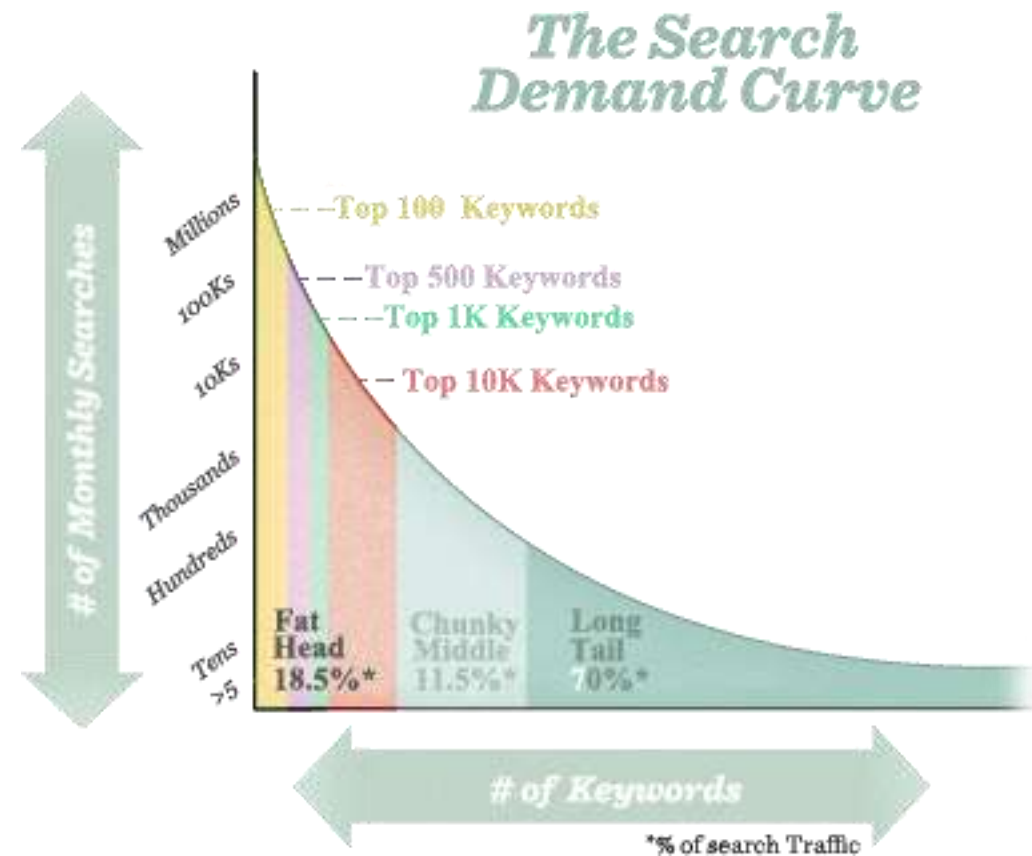


KEY WORD RESEARCH & ANALYSIS

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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

