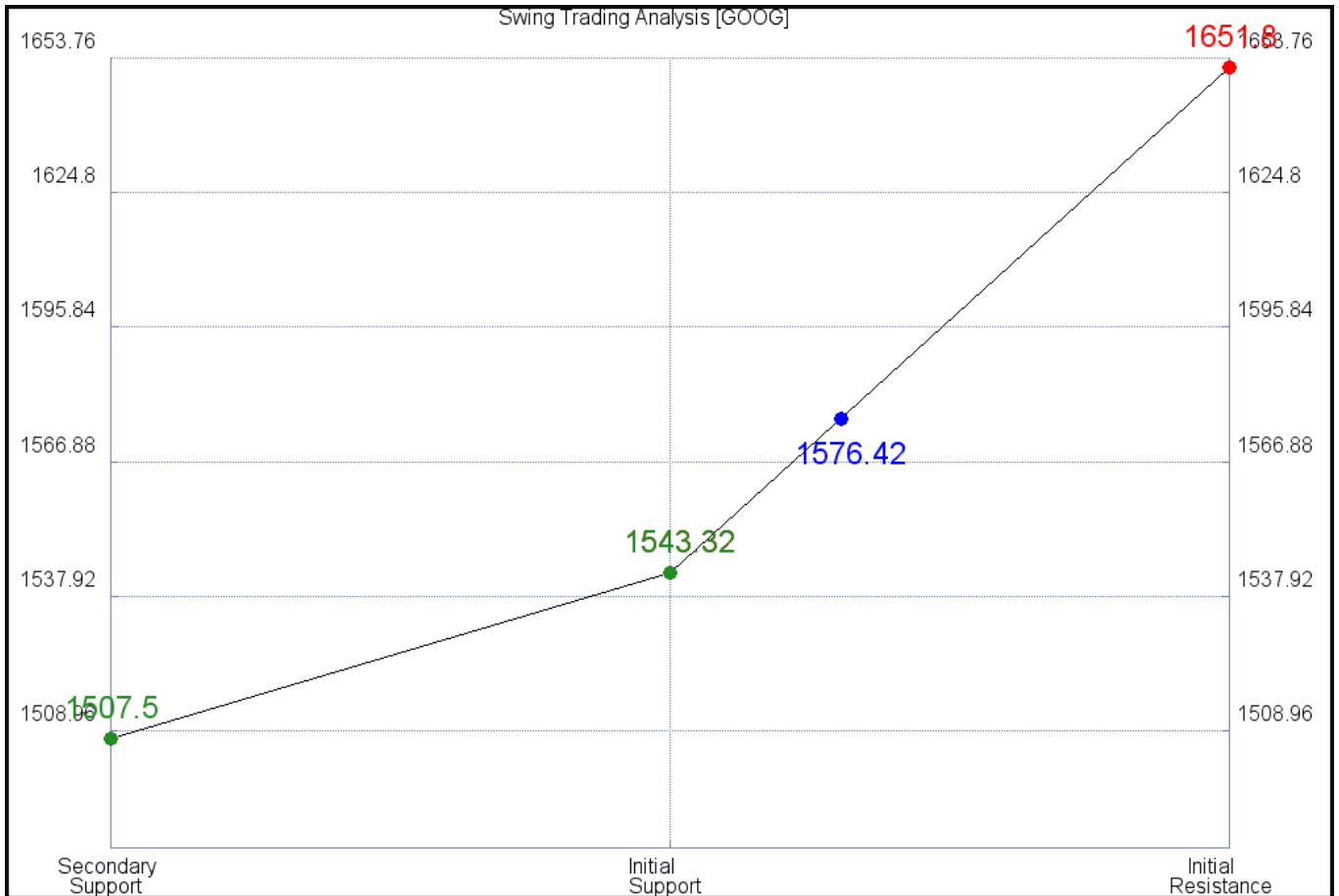Short under 1507.50 target 1348.18 stop loss @ 1511.85

The technical summary data is suggesting a short of GOOG if it breaks below 1507.50 with a downside target of 1348.18. we should also have a stop loss in place at 1511.85 according to the data. 1507.50 is first level of support below 1576.42, and by rule, any break below support is a short signal. In this case, if support 1507.50 is breaking lower, a short signal would exist.

