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Digital marketing Course

Project Title: Keyword Research Using Google Keyword Planner

Overall View:

This report outlines a comprehensive keyword research analysis conducted using Google Keyword Planner, a powerful tool for identifying and evaluating keywords for SEO and digital marketing campaigns. The research aims to provide insights into effective keyword selection and usage for optimizing website content and improving online visibility.

Introduction:

Keyword research is a crucial component of any successful digital marketing strategy. It involves identifying the terms and phrases that potential customers use when searching for products or services online. Google Keyword Planner is a free tool provided by Google, which assists in finding relevant keywords, estimating their search volumes, and understanding their competition levels.

Methodology:

To perform keyword research using Google Keyword Planner, the following steps were taken:

a. **Access Google Keyword Planner:** We accessed the tool through Google Ads, using a Google Ads account.

b. **Generating Keyword Ideas:** We used seed keywords, competitor URLs, and industry-specific terms to generate a list of potential keywords.

Keyword Analysis:

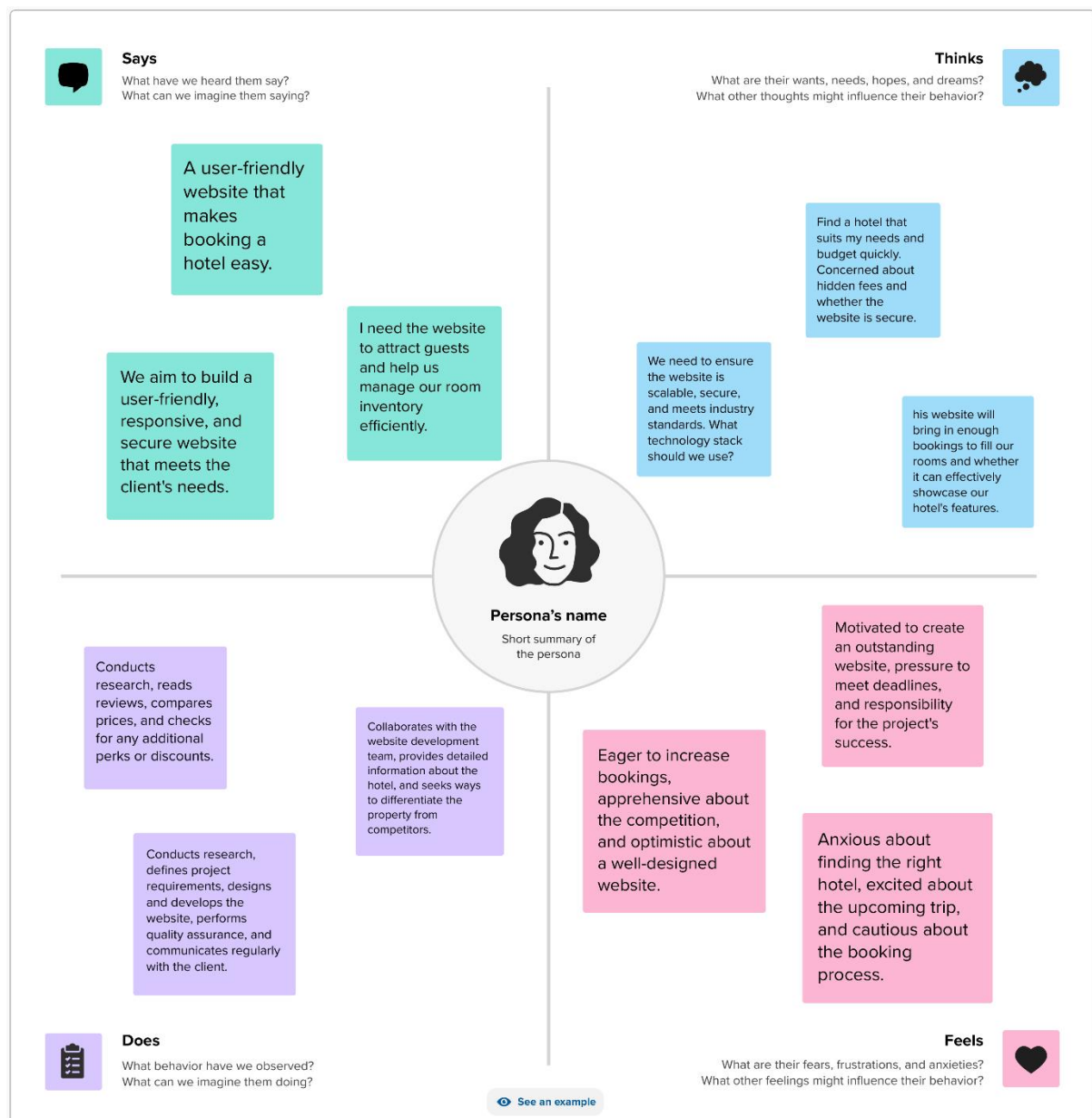
a. **Search Volume:** Google Keyword Planner provided insights into the average monthly search volume for each keyword. We observed that some keywords had significantly higher search volumes, indicating greater user interest.

b. **Competition Levels:** The tool also offered information on the competition levels for each keyword. This helped us assess the competitiveness of different keywords and identify low-competition opportunities.

