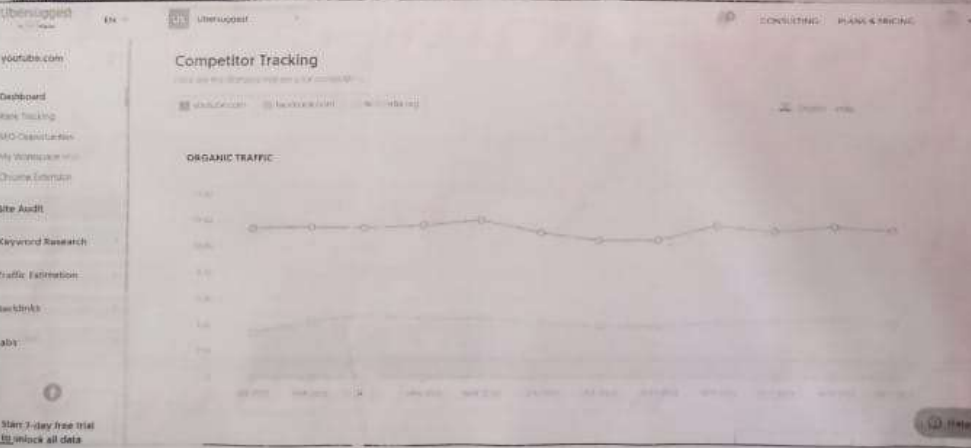
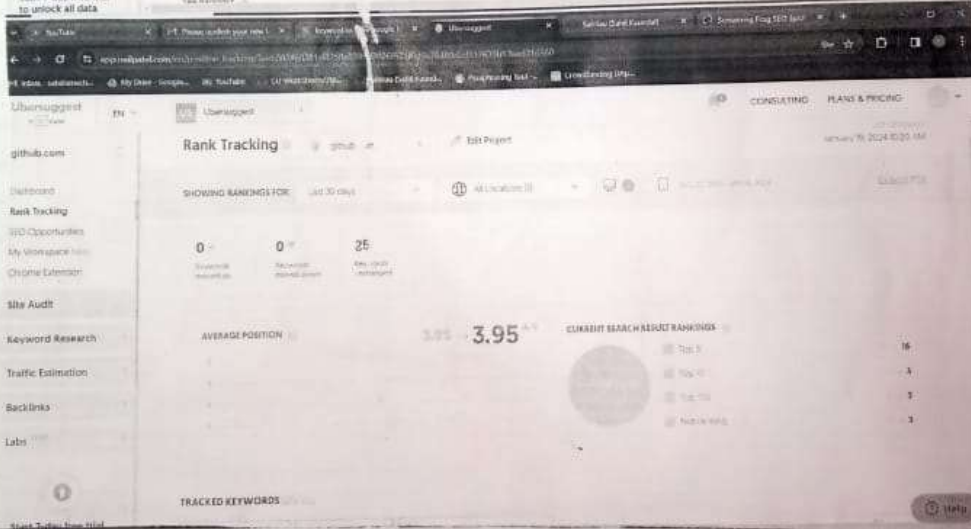
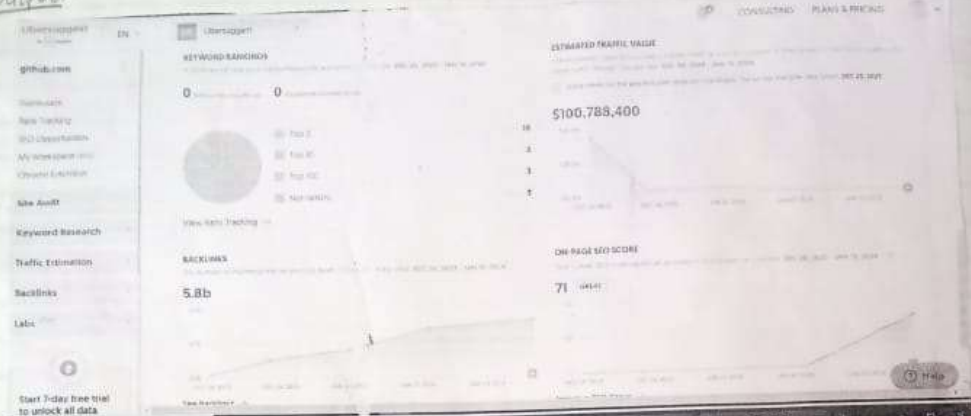


EXPERIMENT - 1

- Aim:- To learn how to choose relevant keywords with a balance of search volume and competition.
- Software Required:- Google Keyword planner
Google Keyword planner is a free tool provided by Google Ads that helps identify keywords, estimate their search volume and evaluate competitions.
- Description:- In this experiment, we employ the Google Keyword Planner, a powerful tool for keyword research. By entering business-related keywords, we analyze search volume and competition metrics. The goal is to strategically filter keywords, selecting those with a balance of high search demand and manageable competitions. The outcome is a refined list of relevant keywords, optimizing SEO efforts for maximum impact.
- Algorithm / Procedure:-
 1. Access Google Keyword Planner:-
Log into your Google Ads account and access the keyword planner tool.

Aim: To learn how to choose relevant keywords with a balance of search volume and competition.

Output:



2. Enter Seed Keywords :-

Input relevant seed keywords related to your business or niche.

3. Analyze Keyword Ideas :-

Review the list of keyword ideas generated by the tool, along with their estimated monthly search volumes.

4. Filter by Search Volume :-

Use filters to focus on keywords with a desirable search volume. This ensures you target terms with sufficient user interest.

5. Evaluate Competition :-

Examine the competition metrics provided by the tool, such as the "Competition" column or the suggested bid range. Aim for keywords with moderate competition.

6. Select Target Keywords :-

Choose keywords that strike a balance between high search volume and manageable competition.

Consider long-tail keywords for a more targeted approach.

