

WORKSHEET – 1.3

AIM: you need to develop/find certain keywords for your website that you have already developed in practical two by using Google keyword planner.

My website is related to online fruit store. And the link of my website is [here](#).

So I have selected few top ranked keywords for my website using Google keyword planner. And those keywords are as following:

Sr No.	Keywords	Average monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
1	apple	1M – 10M	Low	₹ 106.87	₹ 214.94
2	almond fruit	1K – 10K	High	₹ 2.61	₹ 152.03
3	types of dry fruits	10K – 10K	High	₹ 5.41	₹ 99.59
4	gucchi mushroom	1K – 10K	High	7.05	90.51
5	anjeer fruit	10K – 100K	High	₹ 1.22	₹ 89.14
6	10 dry fruits	10K – 10K	High	₹ 1.70	₹ 82.05
7	water apple	10K – 100K	High	₹ 2.51	₹ 76.31
8	almond trees	10K – 100K	Medium	₹ 2.43	₹ 70.88
9	gucchi	100K – 1M	Medium	3.8	61
10	akhrot fruit	1K – 10K	High	₹ 1.80	₹ 43.39
11	all dry fruits	10K – 10K	High	₹ 1.86	₹ 32.29
12	almond	100K – 1M	High	₹ 2.50	₹ 29.45
13	dried date	10K – 100K	High	₹ 1.52	₹ 26.76
14	fruits	100K – 1M	Low	₹ 2.23	₹ 20.25
15	walnut	100K – 1M	High	₹ 2.45	₹ 19.33
16	dry fruits online	10K – 10K	High	₹ 2.60	₹ 16.96
17	raw almonds	100 – 1K	High	₹ 2.06	₹ 16.42
18	dry fruits packet	100 – 1K	High	1.43	15.92
19	figs dried	10K – 100K	High	₹ 2.08	₹ 15.83
20	badam	10K – 100	High	₹ 1.83	₹ 13.02
21	roasted almonds	1K – 10K	High	₹ 2.10	₹ 10.55
22	dry fruits and nuts	10K – 10K	High	₹ 1.82	₹ 10.46
23	walnut price	10K – 100K	High	₹ 1.62	₹ 8.68
24	dry fruite	100K – 1M	High	₹ 1.76	₹ 8.42
25	almond price	10K – 100K	High	₹ 1.17	₹ 6.86
26	dry fruits price	10K – 10K	High	₹ 1.35	₹ 5.89
27	badam price	10K – 100K	High	₹ 1.10	₹ 5.55
28	ground almonds	100 – 1K	Medium	₹ 1.17	₹ 5.37
29	blanched almonds	100 – 1K	Low	₹ 1.89	₹ 4.06
30	roasted walnuts	100 – 1K	High	₹ 1.28	₹ 2.95

Here are few important data from above table which is like which keyword is most popular, which having high bid, high search etc.

Top 3 highest bidding keywords:

Keywords	Average monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
apple	1M – 10M	Low	₹ 106.87	₹ 214.94
almond fruit	1K – 10K	High	₹ 2.61	₹ 152.03
types of dry fruits	10K – 10K	High	₹ 5.41	₹ 99.59

Table 1.3.2: Top 3 highest bidding keywords

Top 3 lowest bidding keywords:

Keywords	Average monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
roasted walnuts	100 – 1K	High	₹ 1.28	₹ 2.95
blanched almonds	100 – 1K	Low	₹ 1.89	₹ 4.06
ground almonds	100 – 1K	Medium	₹ 1.17	₹ 5.37

Table 1.3.3: Top 3 lowest bidding keywords

Top 3 Highest Average Monthly Searched keywords:

Keywords	Average monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
dry fruited	100K – 1M	High	₹ 1.76	₹ 8.42
walnut	100K – 1M	High	₹ 2.45	₹ 19.33
fruits	100K – 1M	Low	₹ 2.23	₹ 20.25

Table 1.3.4: Top 3 highest average monthly searched keywords

I have done this analysis by consider whole nation **INDIA as my targeted audience**. And majorly I have selected only those keywords those having highest completion because in lowest competition few of the organisations name were there.

Due to the preparatory rights I can't use their name in my keywords that's why I have selected these specific keywords.