

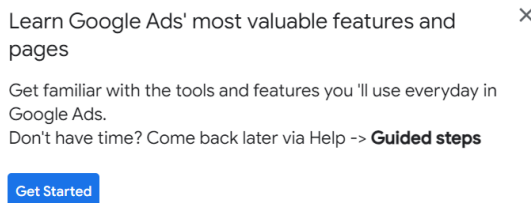
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## Practical 7: Google Keyword Planner

### Practical Guide: Using Google Keyword Planner

#### Step 1: Set Up a Google Ads Account

1. If you don't already have one, create a Google Ads account.
2. Log in to your Google Ads dashboard.
3. Click on the "Get Started" (Help-> Guided Steps) to learn how to use Google Ads.



#### Step 2: Access Google Keyword Planner

1. In the Google Ads dashboard, click on "Tools" in the side menu.
2. Under "Planning," select "Keyword Planner."

#### Step 3: Explore New Keywords, Search Volumes, and Competition

1. Click on "Discover new keywords."
2. Enter a phrase, website, or category related to your topic.
3. Review the generated keyword ideas, search volumes, and competition levels.
4. Use filters to refine your audience and budget:
  - **Location:** Specify a geographic area for search volume data.
  - **Language:** Choose a specific language if needed.
  - **Search Network:** Decide whether to include Google Search Partners.
  - **Negative Keywords:** Exclude specific words or phrases from results.
  - **Date Range:** Compare average monthly searches over different time periods.

#### Step 4: Get Forecasts for Selected Keywords

1. Click on "Get click and cost performance forecasts."
2. Input your keyword list and budget.
3. The tool will provide performance projections based on average bids and your budget.

#### Bonus Step #1: Get Exact Keyword Search Volume Data

1. Explore the "Get search volumes and trends" option.
2. Enter your keywords and view historical trending data.

#### Bonus Step #2: The GKP Hack

1. Use the Keyword Planner to discover related keywords.
2. Combine these keywords to create new variations and long-tail phrases.

**Exercise** – In a group of 4 to 5 students, brainstorm a product or a service and perform Google Keyword Planner research. Present to the class the results of your keyword search and recommend a possible keyword that could be used for your product or service. Present your group's thought process for choosing this keyword.

Happy keyword planning! ✨

[For more information, do can refer to the official Google Ads guide on How To Use Keyword Planner Effectively](#)

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