Activity Exemplar: Adjust your campaign keywords

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: Keyword adjustment ⧉

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

📎 **Activity Exemplar_ Keyword adjustment**
XLSX File

Assessment of Exemplar

Compare the exemplar to your completed keyword adjustment exemplar. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplar represents one possible way to complete the activity. Your presentation will likely differ in certain ways.

Let's review the tabs of the keyword adjustment exemplar.

Keywords

Summary: On the *Keywords* sheet tab, there is a list of keywords and their predicted impressions, predicted clickthrough rate, predicted clicks, predicted cost per click, and predicted cost.

Keyword Planner tab

Summary: On the *Keyword Planner* sheet tab, there are five keywords selected from the dropdown menu in the keywords column. Once selected, the following columns are populated with their respective data. At the bottom of the sheet, impressions, clicks, and total cost are calculated.

The selected keywords are: craft shops, art shops, art shopping, art, and upcycling crafts. The first two words were selected because they were most relevant to the items being sold. The next three were selected one by one to achieve a total cost under the allotted budget of $1000 USD.

Mark as completed

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