

# PROJECT REPORT

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## Keyword Research Using Google

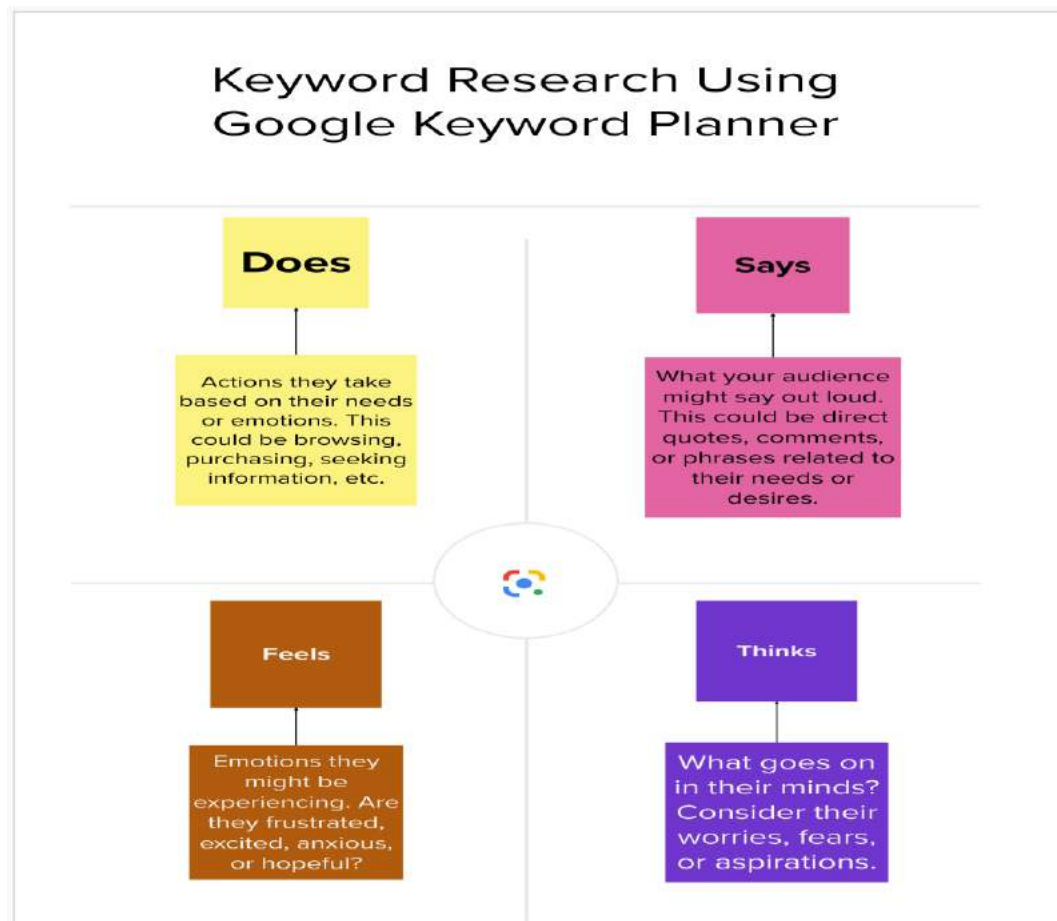
### Keyword Planner

#### Introduction:

##### Project Description:

The objective of this project is to leverage the Google Keyword Planner to enhance the effectiveness of our online advertising campaigns. By conducting comprehensive keyword research, analyzing search trends, and understanding the competitive landscape, we aim to identify the most relevant and valuable keywords to target, ultimately driving higher traffic, better conversion rates, and improved ROI for our online presence.

