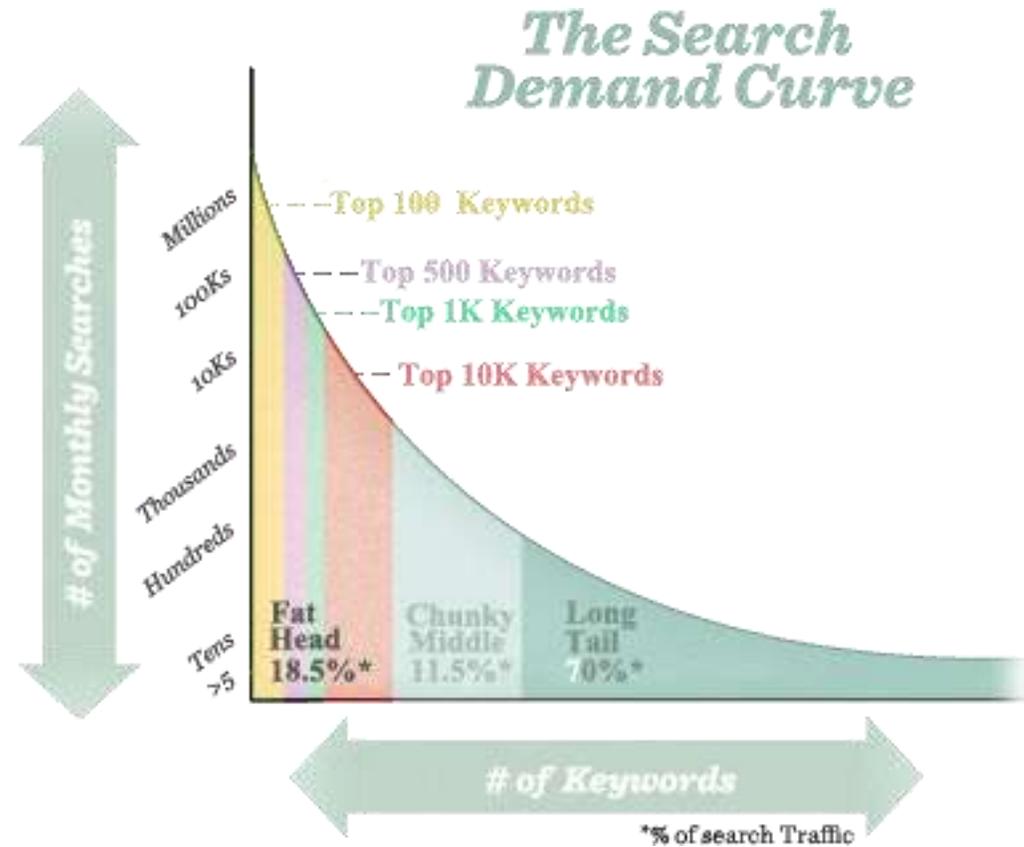


# KEY WORD RESEARCH & ANALYSIS

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# DEMAND OF KEYWORDS





***“Ignore the long tail at your peril - search marketing and web site content strategies must allow for this “impossible to predict” form of visits or risk losing out to a more expository and prolific competitor.”***