Swing Trading Plans for GOOG

October 13, 2020, 10:28 am ET

Buy near support, sell or short near resistance, and take advantage of the opportunities this stock provides. The BLUE dot is the current price, the RED dots are resistance levels, and the GREEN are support levels. Review the trading plans below. We like tight stops.

Technical Summary: 1348.18, 1490.81, 1507.50, 1543.32, **1576.42** , 1651.80, Where 1576.42 = the recent price

Swing Trading Analysis [GOOG]

1653.76		1653.76
		1651.8
1624.8		1624.8
1595.84		1595.84
1566.88		1566.88
	1576.42	
	1543.32	
1537.92		1537.92
1508.96 **1507.5**		1508.96

Secondary Support — Initial Support — Initial Resistance

Legend
- Current stock price
- Support level
- Resistance level

Stock Finder

Find a Stock to Buy or Short

Buy This Stock - Swing Trades

GOOG - (Long) Resistance Plan
Buy over 1651.80, target n/a, Stop Loss @ 1647.03

If 1651.80 begins to break higher, the technical summary data tells us to buy GOOG just over 1651.80, with an upside target of n/a. The data also tells us to set a stop loss @ 1647.03 in case the stock turns against the trade. 1651.80 is the first level of resistance above 1576.42, and by rule, any break above resistance is a buy signal. In this case, 1651.80, initial resistance, would be breaking higher, so a buy signal would exist. Because this plan is based on a break of resistance, it is referred to as a Long Resistance Plan.

Short This Stock - Swing Trades

GOOG - (Short) Resistance Plan
Short near 1651.80, target 1543.32, Stop Loss @ 1656.57.

The technical summary data is suggesting a short of GOOG if it tests 1651.80 with a downside target of 1543.32. We should have a stop loss in place at 1656.57 though in case the stock begins to move against the trade. By rule, any test of resistance is a short signal. In this case, if resistance, 1651.80, is being tested a short signal would exist. Because this plan is a short plan based on a test of resistance it is referred to as a Short Resistance Plan.

GOOG - (Long) Support Plan

Buy near 1543.32, target 1651.80, Stop Loss @ 1538.86

Buy near 1543.32, target 1651.80, Stop Loss @ 1538.86The technical summary data tells us to buy GOOG near 1543.32 with an upside target of 1651.80. This data also tells us to set a stop loss @ 1538.86 to protect against excessive loss in case the stock begins to move against the trade. 1543.32 is the first level of support below 1576.42, and by rule, any test of support is a buy signal. In this case, 1543.32, initial support, would be tested, so a buy signal would exist. Because this plan is based on a test of support it is referred to as a Long Support Plan.

