

This week I learned about the power of good SEO. I created a google ads account as well as a google analytics account in order to track my site to see how my optimizations did. First I used the keyword planner with my google ads account to research good keywords for my specific site.

[Keyword Planner](#)

Plan from Jan 26, 2026, 11 PM, GMT-06:00

Advanced Web Class, Web Design, SEO, Keyword Planner <https://dennisne> United States English Google Jan - Dec 2025

Broaden your search: [+ website design company](#) [+ web development company](#) [+ digital agency](#) [+ creative](#) [+ digital marketing](#)

| 5 selected | Plan | New ad group | Broad match | Add keywords to create plan |
|--|-----------------------|--------------------|-------------|-----------------------------|
| Keyword (by relevance) | Avg. monthly searches | Three month change | YoY change | Competition |
| <input checked="" type="checkbox"/> web development | 10K - 100K | +900% | +900% | Low |
| <input checked="" type="checkbox"/> web designer and developer | 100 - 1K | +900% | 0% | Low |
| <input type="checkbox"/> web designer developer | 10 - 100 | 0% | 0% | Low |
| <input type="checkbox"/> website design | 10K - 100K | 0% | 0% | Medium |
| <input checked="" type="checkbox"/> website development | 10K - 100K | +900% | +900% | Low |
| <input type="checkbox"/> website designer near me | 10K - 100K | 0% | 0% | Low |
| <input type="checkbox"/> web designers near me | 10K - 100K | 0% | 0% | Low |
| <input type="checkbox"/> web page design | 1K - 10K | 0% | 0% | Medium |
| <input type="checkbox"/> website developers near me | 1K - 10K | 0% | 0% | Medium |
| <input type="checkbox"/> design a website | 1K - 10K | 0% | -90% | Medium |
| <input checked="" type="checkbox"/> website developers | 10K - 100K | 0% | 0% | Low |

Using this data I inserted 5 keywords with “low competition” and a good amount of “Avg, monthly searches” into my website. Here are the Analytics I am currently tracking:

