

Project Design Phase-I
Proposed Solution Template

Date	30 Oct 2023
Team ID	NM2023TMID01111
Project Name	Keyword Research using Google Keyword Planner

Proposed Solution Template:

The Proposed solution for our project “KEYWORD RESEARCH USING GOOGLE KEYWORD PLANNER” are tabulated below.

S.no	Parameter	Description
1.	Problem Statement (Problem to be solved)	1. Malpractices are occurred while advertisement. 2. Calculation errors, missing or misapplied payments and unrecognized charges on a statement. 3. Reaching offline customers who do not access the internet which makes the process difficult. These are the problem statements that we need to reduce.
2.	Idea / Solution description	To overcome the above problem, my solution is to create a regular social media ad that is made to people for the quick reachability and simplifies the process of marketing by creating an automatic keyword planner and invoices. (An automated system based on keyword algorithm).
3.	Novelty / Uniqueness	Traditional ad system is not cost-effective to both owner and customer. Hence the uniqueness in this Modern ad system idea is 1. Cost-effective 2. Accurate results 3. Reducing man-power

		<p>4. Consumption of Time and Effort is low</p> <p>5. Most flexible</p> <p>6. Establishing the good relationship between customer and advertiser.</p>
4.	Social Impact / Customer Satisfaction	<p>Social impact:</p> <p>Marketing utilities are vital components of any community. Excessive ad usage may lead to irrelevant. Hence, by providing the advertisement for some amount of cost, people may aware to save it and use it efficiently.</p> <p>Customer Satisfaction:</p> <p>Proper billing process is achieved without any malfunctions and misleading by the suppliers. The flexible and trustable ad payment technique is created. This satisfies the customer who had face improper and inaccurate marketing system.</p>
5.	Business Model (Revenue Model)	To create a model for managing a keyword transactions such as creating the invoice and paying the bills of customers.
6.	Scalability of the Solution	<p>The major scalability, flexibility and agility of our project is</p> <ol style="list-style-type: none"> 1. It helps companies to improve performance and reducing errors by automating document preparation and other routine task. 2. The valuable resources they provide has a significant impact on the environmental, socio-economic health of individuals, families, business and industries they serve. 3. It uses SAAS (Software as a service) – reduce time, effort and calculated errors respectively.