GOOG - (Short) Support Plan

Short under 1543.32, target 1507.50, Stop Loss @ 1547.78

Buy near 1543.32, target 1651.80, Stop Loss @ 1538.86The technical summary data tells us to buy GOOG near 1543.32 with an upside target of 1651.80. This data also tells us to set a stop loss @ 1538.86 to protect against excessive loss in case the stock begins to move against the trade. 1543.32 is the first level of support below 1576.42, and by rule, any test of support is a buy signal. In this case, 1543.32, initial support, would be tested, so a buy signal would exist. Because this plan is based on a test of support it is referred to as a Long Support Plan.
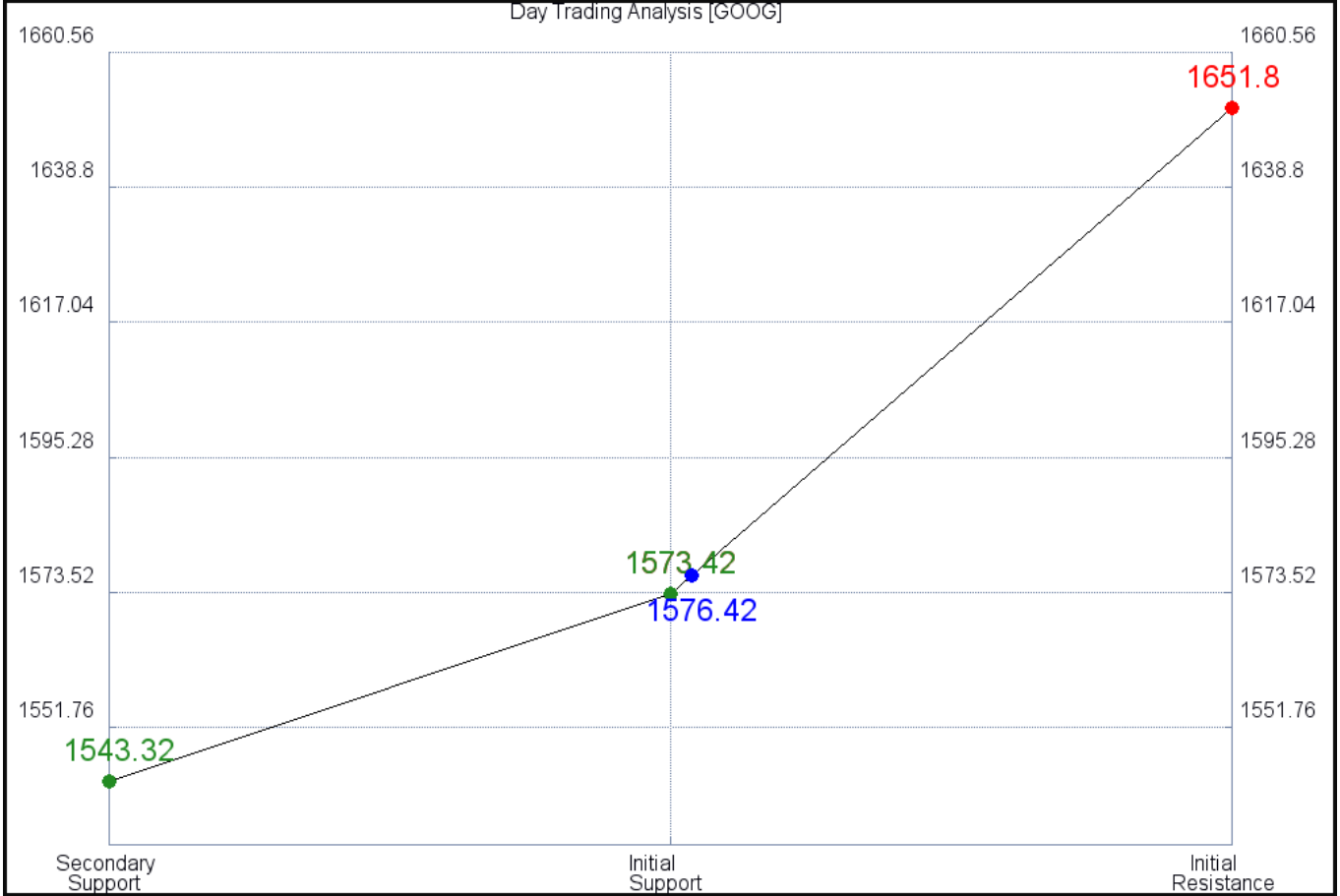
Day Trading Plans for GOOG

October 13, 2020, 10:28 am ET

Buy near support, sell or short near resistance, and take advantage of the opportunities this stock provides. The BLUE dot is the current price, the RED dots are resistance levels, and the GREEN are support levels. Review the trading plans below. We like tight stops.

Technical Summary: 1348.18, 1490.81, 1507.50, 1526.34, 1543.32, 1573.42, **1576.42** , 1651.80, Where 1576.42 = the recent price

Day Trading Analysis [GOOG]

1660.56		1660.56
		1651.8
1638.8		1638.8
1617.04		1617.04
1595.28		1595.28
1573.52	1573.42	1573.52
	1576.42	
1551.76		1551.76
1543.32		
Secondary Support	Initial Support	Initial Resistance

Legend

- Current stock price
- Support level
- Resistance level

Buy This Stock - Day Trades

GOOG - (Long) **Resistance Plan**
Buy over 1651.80, target n/a, Stop Loss @ 1647.95

If 1651.80 begins to break higher, the technical summary data tells us to buy GOOG just over 1651.80, with an upside target of n/a. The data also tells us to set a stop loss @ 1647.95 in case the stock turns against the trade. 1651.80 is the first level of resistance above 1576.42, and by rule, any break above resistance is a buy signal. In this case, 1651.80, initial resistance, would be breaking higher, so a buy signal would exist. Because this plan is based on a break of resistance, it is referred to as a Long Resistance Plan.