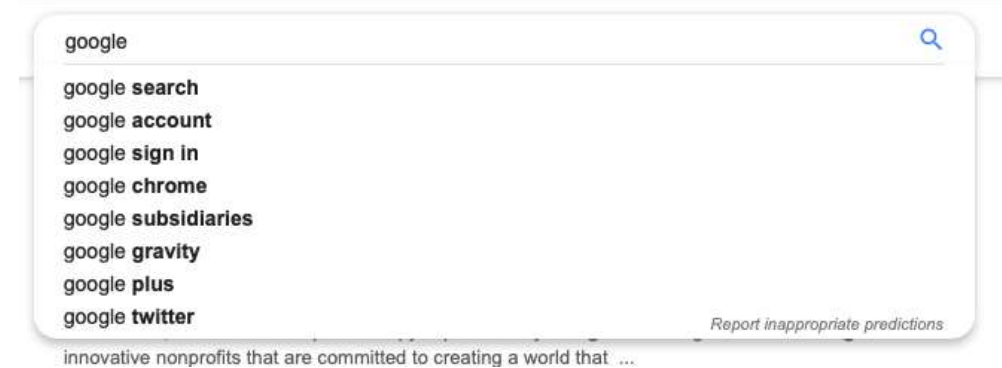
Microsoft Bing
Ads
Intelligence

Wordtracker's
Free Basic
Keyword
Demand

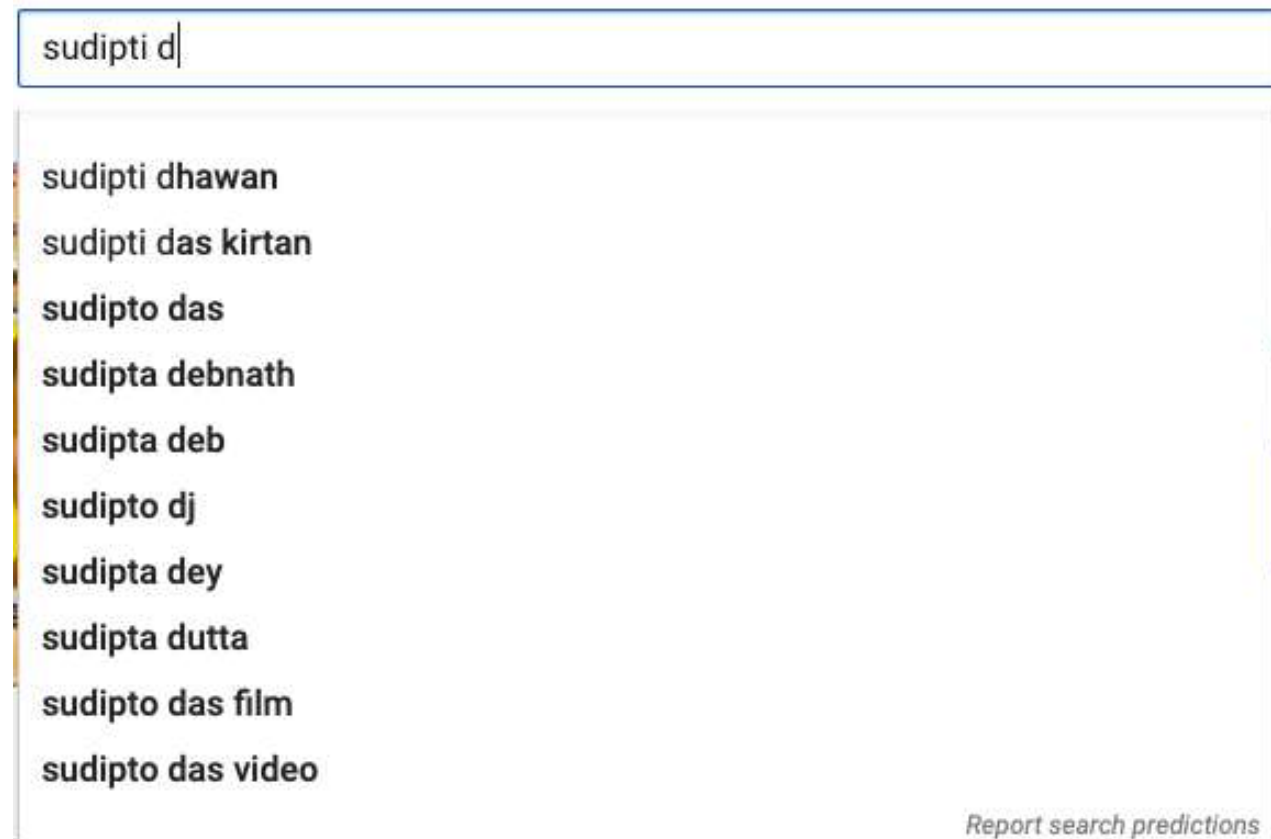
WHERE CAN I FIND KEY WORDS

Searches related to google

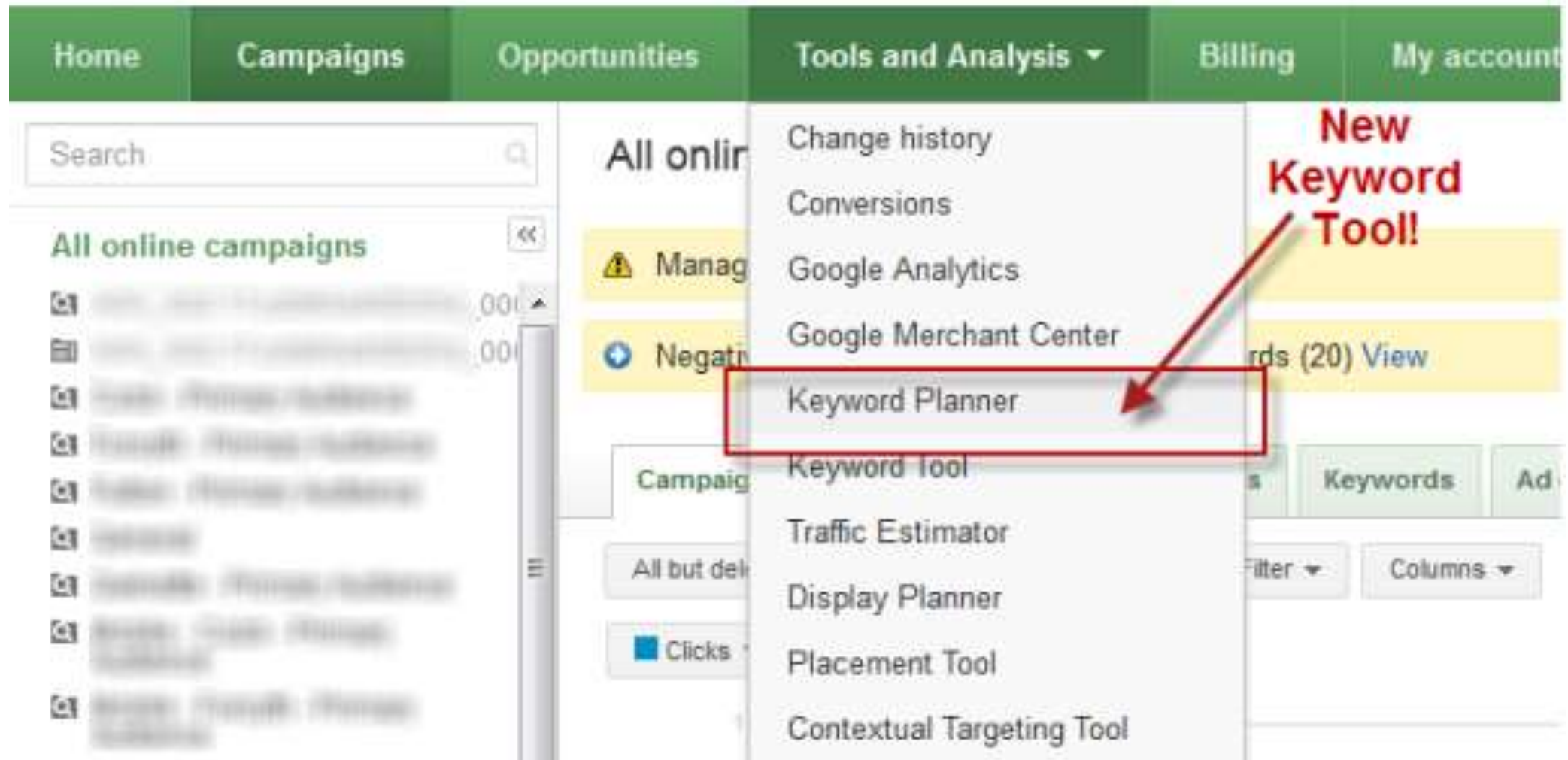
google search	google subsidiaries
google account	google gravity
google sign in	google plus
google chrome	google twitter



YOUTUBE



GOOGLE KEYWORD PLANNER



ADWORDS

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing](#)

Keyword Planner

Plan your next search campaign

What would you like to do?

- ▶ [Search for keyword and ad group ideas](#)
- ▶ [Enter or upload keywords to get estimates](#)
- ▶ [Multiply keyword lists to get estimates](#)

SEARCH FOR KEYWORD AND AD GROUP IDEAS

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing](#)[My account ▾](#)[Help](#)

Keyword Planner
Add ideas to your plan

Your product or service

http://www.wordstream.com/google-adword

Your landing page

Search Engine Marketing

Your product category

Get ideas

Modify search

Targeting ?

United States

English

Google

Customize your search ?

