

	Keywords	Predicted Impression Volume	Predicted CTR	Predicted Clicks	Predicted CPC	Predicted Cost
		Note: Use the minimum Avg. Monthly Searches in the Keyword Planner tool.	Note: The average clickthrough rate for your account on Google Search is 1%, but it can vary. For keywords you consider to be highly relevant, predict a 2% CTR, and for keywords you consider to be more general (i.e.: crafts) predict a 0.25% CTR.			
Create a keyword list for contextual targeting on Google Search:	craft shops	50,000	0.30%	150	\$1.25	\$187.50
	art shops	75,000	0.25%	188	\$1.50	\$281.25
	art shopping	60,000	0.20%	120	\$1.00	\$120.00
	art	200,000	0.05%	100	\$2.00	\$200.00
	upcycling crafts	30,000	0.50%	150	\$0.75	\$112.50
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
Impressions	415,000					
Clicks	708					
Total cost	\$901.25					