Short This Stock - Day Trades

GOOG - (Short) Resistance Plan
Short near 1651.80, target 1573.42, Stop Loss @ 1655.65.

The technical summary data is suggesting a short of GOOG if it tests 1651.80 with a downside target of 1573.42. We should have a stop loss in place at 1655.65 though in case the stock begins to move against the trade. By rule, any test of resistance is a short signal. In this case, if resistance, 1651.80, is being tested a short signal would exist. Because this plan is a short plan based on a test of resistance it is referred to as a Short Resistance Plan.

GOOG - (Long) Support Plan

Buy near 1573.42, target 1651.80, Stop Loss @ 1569.75

Buy near 1573.42, target 1651.80, Stop Loss @ 1569.75The technical summary data tells us to buy GOOG near 1573.42 with an upside target of 1651.80. This data also tells us to set a stop loss @ 1569.75 to protect against excessive loss in case the stock begins to move against the trade. 1573.42 is the first level of support below 1576.42, and by rule, any test of support is a buy signal. In this case, 1573.42, initial support, would be tested, so a buy signal would exist. Because this plan is based on a test of support it is referred to as a Long Support Plan.

GOOG - (Short) Support Plan

Short under 1573.42, target 1543.32, Stop Loss @ 1577.09

Buy near 1573.42, target 1651.80, Stop Loss @ 1569.75The technical summary data tells us to buy GOOG near 1573.42 with an upside target of 1651.80. This data also tells us to set a stop loss @ 1569.75 to protect against excessive loss in case the stock begins to move against the trade. 1573.42 is the first level of support below 1576.42, and by rule, any test of support is a buy signal. In this case, 1573.42, initial support, would be tested, so a buy signal would exist. Because this plan is based on a test of support it is referred to as a Long Support Plan.
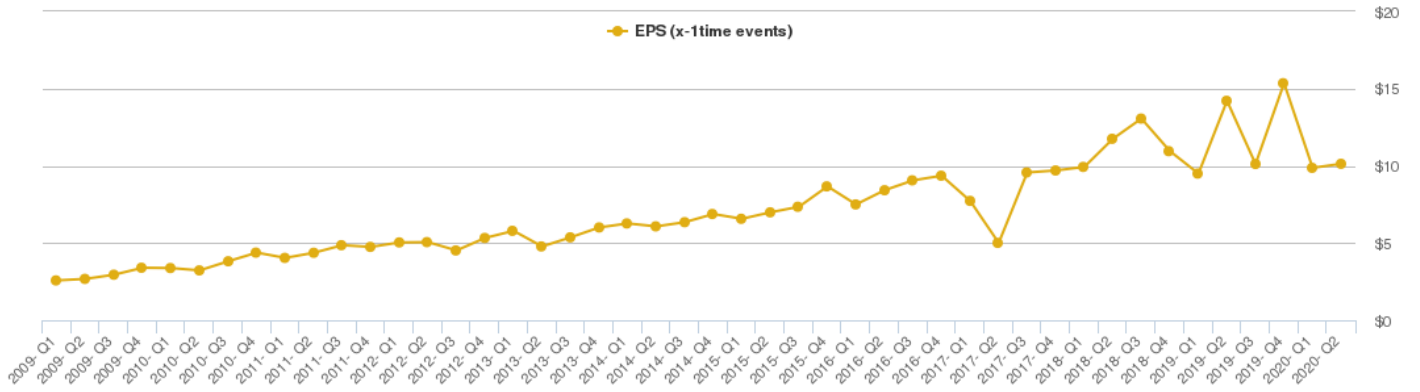
Fundamental Charts