#### Empathy Map:

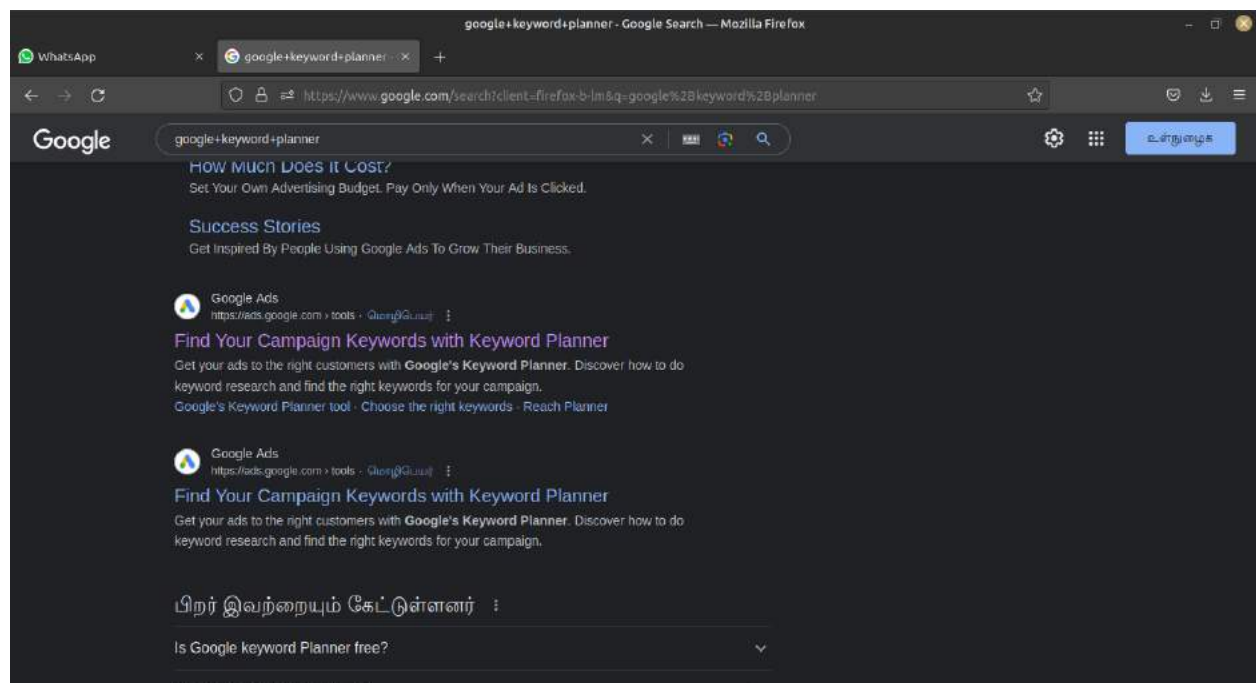


## Brainstorming & Idea Prioritization Template:



## Keyword Research Generating Steps :

### S1:Find Campaign Keywords



## S2: Sign in

Find Your Campaign Keywords with Keyword Planner – Google Ads — Mozilla Firefox

WhatsApp x Find Your Campaign Keywords x +

← → ↻ https://ads.google.com/home/tools/keyword-planner/

