

Creating a Keyword Research using Google Keyword Planar

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INTRODUCTION :

Keyword research involves identifying and analysing specific words and phrases, known as keywords, that people use when searching online. Google Keyword Planner is a powerful tool provided by Google that helps marketers and website owners discover relevant keywords for their content. By using this tool, optimizing our content to rank higher in search engine results and attract more organic traffic. In Google Keyword Planner to develop an effective keyword strategy that can enhance your online visibility and reach your target audience.

OVERVIEW :

Keyword research used for defining the specific objectives of our keyword research. It is aiming to boost website traffic, increases sales or improving search engine rankings. Gain insights into our target audience. It makes adjustments to your strategy based on changing trends and results.

PURPOSE :

The primary purpose of this project is to identify & target high-value keywords that will improve our website's search engine visibility & attract more organic traffic. To improve the efficiency of our pay-per-click advertising campaigns , enabling us to maximize our advertising budget.

PROCEDURE :

1. Start by searching for **google keyword research planar**
2. click “campaign keywords with keyword planar”
3. click dashboard for “**sign in**”
4. choose **keyword planar** in dashboard
5. Enter the **Business details**
6. start with website link
7. Website shares the keywords related to our business
8. **The page is created.** To modify the settings select dashboard to change the details.
9. Click google sheets to **download the sheets.**
10. click open sheets

11. Discover new keywords & start with website

12. close the **Refine keyword**

13. Click the dashboard to get full view .

APPLICATION :

- Content Strategy
- Pay-Per-Click
- Competitive Analysis
- Website Structure & Navigation
- Reputation Management
- E-Commerce product Optimization
- Social Media Marketing
- Market Research
- Product Development

CONCLUSION :

Creating a keyword research using google keyword planar is a fundamental & dynamic process for enhancing our online presence & digital marketing strategies.

RESULT :

Google keyword planar can lead to increased online visibility, improved user engagement & more

effective digital marketing campaigns, ultimately helping to achieve our business objectives.