Find the Fundamental Charts for GOOG below. With a focus on earnings growth valuation, these charts help define the underlying company.
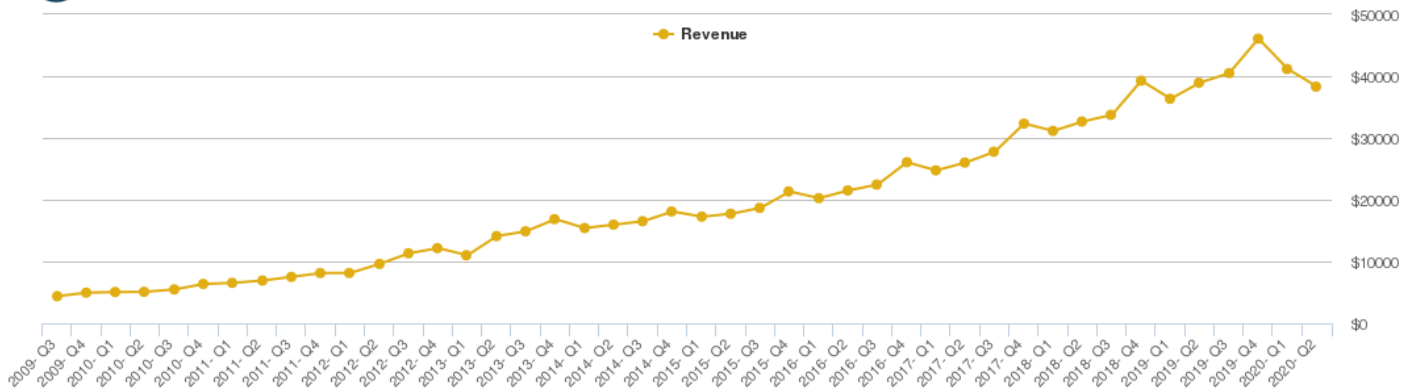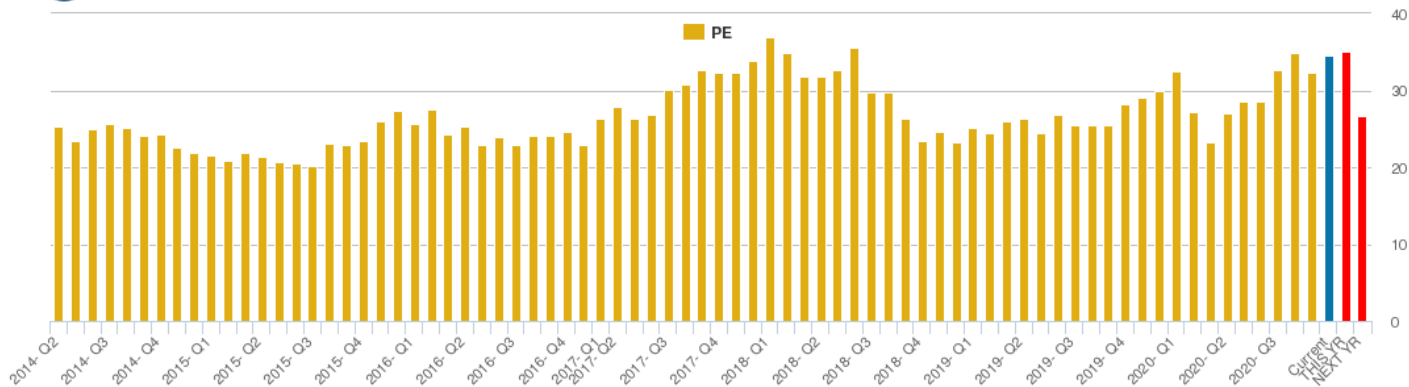

GOOG stock chart

GOOG EPS Analysis

GOOG EPS Analysis

EPS (x-1time events)