Google Ads Goals Campaigns and Tools Partners Resources Expert support Sign in

Summer Apparel

Y

☒ Sandals

☒ Bathing suits

Get ideas

Choose the right keywords

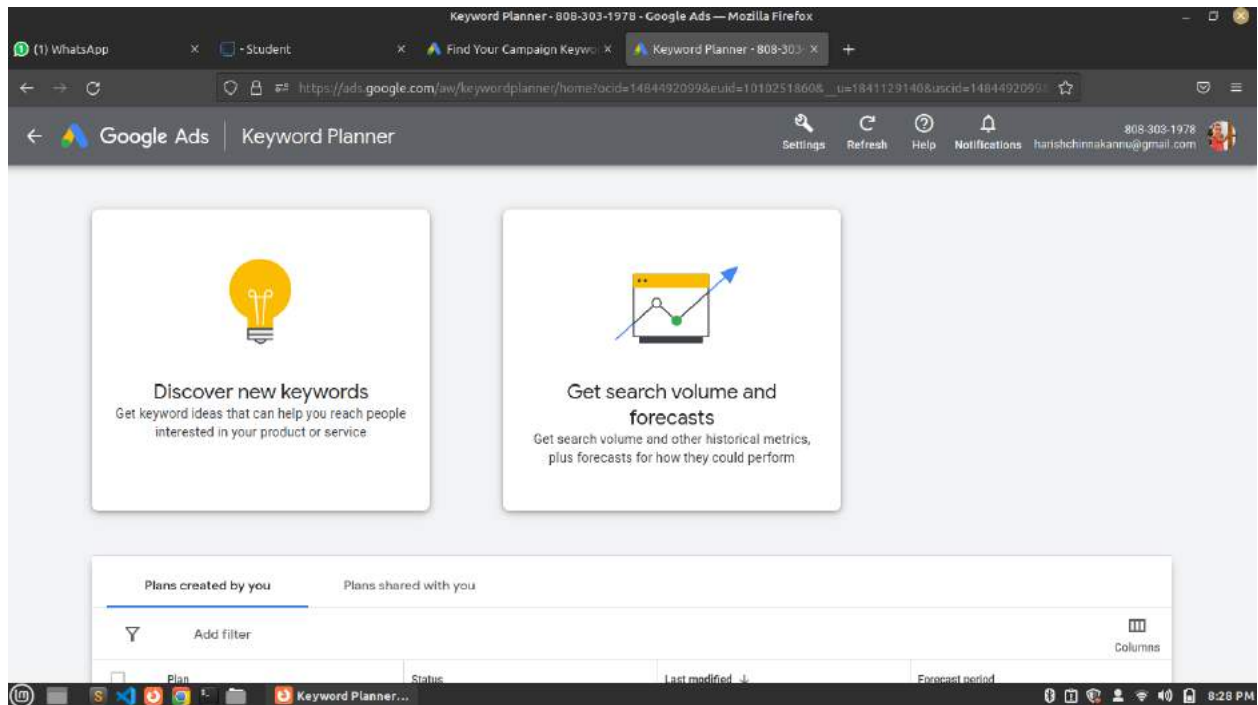
The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

Visit Keyword Planner

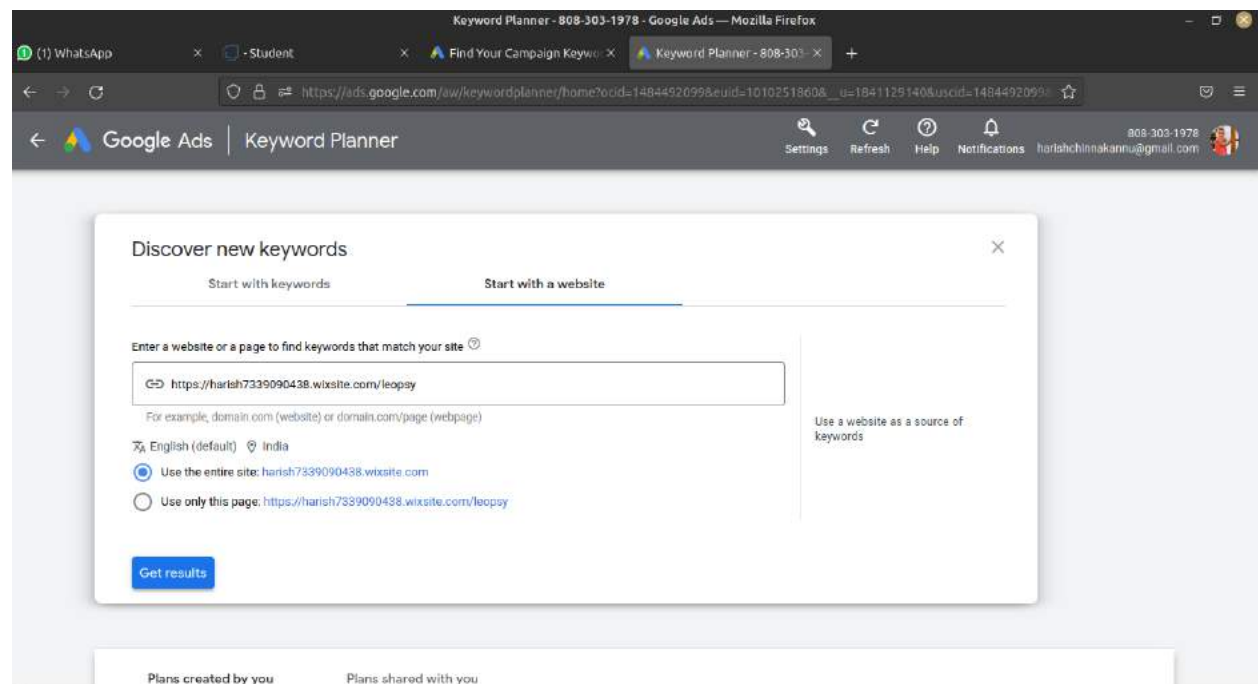
This site uses cookies from Google to deliver and enhance the quality of its services and to analyze traffic.