# KEYWORD RESEARCH

Moz Keyword  
Explorer

Google  
AdWords  
Keyword  
Planner Tool

Google Trends

Microsoft Bing  
Ads  
Intelligence

Wordtracker's  
Free Basic  
Keyword  
Demand

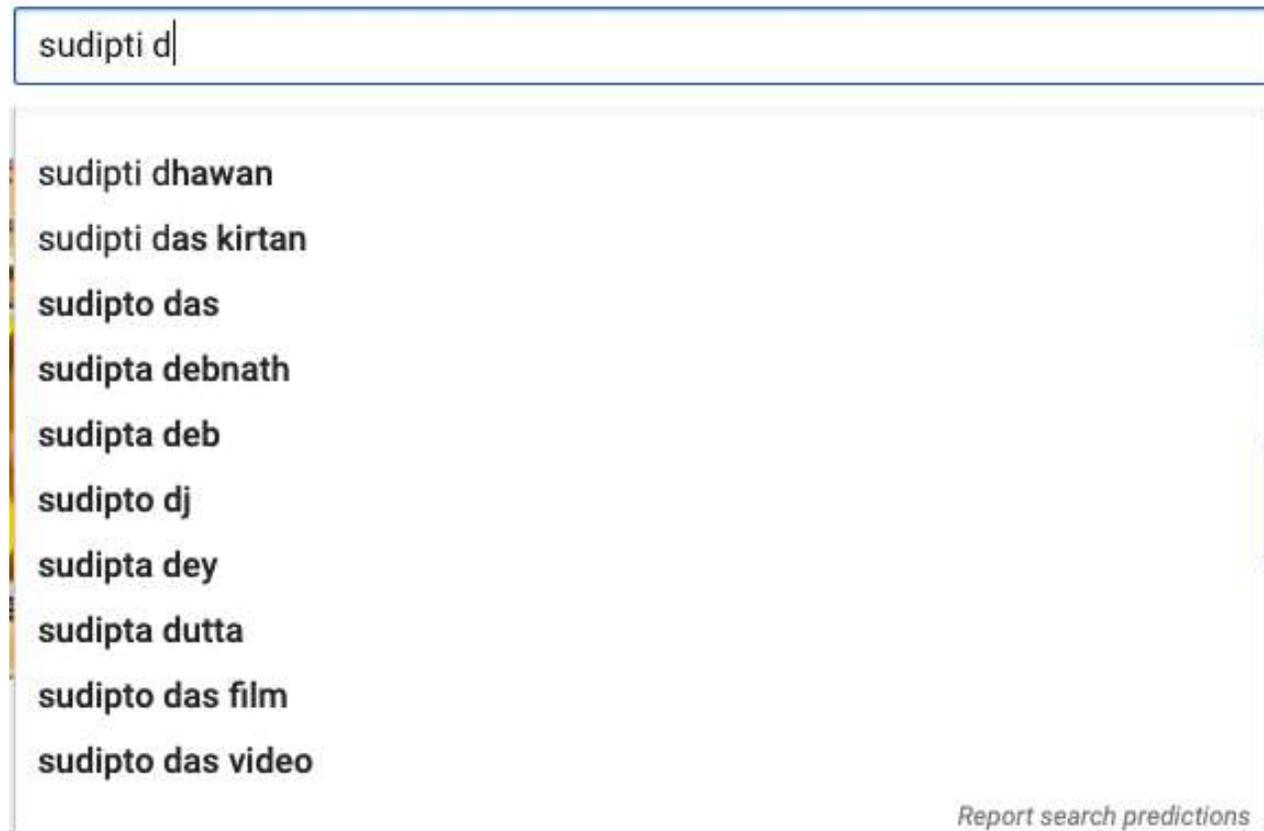
# WHERE CAN I FIND KEY WORDS

## Searches related to google

google **search**      google **subsidiaries**  
google **account**      google **gravity**  
google **sign in**      google **plus**  
google **chrome**      google **twitter**



# YOUTUBE



# GOOGLE KEYWORD PLANNER

The image shows a screenshot of the Google Ads interface. At the top, there is a navigation bar with tabs: Home, Campaigns, Opportunities, Tools and Analysis (with a dropdown arrow), Billing, and My account. Below the navigation bar, there is a search bar and a list of 'All online campaigns'. The 'Tools and Analysis' dropdown menu is open, showing a list of tools: Change history, Conversions, Google Analytics, Google Merchant Center, Keyword Planner (highlighted with a red box), Keyword tool, Traffic Estimator, Display Planner, Placement Tool, and Contextual Targeting Tool. A red arrow points from the text 'New Keyword Tool!' to the 'Keyword Planner' option. The 'Keyword Planner' option is also highlighted with a yellow background. Below the dropdown menu, there are buttons for 'Campaigns', 'All but del', and 'Clicks'. On the right side, there are buttons for 'Keywords' and 'Ad', and a 'Filter' dropdown menu.

# ADWORDS

Home

Campaigns

Opportunities

Tools and Analysis ▾

Billing

## Keyword Planner

Plan your next search campaign

### What would you like to do?

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- ▶ Search for keyword and ad group ideas

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- ▶ Enter or upload keywords to get estimates

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- ▶ Multiply keyword lists to get estimates

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# SEARCH FOR KEYWORD AND AD GROUP IDEAS

The screenshot displays the Google AdWords Keyword Planner interface. At the top, there is a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, My account, and Help. Below this, the 'Keyword Planner' section is active, showing 'Add ideas to your plan'. The search parameters are: 'Your product or service' is 'ppc management software', 'Your landing page' is 'http://www.wordstream.com/google-adword', and 'Your product category' is 'Search Engine Marketing'. There are buttons for 'Get ideas' and 'Modify search'. On the left, there are filters for Targeting (United States, English, Google) and 'Customize your search' (Keyword filters, Keyword options, Include/Exclude). The main area shows a table of 'Ad group ideas' with columns for Ad group (by relevance), Keywords, Avg. monthly searches, Competition, and Avg. CPC. The table lists 7 ad groups, including 'Keyword Tool', 'Google Adwords', 'Google Ads', 'Keywords', 'Bid', 'Adwords', and 'Keywords like: Ppc Man...'. On the right, there is a 'Your plan' section showing 'Saved until May 4, 2013' and a 'Bid range' slider set to '\$0.00 - \$30.00'. There are also buttons for 'Ad groups: 1', 'Pay Per Click (0)', and 'Get estimates and review plan'. A 'Send feedback' button is at the bottom right.