GOOG Revenue

GOOG Revenue

Revenue

GOOG Growth Rate - Quartely

GOOG Growth rate - Quarterly

Trailing 12 month EPS growth

GOOG P/E Chart

GOOG PEG

10.12.20 @ 17:06 --

STOCK TRADERS DAILY
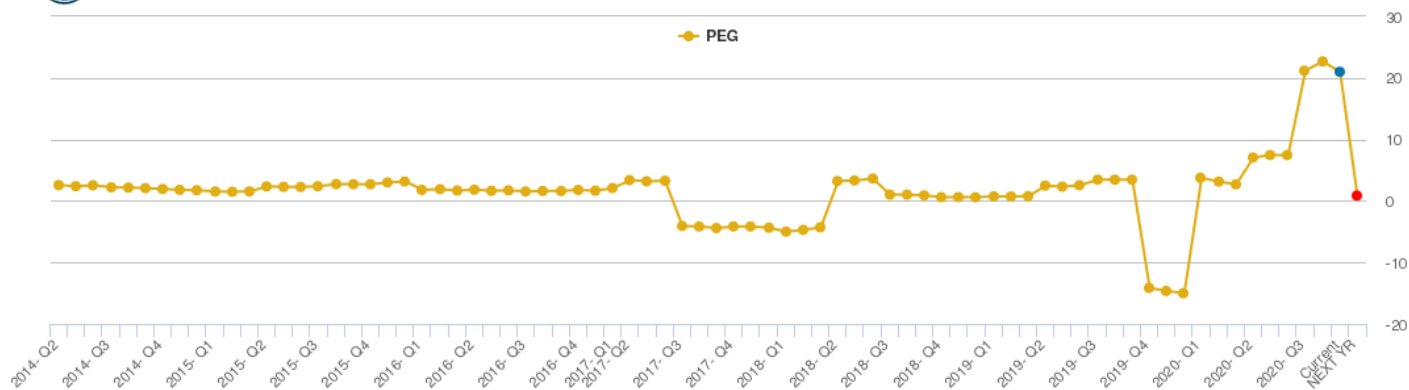
Tuesday's Analysis + AAPL, SPX, NDX, and the RUT

Nav: [T/A](#) | [Analysis](#) | [Stocks](#) | [Research & Indicators](#) | [Economics](#) | [About](#)

General Commentary

When AAPL is up by 6% in a single day it is hard for any of the major markets to be down, or even weak for that matter, because AAPL is such a big component to all of them. That is true for all markets except the small cap market, the Russell 2000, and late in the day when other markets were at their highs the RUT actually came close to its intraday low.

The AAPL influence was obvious when a comparison of the RUT was factored in, and the charts of

the other markets were parallel to AAPL so that provided additional evidence, but the RUT did the opposite of these other markets and AAPL late in the day.

The buying interest was not isolated on Monday, but there was a clear shift, and that's on oddity that I think most would be surprised to realize, so I'll elaborate.

Specifically, at about 14:30 ET, when the NDX, SPX, and DJIA (and AAPL) were all at their highs, the RUT was near an intraday low. The RUT did not have AAPL to spur it, but that works in both directions, as we'll show.

The intraday chart of AAPL looks very similar to the patterns of the NDX, SPX, and DJIA, and these all turned lower from the 14:30 highs at the same time AAPL began to slide from its intraday high, but the RUT did not.

Instead, the RUT surged by almost 1% while these other markets pulled back.

The RUT did not have AAPL to support it, and it seemed to benefit when AAPL and the other markets started to swoon. This inverse correlation was interesting, but the main takeaway from Monday is that the big market rally was driven by AAPL as investors anticipate something material from the company on Tuesday.

Expectations are high.

At 1 PM ET on Tuesday AAPL will release its first 5G iPhone, and investors seemed to care more about that when the futures market opened on Sunday night than they did stimulus failures. They stopped caring about stimulus and started caring about AAPL, and the 6% surge in AAPL was the driving force behind Monday's seemingly out of place rally.

Given AAPL's surge, we cannot gauge the market's reaction to the failed stimulus bill yet, but Wall Street also forgets fast and we cannot forget that either. Stimulus may already be in the rear view mirror, but it may not, the AAPL action on Monday clouded this, and we'll not know for sure until after Tuesday.

Make no mistake, stimulus was a failed effort, and the FOMC knows it too. Expect Powell and others, to emphasize the need for fiscal stimulus, and the dire condition of the economy, including its fragile nature, whenever possible.

Lastly, I have known AAPL to increase in anticipation of news, and then decline on the heels of news. Keep this in mind because if the market does care about failed stimulus and AAPL reverses it could be compounding.

There are HUGE gaps in the charts from just the past few days too, and given what the longer term patterns are saying, these need to be recognized and respected.

A pullback below 3499 in the SPX by the end of the week would be a negative technical indicator.

Defense Wins Championships!

