

## Hands-On Exercise No. 1 Solution

### DigiSkills 2.0 Batch-04

### Search Engine Optimization (SEO)

Total Marks: 10

### Problem Statement

Suppose you are the owner of “**Honda Corporation**” in Lahore city of Pakistan, and **Honda Bikes** are your target products to rank in Lahore city. You should know what customers search for when buying Honda Bikes. You can gather the most effective keywords through keyword research and embed them in your content to get your products ranked on any search engine.

In this exercise, you are required to shortlist 5 long-tail keywords against “**Honda Bike**” using the Keyword Planner Tool by Google Ads. The shortlisted keywords should have Low Competition and High Average Monthly Searches.

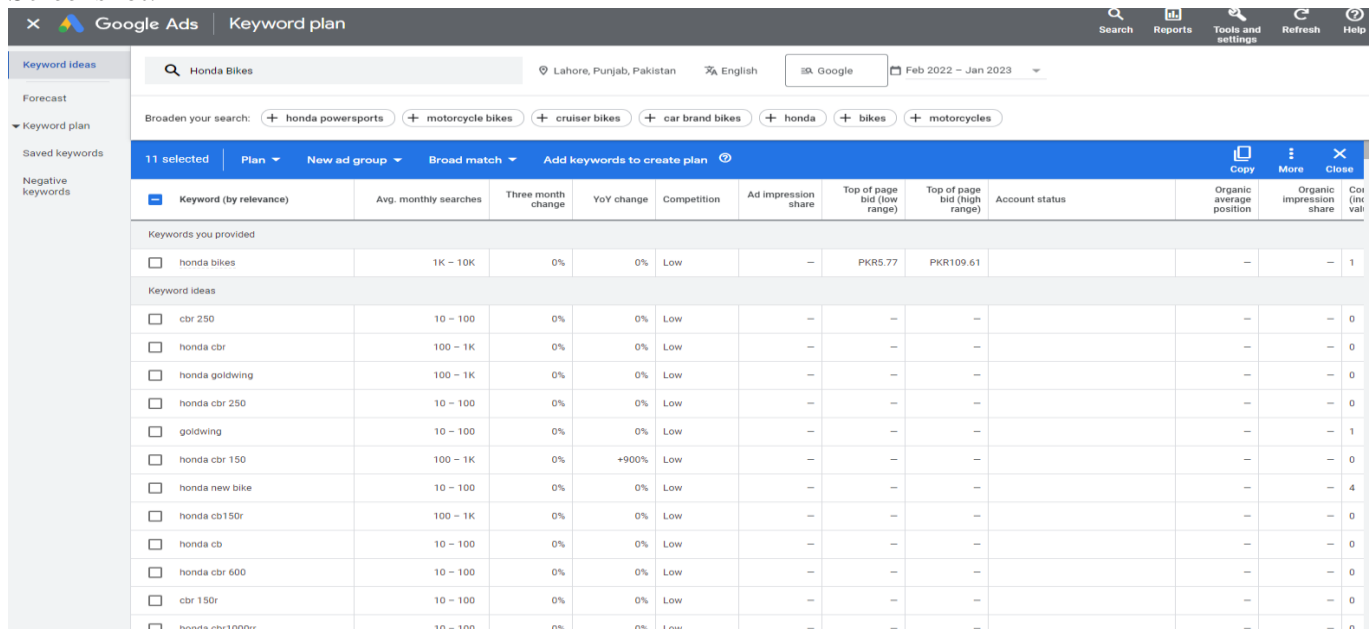
Also, find your competitors by researching the keywords on Google search and spy on your competitors' keywords.

### Task 1: (5 Marks)

1. Open the Google Keyword Planner tool by visiting <https://ads.google.com/>. (Sign-up is mandatory)
2. Click on “**Discover New Keywords**”, and write “Honda Bike”.
3. Change the Location to **Lahore** city, and click on “**Get Results**”.
4. Take a screenshot of the displayed results and insert it in the word document.
5. From the displayed results, take **5 relevant long-tail keywords** having High Search Volume and Low Competition and paste them into a word file.

### Solution:

### Screenshot:



Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status	Organic average position	Organic impression share	Cost (in val)
Keywords you provided											
<input type="checkbox"/> honda bikes	1K – 10K	0%	0%	Low	–	PKR5.77	PKR109.61		–	–	1
Keyword ideas											
<input type="checkbox"/> cbr 250	10 – 100	0%	0%	Low	–	–	–		–	–	0
<input type="checkbox"/> honda cbr	100 – 1K	0%	0%	Low	–	–	–		–	–	0
<input type="checkbox"/> honda goldwing	100 – 1K	0%	0%	Low	–	–	–		–	–	0
<input type="checkbox"/> honda cbr 250	10 – 100	0%	0%	Low	–	–	–		–	–	0
<input type="checkbox"/> goldwing	10 – 100	0%	0%	Low	–	–	–		–	–	1
<input type="checkbox"/> honda cbr 150	100 – 1K	0%	+900%	Low	–	–	–		–	–	0
<input type="checkbox"/> honda new bike	10 – 100	0%	0%	Low	–	–	–		–	–	4
<input type="checkbox"/> honda cb150r	100 – 1K	0%	0%	Low	–	–	–		–	–	0
<input type="checkbox"/> honda cb	10 – 100	0%	0%	Low	–	–	–		–	–	0
<input type="checkbox"/> honda cbr 600	10 – 100	0%	0%	Low	–	–	–		–	–	0
<input type="checkbox"/> cbr 150r	10 – 100	0%	0%	Low	–	–	–		–	–	0
<input type="checkbox"/> honda cbr1000rr	10 – 100	0%	0%	Low	–	–	–		–	–	0