Home Campaigns Opportunities Tools and Analysis Billing My account Help

Keyword Planner  
Add ideas to your plan

Your product or service: ppc management software  
Your landing page: http://www.wordstream.com/google-adword  
Your product category: Search Engine Marketing  
Get ideas Modify search

Targeting ?  
United States  
English  
Google

Customize your search ?  
Keyword filters  
Avg. monthly searches  $\geq$  10  
Avg. CPC  $\leq$  \$10.00  
Competition: Medium, Low  
Keyword options  
Hide keywords in my account  
Hide keywords in my plan  
Include/Exclude

Ad group ideas Keyword ideas

Ad group (by relevance)	Keywords	Avg. monthly searches ?	Competition ?	Avg. CPC ?	
Keyword Tool (17)	adwords keyword tool, a...	18,100	Low	\$1.90	»
Google Adwords (23)	google adwords account,...	2,900	Medium	\$2.67	»
Google Ads (11)	google ad tool, google ad...	720	Medium	\$4.02	»
Keywords (16)	free keyword research, fr...	1,000	Medium	\$2.87	»
Bid (8)	adwords bidding, adword...	390	Medium	\$3.73	»
Adwords (46)	what is adwords, good a...	301,000	Low	\$0.64	»
Keywords like: Ppc Man...	ppc management softwar...	880	High	\$9.97	»

1 - 7 of 7 ad groups

Your plan  
Saved until May 4, 2013  
Bid range ?  
\$0.00 - \$30.00  
Ad groups: 1  
Pay Per Click (0)  
Get estimates and review plan  
Send feedback

# 3 PATHS

**By Keyword:** you can type in a word or phrase relevant to your business

**By Landing Page:** by entering a landing page on your site (or any competitor's webpages, for that matter), the Keyword Planner will scan and infer keywords that are relevant to those pages

**By Product Category:** you can select from one of thousands of pre-defined keyword categories

# FILTER

**Average CPC:** include or exclude keywords that fall above or below a desired Cost Per Click

**Estimated Search Volume:** include or exclude keywords that fall above or below a desired monthly search volume

**Keyword Competition:** you can narrow your list based on estimated advertiser competition

**Exclude Keywords Already In Your Account:** the Keyword Planner can automatically exclude keywords that are already in your own AdWords account to avoid having duplicate keywords

**Filter by Keyword:** you can specify to include or exclude keywords containing specific terms

# SETTING TARGETING PARAMETERS

Language

Country

Age

Gender

Network

Etc

# GETTING ESTIMATES & REVIEWING YOUR PLAN

Home Campaigns Opportunities Tools and Analysis Billing My account

**Keyword Planner**  
Get estimates and review plan

Enter a bid: \$ 50.00    Enter daily budget: \$ 2,000.00    Get detailed estimates    Back to search

Targeting: United States, English, Google

Clicks per day: 240, 180, 120, 60

Bid range: \$5 - \$20

Daily estimates:  
118 - 144 Clicks  
6.57K - 8.03K Impressions  
1.34 - 1.64 Avg position  
\$1,800 - \$2,200 Cost

You can't get as many clicks and impressions for bids in the shaded section due to your limited budget.  
To get more clicks and impressions, we recommend increasing your budget or decreasing your bid.

Detailed estimates by ad group

+ Add keywords    Edit match types    Date    Segment by: Ad Group    Keyword    Download

Ad Group	Keywords	Clicks	Impc.	Avg. Pos.	Cost	CTR	Avg. CPC
Advertising Google	"google pay per click advertising", "advertising a...	17.02	663.15	1.67	\$309.51	2.6%	\$18.19
Adwords	"adwords account", "adwords management", "w...	52.38	4110.45	1.54	\$835.36	1.2%	\$15.96
Bid	"bid management software", "keyword bid mana...	0.26	6.84	1.44	\$4.44	4.1%	\$15.99
Campaign	"pay per click campaigns", "ppc campaign", "p...	5.96	118.15	1.34	\$31.29	5.1%	\$5.23
Click Company	"pay per click company", "pay per click compa...	0.18	6.56	1.83	\$2.81	2.8%	\$15.35
Click Management		0	0	0	\$0.00	0%	\$0.00

# ENTER OR UPLOAD YOUR OWN KEYWORD LIST

▼ Enter or upload keywords to get estimates

Option 1: Enter keywords

Enter keywords, one per line or separated by commas.

To specify a match type, add punctuation:

- **Broad match:** New York hotels
- **Phrase match:** "New York hotels"
- **Exact match:** [New York hotels]

Option 2: Upload file

[Supported files and formats](#)

Targeting

United States

English

Google

# MULTIPLYING KEYWORD LISTS USING KEYWORD PLANNER



# THANKS :D

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Website Development

Mobile Apps

Social Media

Digital Marketing

Graphics