- **Tail Risk Hedge (TRH) to Avoid Market Crashes:**

  [Evitar Corte helps you avoid market crashes using the FOMC.](#)

- **How to Optimize your Portfolio:**

  [Review our Boot Camp page to see how to most efficiently manage risk](#)

- **How to Outperform the Market Without the Work:**

  [943% better than the SPX since 1992, on just 10 trades.](#)

- **Evitar Corte** (How to Control Risk, by Thomas Kee):

  [Available on Amazon](#)

Research Portal Options:

- Factset
- Interactive Brokers
- Reuters
- Refinitiv
- SP Capital IQ (by request only*)
- Bloomberg Terminals (by request only*)
- Zacks

Direct Subscriptions:

[[upgrade_link]]

Top readers of our research, by firm:

1. Two Sigma Investments LLC
2. Citadel Quantitative Strategies
3. Renaissance Technologies Corp
4. Stevens Capital Management
5. Asset Management One
6. Tiger Global
7. BofA Merrill Lynch
8. Neuberger Berman
9. Kennedy Capital Management
10. Rockefeller & Co.

*Free. To receive our research for free through the SP Capital IQ Platform or Bloomberg Terminals, please reply to this email and we will send you the instructions).

Review the Charts

Strategies Summary

Review these strategies on our Website

CORE

CORE became exposed and then neutralized again on Monday for a 1% gain. CORE remains protected from market risk and it is realizing modest gains along the way while remaining protected. There's no need to push this. Slow but steady wins the race, and that is what CORE is about. ULTRA Core made about 2% Monday too, and it is also protected.

SENTIMENT TABLE STRATEGY

The Sentiment Table is signaling overbought.

STRATEGIC PLAN

The Strategic Plan Strategy is currently 2x long DJIA with stops in place. Longs triggered Friday based on the 25-point rule.

STOCK OF THE WEEK

BAX short has been called but has not triggered.

SWING TRADING

The strategy had a stop.

DAY TRADING

The strategy had a stop.

Technical Analysis

NDX	
R2	13000
R1	12112
NDX	12088
S1	11948
S2	11880

DJIA	
R2	29407
R1	28963
DJIA	28838
S1	28733
S2	28577

SPX	
R2	3600
R1	3546
SPX	3534
S1	3522
S2	3509

RUT	
R2	1656
R1	1650
RUT	1649
S1	1646
S2	1640

Trader Psychology

Traders turned all of their attention to AAPL, shunning stimulus for a day at least.

Combined Analysis

Our combined analysis for Tuesday tells us that sentiment is shifting, but the week is far from over and if the markets pull back and break converted support levels bearish undertones can resurface fast. The SPX would need to break below 3499 for concerns to start to get serious, and there are multiple support levels between Monday's closing level at that threshold, so a decline below there is technically challenging. Still, that is the key for sentiment. If these converted support levels hold sentiment will point towards new all time highs again, but if the markets reverse some of the gains realized on Monday bearish undertones will kick back in. The SPX and NDX are now testing longer term resistance levels, while the DJIA pulls away slightly and the RUT more meaningfully. Positive sentiment exists now, but support levels need to hold. Only if the support levels start to break would this change.

Review the Charts

Near Term Analysis

Our combined near term analysis tells us that the markets are in steep up-channels, but the SPX and DJIA are coming down from up-channel resistance levels, and a test of near term up-channel support now looks likely. If support is tested and it holds, expect another higher high, but if the up-channel support levels break lower expect the steep up-channels to break too. Treat 3509 in the SPX as support and inflection.

Mid Term Analysis

Our combined midterm analysis tells us that the SPX is the best gauge of overall market sentiment, and it is slightly above a resistance level. The SPX would need to break back below this now converted support level for concerns to mount. Treat 3522 as inflection in the SPX on a midterm basis. If this holds then expect higher levels, but if the SPX breaks back below 3522 again we should expect 3465 promptly and lower levels could follow. Review the late August highs in the chart.

Long Term Analysis

Our combined longer-term analysis tells us that the RUT broke above longer term resistance slightly last week, the DJIA did it on Friday, the SPX did it on Monday, and the NDX tested longer term resistance too. The bias is skewing away from bearish, but the week is far from over, and these longer term candles are based on weekly market action. 3499 in the SPX is the key. If this level holds the shift in bias will point towards new all time highs, but if the SPX breaks back below 3499 we should beware of declines. The SPX just moved over resistance today, the NDX just tested resistance today, and if the markets begin to pull back this week those tests will be deemed successful. The week is far from over.