Keyword filters
Avg. monthly searches ≥ 10
Avg. CPC ≤ \$10.00
Competition: Medium, Low

Keyword options
Hide keywords in my account
Hide keywords in my plan

Include/Exclude

Ad group ideas

Keyword ideas

Download

Add all to plan (8)

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

+

Download

Trash

Pay Per Click (0)

Search

Close

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

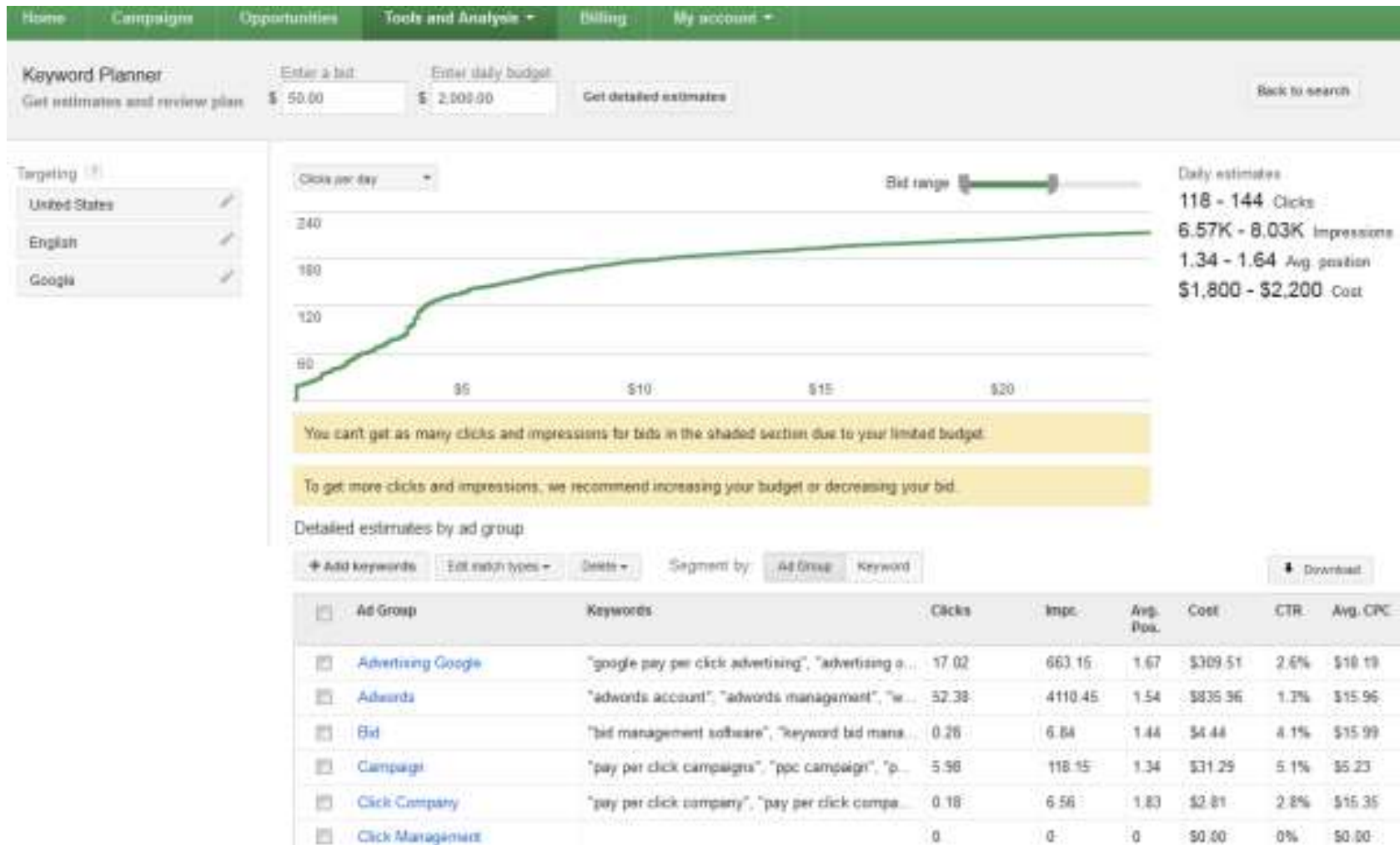
Age

Gender

Network

Etc

GETTING ESTIMATES & REVIEWING YOUR PLAN



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

Browse_

[Supported files and formats](#)

Targeting ?

United States

English

Google

Get estimates

Get historical stats

MULTIPLYING KEYWORD LISTS USING KEYWORD PLANNER

▼ Multiply keyword lists to get estimates

List 1

- blue
- red
- orange
- yellow
- purple
- green

×

List 2

- men's
- women's
- kids
- ladies

×

List 3

- ski jackets
- mitten
- scarves
- turtleneck
- winter hats

Targeting ¹⁷

- United States
- English
- Google

Get estimates Get historical stats

THANKS :D

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Website Development

Mobile Apps

Social Media

Digital Marketing

Graphics