Ideation Phase

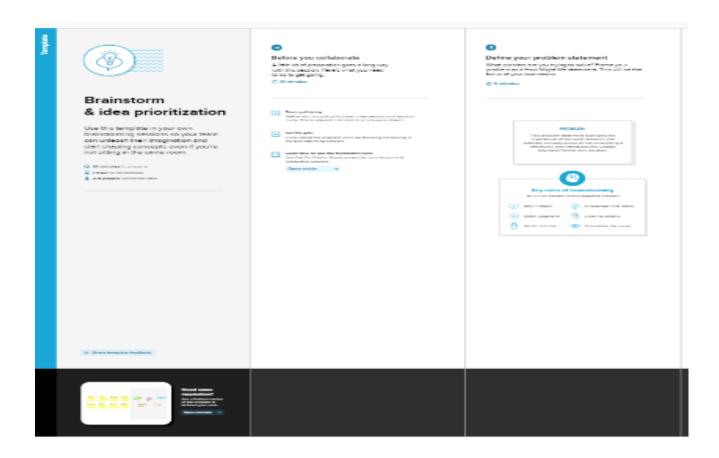## Brainstorm & Idea Prioritization Template

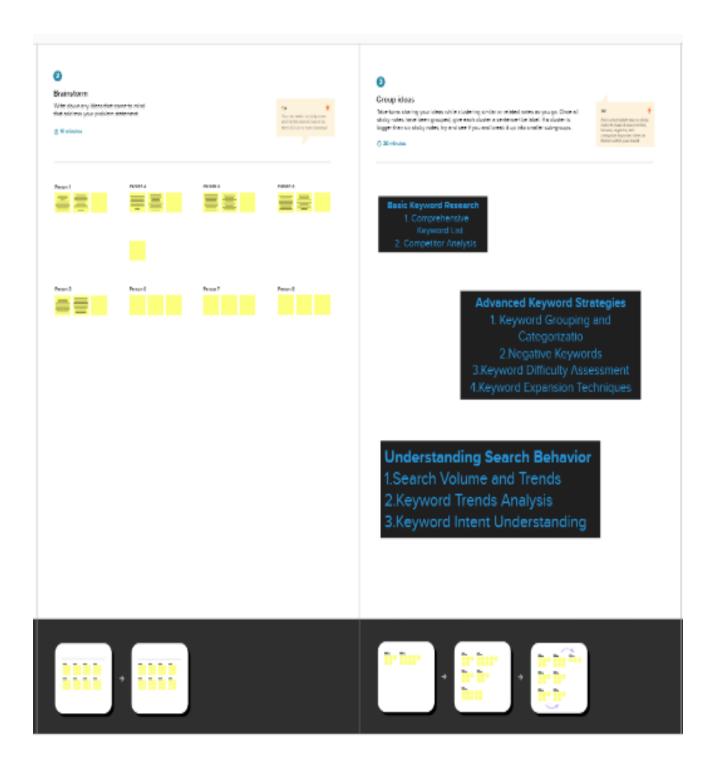| Date	30 Oct 2023
Team ID	NM2023TMID01111
Project Name	Keyword Research using Google Keyword Planner

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.
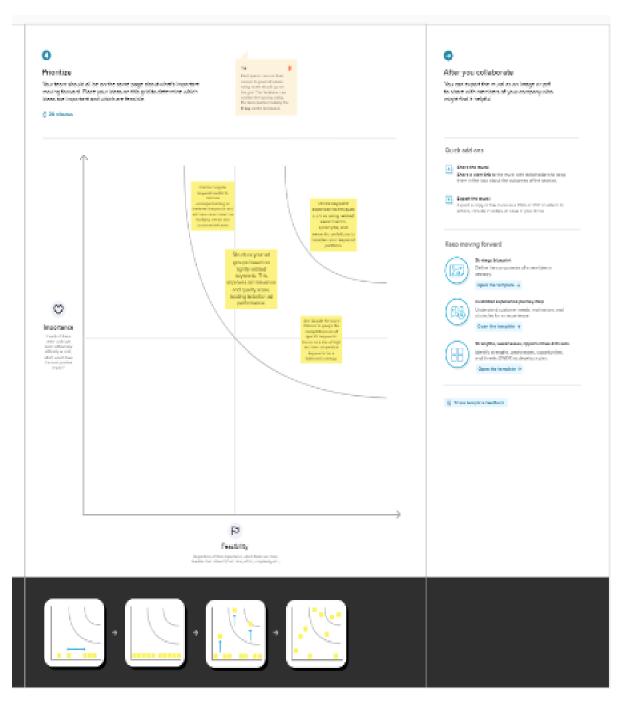
Step-1: **Team Gathering, Collaboration and Select the Problem Statement.**

Step-2: Brainstorm, Idea Listing and Grouping

Brainstorm

Write down any ideas that come to mind that address your problem statement.

Group ideas

Basic Keyword Research
1. Comprehensive Keyword List
2. Competitor Analysis

Advanced Keyword Strategies
1. Keyword Grouping and Categorizatio
2. Negative Keywords
3. Keyword Difficulty Assessment
4. Keyword Expansion Techniques

Understanding Search Behavior
1. Search Volume and Trends
2. Keyword Trends Analysis
3. Keyword Intent Understanding

Step-3: Idea Prioritization

Reference link:

https://app.mural.co/t/datadriveninsightsonolympics4620/m/datadriveninsightsonolympics4620/1683296545258/5315edbc6097e7478532a2e49494fae5caaad53a?sender=ubfb5abd1ad489d7a0eef0582