Stock Trading

First Review our Combined analysis and Commentary, then select the appropriate plan-type. Or, use our Correlation Tool in Real-Time when support or resistance is tested to get the best result.

Long Support Plans (more)

TIF
Buy over 111.05,

Target 122.00,

Stop Loss @ 110.73.

ADSK
Buy over 242.02,

Target 270.32,

Stop Loss @ 241.32.

CI
Buy over 177.36,

Target 197.19,

Stop Loss @ 176.85.

SRCL
Buy over 66.21,

Target n/a,

Stop Loss @ 66.02.

Long Resistance Plans (more)

VZ
Buy over 59.57,

Target n/a,

Stop Loss @ 59.4.

JNJ
Buy over 158.21,

Target n/a,

Stop Loss @ 157.75.

GILD
Buy over 66.02,

Target 72.79,

Stop Loss @ 65.83.

JPM
Buy over 102.57,

Target n/a,

Stop Loss @ 102.27.

Short Support Plans (more)

TIF
Short under 118.65,

Target 117.63,

Stop Loss @ 118.99.

CI
Short under 177.36,

Target 155.37,

Stop Loss @ 177.87.

KMX
Short under 92.29,

Target 72.74,

Stop Loss @ 92.56.

CVS
Short under 59.58,

Target 59.36,

Stop Loss @ 59.75.

Short Resistance Plans (more)

VZ
Short under 59.72,

Target 59.20,

Stop Loss @ 59.89.

JNJ
Short under 151.99,

Target 149.87,

Stop Loss @ 152.43.

GILD
Short under 64.63,

Target 63.57,

Stop Loss @ 64.82.

JPM
Short under 102.57,

Target 101.58,

Stop Loss @ 102.87.

Institutional Research

📄 Phase Three of the Greater Depression Era
Phase three seems to have already started.
September 21, 2020

Sentiment Table Indicator

Weak	Neutral	Strong
7	13	119
8	36	95
52	44	43

Economic Analysis

Stimulus was a failed effort, and the FOMC knows it too. Expect Powell to emphasize the need for fiscal stimulus, and the dire condition of the economy, including its fragile nature, whenever he can.

Economic Related Comments

Investment Rate

Please review our Special Reports for Updates to The Investment Rate, Stimulus, and Global Liquidity. We publish Liquidity Updates Quarterly.

Investment Rate

About Us

Reuters: We have been sending Reuters about 1000 Stock Reports like this daily for the past 15 years. They provide our reports to their institutional client base.

- Founded on Jan 2, 2000 — The Peak of the Internet Bubble.
- We are Rooted in Proactive Strategies.
- Triple digit returns were posted in 2000, 2001, 2002.
- "The Investment Rate" was Developed in 2002.
- We Became 'Buy and Hold' investors until late 2006.

- We reverted to Proactive Strategies exclusively in 2007
- The Investment Rate told us December 2007 would be the beginning of a major decline.
- Between Dec. 2007 and June 2009 our Stock of the Week Strategy posted 120%.
- The Declines Started, but then Stimulus Kicked In.
- We never stopped being proactive and using proactive strategies.
- Investors became lazy and accustomed to Stimulus.
- Our Strategies require a little work, and no one saw the need during stimulus.
- Still, our Strategic Plan Strategy Beat the SPX by 90% from credit crisis lows*
- Our Sentiment Table Strategy posted 68% in 2015.
- Our LETS Strategy posted 92% in 2016.
- Our Strategies are designed to be used in any market environment.
- They are coupled with our timing indicators and market analysis.
- We are using Proactive Strategies Exclusively.
- We will until the market crashes again.
- We can make money along the way — we are proven.
- And then we intend to buy the capitulation again when it comes.
- **The Investment Rate and our Liquidity Analysis** tell us when it will come.
- Register as a Subscriber Here

*Strategic Plan Strategy as of 10.11.18.

Disclaimer: Past Performance is no guarantee of future results. Substantial losses may come from investing in the stock market. Consult with your personal financial advisor before making any decisions to invest. These are DIY results; managed money results may differ slightly.

Strategic Plan Strategy From Inception