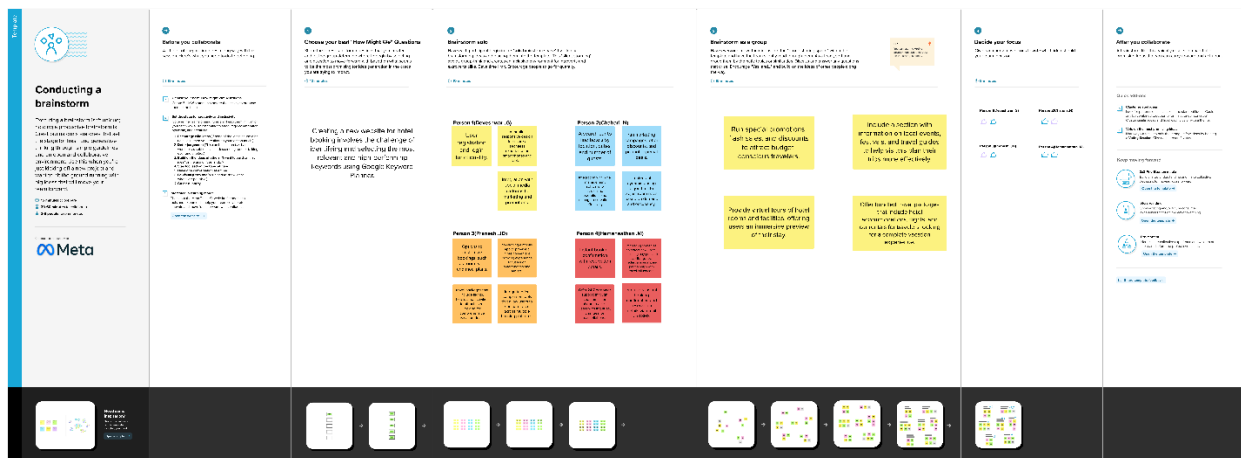
c. **Keyword Variations:** Google Keyword Planner suggested keyword variations and related terms, enabling us to expand our list and target a broader range of search queries.

d. **Location and Language Settings:** We adjusted the settings to ensure that the keyword data was specific to our target geographical area and language preferences, providing more accurate insights for our campaign.

Empathy Map:



Brain Stroming ideas:



Result:

In this Project, we carried out the research on the keyword used in the Ambica Empire's official websites and we analysed the search volume, Competition Levels, Keyword Variations, Location and Language Settings. We also researched on using the keywords for creating the new website (Amara Empire) in competition with the Ambica Empire's website.

Conclusion:

Keyword research using Google Keyword Planner is a vital step in any digital marketing strategy. It provides valuable insights into user behaviour, search trends, and competition, helping businesses make informed decisions about which keywords to target. Keyword research using Google Keyword Planner is a vital step in any digital marketing strategy. It provides valuable insights into user behaviour, search trends, and competition, helping businesses make informed decisions about which keywords to target.

Application:

Keywords play a crucial role in digital marketing and are used in various applications to enhance online visibility, target the right audience, and drive website traffic. Here are some key applications of using keywords in digital marketing:

Search Engine Optimization (SEO): Keywords are the backbone of SEO. By optimizing website content with relevant keywords, you can improve your website's rankings on search engine results pages (SERPs). This helps increase organic (non-paid) traffic to your website.

Pay-Per-Click (PPC) Advertising: In PPC campaigns, businesses bid on specific keywords to have their ads displayed at the top of search results. Choosing the right keywords is essential to target the right audience and maximize the return on investment (ROI).

Content Creation: Keywords guide content creation. Content marketers use keywords to create blog posts, articles, and other materials that are not only informative but also optimized for search engines, making them more discoverable by users.

Website Structure and Navigation: Keywords help in organizing a website's structure and navigation. They determine the naming of categories, menu items, and subpages, making it easier for users to find relevant information.

On-Page Optimization: Keywords are used in on-page SEO techniques, such as optimizing meta titles, meta descriptions, header tags, and image alt attributes. This helps search engines understand the content and its relevance to user queries.

Local SEO: Local keywords are essential for businesses with physical locations. They help local users find your business through map listings, local search results, and location-specific landing pages.

Competitor Analysis: Analysing the keywords your competitors are targeting can provide insights into gaps and opportunities in the market. You can adjust your strategy to compete effectively in your niche.

Long-Tail Keywords: Long-tail keywords, which are longer and more specific phrases, are used to target niche markets and capture users with specific intents. They are valuable for increasing conversion rates.

Voice Search Optimization: As voice search becomes more prevalent, using conversational and question-based keywords is essential to optimize for voice search queries.

Social Media Marketing: Keywords are used in social media campaigns to ensure that social posts are discoverable and align with the interests and needs of the target audience.

Email Marketing: Keywords in email subject lines and content help increase the chances of your emails being opened and read. They also ensure that the content is relevant to the recipients.

Content Promotion: When promoting content through online advertising or social media, selecting the right keywords in your ad copy or social posts helps reach the right audience and drive engagement.

Analytics and Reporting: Keyword data is used in analytics tools to track the performance of digital marketing campaigns. It helps in assessing which keywords are driving traffic, conversions, and revenue.

Reputation Management: Monitoring keywords related to your brand allows you to proactively manage your online reputation by addressing both positive and negative mentions.

A/B Testing: Keywords can be tested in ad campaigns, email subject lines, or landing page headlines to determine which variations perform better and drive higher click-through rates and conversions.