

Design Documentation - Fish-Room Captain SEO Tool

Company Name:

Fish-Room LLC

Business Model:

Fish-Room is a small U.S.-registered e-commerce business focused on selling fishing and outdoor-themed apparel through our website <https://fish-room.com>. We run ad campaigns exclusively for our own products and do not manage ads for third-party clients. All marketing efforts are handled internally by our small team. We are building a keyword automation assistant called Captain SEO to help improve the performance of our ad campaigns and SEO strategy.

Tool Access/Use:

The Captain SEO tool is used only internally by our own employees and contractors. It fetches keyword data via the Google Ads API (e.g. search volume, competition, cost-per-click) and logs the results to our internal dashboard and .csv logs for campaign research and planning. The tool is not accessible to external users or clients. No external traffic or client data is processed.

We also use this tool to identify low-competition high-volume keyword opportunities, which then feed into our ad creatives and blog content strategy.

Tool Design:

The tool is written in Python and deployed as a scheduled script. It does the following:

- Loads up to 5 new keyword phrases daily from a list stored in our private GitHub repo.
- Uses the KeywordPlanIdeaService from Google Ads API to retrieve relevant keyword ideas.
- Saves results to a .csv file and logs processed phrases to avoid duplication.
- Results are reviewed manually to update ad creatives and inform blog content or product titles.

We do not create, edit, or manage ad campaigns through the API - our tool is for research and planning only.

API Services Used:

- KeywordPlanIdeaService - for keyword research and volume/competition data
- CustomerService - to identify accessible customer IDs (only our own account is used)
- GoogleAdsService - for simple reporting if needed in the future

Tool Mockup:

We use a basic terminal + .csv based reporting structure for now, but in the future we plan to build a small internal web dashboard using Streamlit or Dash to visualize keyword opportunities.

Example CSV output:

| Keyword | Avg Searches | Competition | CPC Low | CPC High |
|---------------------|--------------|-------------|---------|----------|
| funny fishing shirt | 2900 | LOW | \$0.45 | \$1.10 |