Learn more OK, got it

## S3: Discover New Keywords



## S4:Start With Website



## S5:Close The Refine Keywords

Keyword ideas - 808-303-1978 - Google Ads - Mozilla Firefox

https://ads.google.com/aw/keywordplanner/ideas/new?odd=1484492099&seid=1010251800&\_u=1841129140&uscid=1484492099

Google Ads | Keyword plan

Site:  India English  Oct 2022 - Sept 2023

Broaden your search: No suggestions found [Refine keywords](#)

Exclude adult ideas ☒ Add filter 679 keyword ideas available Columns Keyword view

<input type="checkbox"/> 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
<input type="checkbox"/> a web design	10 - 100	0%	0%	Low	-	-	-	
<input type="checkbox"/> a web site build...	1K - 10K	0%	0%	Medium	-	₹15.79	₹82.29	
<input type="checkbox"/> a website maker	1K - 10K	0%	0%	Medium	-	₹9.14	₹58.18	
<input type="checkbox"/> a wix website	10 - 100	0%	+∞	Low	-	-	-	
<input type="checkbox"/> about page des...	10 - 100	0%	0%	Low	-	-	-	
<input type="checkbox"/> about page we...	1K - 10K	0%	+900%	Low	-	₹9.14	₹113.88	
<input type="checkbox"/> about wix blog	10 - 100	0%	0%	Low	-	-	-	

## S6:Google Sheet

empathy • Data-Driven insight • brainstrom • Data-Driven insight • My Drive - Google Drive • LEOPSY - Google Sheets

docs.google.com/spreadsheets/d/1suw-gpatu1tUEZgZ116xdNgIRNEWNQmdUzPXciRKniY/edit#gid=1031427868