### Shortlisted Keywords:

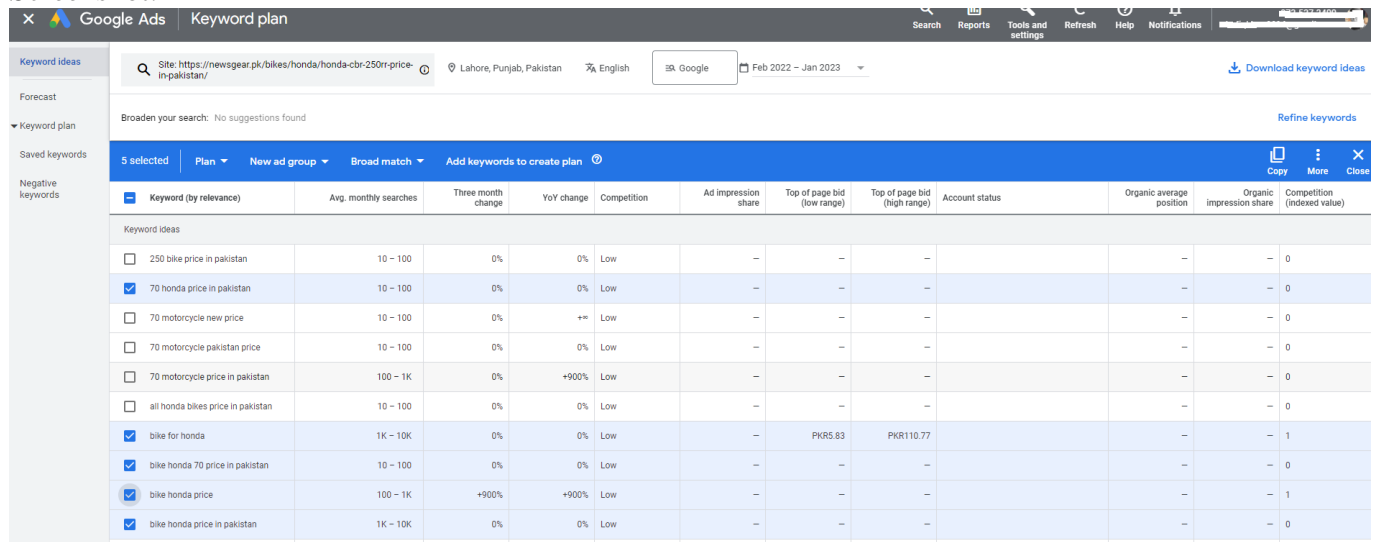
1. honda goldwing price
2. honda 125cc bike
3. honda deluxe 125
4. honda motor cycle
5. honda cg 125 price
6. honda bike showroom

### Task 2: (5 Marks)

1. Select a keyword from the above-shortlisted keywords and paste it into the search bar of Google.
2. Choose a website of your choice from the search results.
3. Now, open the Google Keyword Planner tool.
4. Click on “**Discover New Keywords**” and then click on “**Start with a Website**”
5. Enter the URL of the chosen website, change the location to Lahore, and click on “Get Results”
6. Take a screenshot of the displayed results and insert it in the word document.
7. From the displayed results, take **05 related Long-tail keywords** having High Search Volume and Low Competition and paste them into the word file.

### Solution:

#### Screenshot:



The screenshot shows the Google Keyword Planner interface. The search bar contains the URL 'https://newsgear.pk/bikes/honda/honda-cbr-250n-price-in-pakistan/'. The location is set to 'Lahore, Punjab, Pakistan' and the language is 'English'. The date range is 'Feb 2022 - Jan 2023'. The table below lists keyword ideas with columns for keyword, average monthly searches, three-month change, year-over-year change, competition, ad impression share, top of page bid (low range), top of page bid (high range), account status, organic average position, organic impression share, and competition (indexed value).

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status	Organic average position	Organic impression share	Competition (Indexed value)
<input type="checkbox"/> 250 bike price in pakistan	10 - 100	0%	0%	Low	—	—	—	—	—	—	0
<input checked="" type="checkbox"/> 70 honda price in pakistan	10 - 100	0%	0%	Low	—	—	—	—	—	—	0
<input type="checkbox"/> 70 motorcycle new price	10 - 100	0%	++	Low	—	—	—	—	—	—	0
<input type="checkbox"/> 70 motorcycle pakistan price	10 - 100	0%	0%	Low	—	—	—	—	—	—	0
<input type="checkbox"/> 70 motorcycle price in pakistan	100 - 1K	0%	+900%	Low	—	—	—	—	—	—	0
<input type="checkbox"/> all honda bikes price in pakistan	10 - 100	0%	0%	Low	—	—	—	—	—	—	0
<input checked="" type="checkbox"/> bike for honda	1K - 10K	0%	0%	Low	—	PKR5.83	PKR110.77	—	—	—	1
<input checked="" type="checkbox"/> bike honda 70 price in pakistan	10 - 100	0%	0%	Low	—	—	—	—	—	—	0
<input checked="" type="checkbox"/> bike honda price	100 - 1K	+900%	+900%	Low	—	—	—	—	—	—	1
<input checked="" type="checkbox"/> bike honda price in pakistan	1K - 10K	0%	0%	Low	—	—	—	—	—	—	0

### Shortlisted Keywords:

1. 70 Honda price in Pakistan
2. bike for Honda
3. bike honda 70 price in Pakistan
4. bike honda price in Pakistan
5. bike honda price