

**Project Design Phase-I**  
**Proposed Solution Template**

Date	03 November 2023
Team ID	NM2023TMID02776
Project Name	Keyword Research Using Google Keyword Planner
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	To Discover new keywords
2.	Idea / Solution description	Develop a standalone keyword research tool.
3.	Novelty / Uniqueness	It allows you to filter and sort keyword ideas based on various criteria, such as search volume, competition, and relevance
4.	Social Impact / Customer Satisfaction	By using Google Keyword Planner, businesses can stay up-to-date with the latest keyword trends and identify new keyword opportunities
5.	Business Model (Revenue Model)	Google Keyword Planner is primarily designed for PPC advertisers, it can also be used for SEO keyword research.
6.	Scalability of the Solution	It is a free tool that can be used by businesses of all sizes, from small startups to large corporations