# Keyword Analysis Document

## Campaign Information

Campaign Name: Google Search Enhancements  
Client: ABC Tech Solutions  
Date: 6th September 2021  
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## 1. Objective

1. To increase ad visibility, engagement, and conversions by selecting and optimizing high-intent keywords. This analysis focuses on:  
2. Identifying high-value keywords that align with target audience intent.  
3. Filtering out irrelevant keywords with negative keywords to reduce wasted spend.  
4. Optimizing bids and targeting for top-performing keywords to maximize return on ad spend (ROAS).

## 2. Keyword Categories

|  |  |
| --- | --- |
| Category | Description |
| High-Intent Keywords | Keywords with strong buying intent, targeting decision-makers |
| Informational Keywords | Keywords aimed at audiences seeking information or comparisons |
| Brand Keywords | Keywords containing the client’s brand name to boost brand visibility |

## 3. Keyword Performance Overview

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Keyword | Category | Clicks | Impressions | CTR (%) | Avg. CPC | Conversions | Conversion Rate (%) | ROAS |
| cloud migration solutions | High-Intent | 500 | 15000 | 3.3 | $1.10 | 80 | 16.0 | 350% |
| IT outsourcing services | High-Intent | 620 | 18000 | 3.4 | $1.20 | 95 | 15.3 | 380% |
| cloud vs on-premise | Informational | 400 | 25000 | 1.6 | $0.90 | 30 | 7.5 | 180% |
| ABC Tech cloud services | Brand | 300 | 5000 | 6.0 | $0.80 | 60 | 20.0 | 420% |

### Key Insights:

- **High-Intent Keywords:** ‘cloud migration solutions’ and ‘IT outsourcing services’ achieved high CTR and conversion rates.  
- **Informational Keywords:** Lower CTR but useful for top-of-funnel activities.  
- Brand Keywords: High CTR and conversions, reflecting strong brand trust.

## 4. Negative Keywords List

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| --- |
| Negative Keywords |
| free |
| entry-level |
| internship |
| low-cost |
| tutorial |

## 5. Recommendations

**A. Expand High-Intent Keywords:**- Test phrases like 'best cloud migration services'.  
  
**B. Optimize Bid Strategies:**  
- Increase bids for 'cloud migration solutions' and similar keywords.  
  
**C. A/B Test Informational Keywords:**- Experiment with variations like 'cloud vs on-premise'.

## 6. Summary of Results

|  |  |
| --- | --- |
| Metric | Result |
| Average CTR | 3.5% |
| Average CPC | $1.05 |
| Total Conversions | 265 |
| Overall ROAS | 340% |

## 7. Strategic Takeaways

**1. High-Intent Keywords Drive Conversions:** Strong buying intent terms yield high ROAS.  
**2. Brand Keywords:** Investing in branded terms enhances engagement and loyalty.  
**3. Effective Use of Negative Keywords:** Filtering irrelevant traffic optimizes spend.