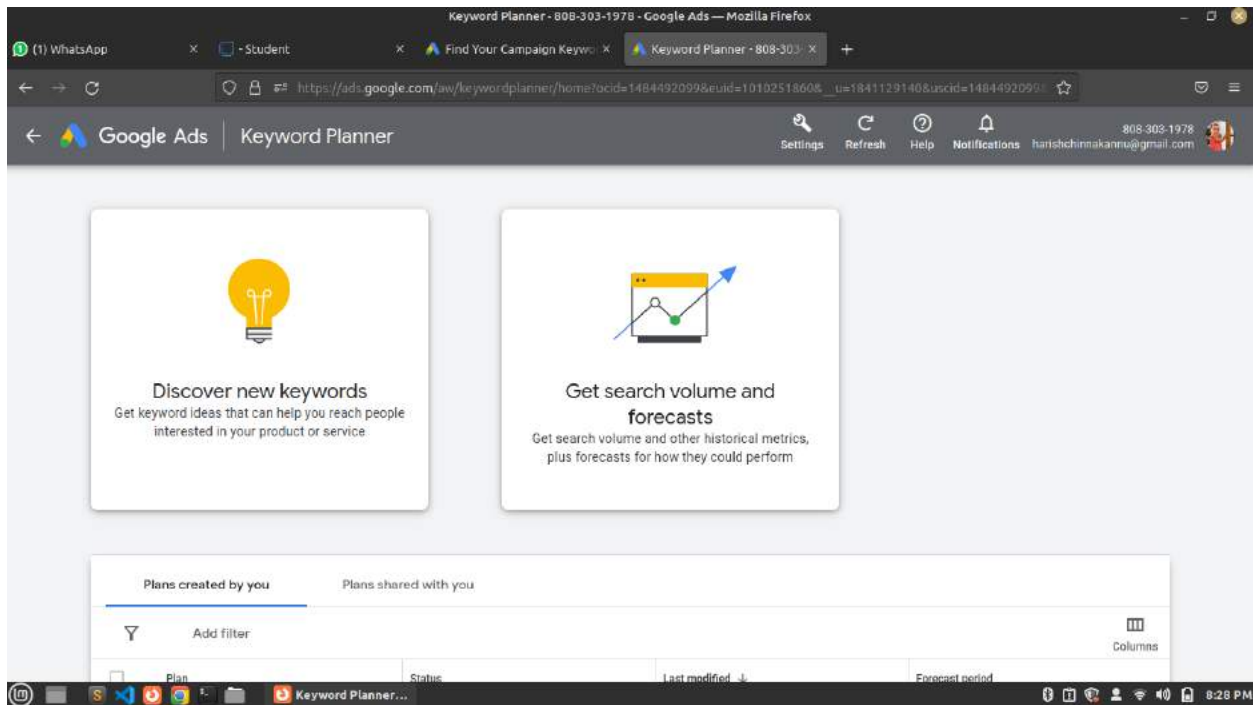
LEOPSY

File Edit View Insert Format Data Tools Extensions Help

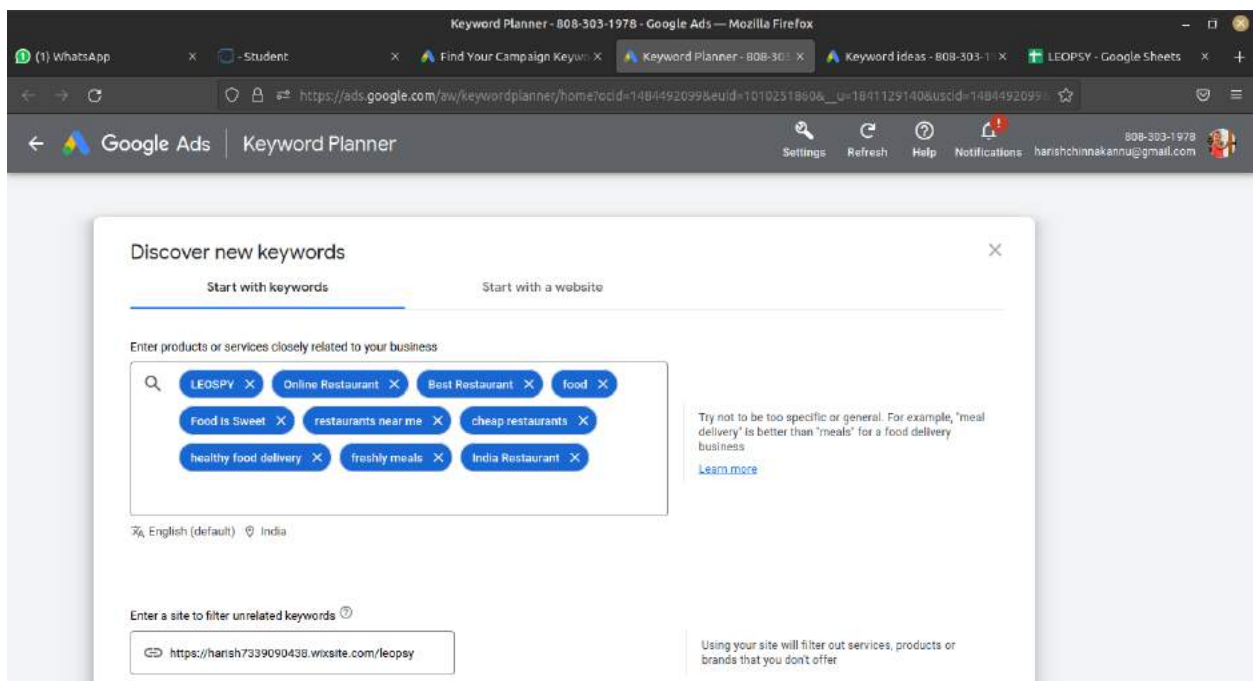
100% 123 Default... 10 B I A

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Keyword	Currency	Avg. monthly searches	Three month change	YoY change	Competition	Competition (ind)	Top of page bid (low range)	Top of page bid (high range)	Ad impression share	Organic impression share	Organic average	In account?									
a web design	INR	50	0%	0%	Low	4															
a web site build	INR	5000	0%	0%	Medium	38	15.79	82.29													
a website maker	INR	5000	0%	0%	Medium	36	9.14	58.18													
a wix website	INR	50	0%	∞	Low	0															
about page design	INR	50	0%	0%	Low	2															
about page website	INR	5000	0%	900%	Low	2	9.14	113.88													
about wix blog	INR	50	0%	0%	Low	0															
about wix website	INR	50	0%	0%	Low	3															
about wix website	INR	50	0%	0%	Low	3															
blog building website	INR	5000	-90%	-90%	Low	26	3.57	54.86													
blog com create	INR	50	0%	0%	Low	2															
blog create website	INR	5000	-90%	-90%	Low	26	3.57	54.86													
blog creating site	INR	5000	-90%	-90%	Low	26	3.57	54.86													
blog do wix	INR		-	-	Unknown																
blog in wix	INR	50	0%	0%	Low	0															
blog maker website	INR	50	0%	0%	Low	33	2.91	44.05													
blog on wix website	INR	50	0%	0%	Low	1															
blog website maker	INR	50	0%	∞	Medium	20															

## S7:Discover New Keywords



## S8: Start With Keywords



## S9: Google Sheet

LEOPSY Keywords													
01 October 2022 - 30 September 2023													
Keyword	Currency	Avg. monthly ses	Three month ch	YoY change	Competition	Competition (ind	Top of page bid	Top of page bid	Ad impression sl	Organic impress	Organic average	In account?	
leopsy	INR	50	∞	0%	Low	0							
online restaurant	INR	500	0%	0%	Low	19	8.78	34.57					
best restaurant	INR	50000	0%	0%	Low	1	4.34	20.27					
food	INR	500000	0%	0%	Low	1	5.42	26.59					
restaurants near	INR	5000000	0%	0%	Low	5	3.38	14.95					
cheap restaurant	INR	500	0%	-90%	Low	1	8.72	37.73					
healthy food deli	INR	500	0%	0%	Low	32	9.23	64.45					
freshly meals	INR	500	0%	0%	Low	8	10.54	62.36					
india restaurant	INR	500000	0%	900%	Low	2	4.58	49.85					
food near me	INR	500000	0%	0%	Low	5	3.25	20.06					
restaurants near	INR	5000000	0%	0%	Low	2	4.15	15.79					
places to eat near	INR	50000	0%	900%	Low	6	3.66	14.23					
cafe near me	INR	500000	0%	900%	Low	6	3.98	20.81					
food places near	INR	50000	0%	0%	Low	5	2.77	18.28					
indian restaurant	INR	50000	0%	0%	Low	4	4.61	24.85					
best restaurants	INR	500000	0%	0%	Low	6	3.79	18.78					
indian food near	INR	5000	0%	-90%	Low	3	3.25	27.94					
lunch near me	INR	50000	0%	0%	Low	6	2.66	18.94					
dinner near me	INR	5000	0%	0%	Low	6	2.78	27.65					

By,..

Team Head : Harish.C

Team Members : 1.Jayapal.M

2.Deepak.R

3.Deepak.S

4.Bharath Srikanth.B..