

Week 3 - Day 12 (11 July 2025)

Keyword Planner Tools

A **Keyword Planner** is a digital marketing tool that helps identify the most relevant search terms (keywords) people use on search engines like Google.

It provides insights such as *keyword ideas*, *search volume*, *competition level*, and *cost-per-click (CPC)* for paid advertisements, enabling marketers to plan effective SEO and PPC campaigns.

Popular Keyword Planners

- Google Keyword Planner (free, widely used)
- SEMrush Keyword Magic Tool
- Ahrefs Keywords Explorer
- Ubersuggest
- Moz Keyword Explorer

Benefits of Using Keyword Planners

- Discover new keyword ideas.
- Analyze competition for keywords.
- Plan SEO and paid advertising strategies.
- Understand user search intent.
- Improve website visibility and search engine ranking.

Session with Grow Digital

During the training, we attended an **insightful session with Grow Digital** that emphasized the importance of digital marketing in modern business.

Key points covered included:

- Practical strategies for **SEO**, **social media marketing**, and **PPC campaigns**.
- How digital platforms help businesses reach their **target audience effectively**.

- Latest trends, tools, and case studies demonstrating **real-world applications**.
- Interactive discussions on building **online presence, generating leads, and measuring performance**.

The session was highly informative and motivating, providing clear guidance on applying digital marketing strategies in practice.

Date: 11 July 2025

Topic: Keyword Planner Tools and Session with Grow Digital

Week: 3 | **Day:** 12