**Generating Keywords for Google Ads**

Automatically generate keywords for a search engine marketing campaign using Python.

#### Project Description

You work for a digital marketing agency, which is approached by a massive online retailer of furniture. You are tasked with creating a prototype set of keywords for search campaigns for their sofas section. With your Python skills, you will efficiently create these keywords!

The most important task in structuring a search engine marketing account is mapping the right keywords to the right ads and making sure they send users to the right landing pages. Having figured that out is a big part of the account setup and makes the life of the account manager much easier.

This Project requires that you know your way around Python and pandas. The following courses are recommended as prerequisites: [Intro to Python for Data Science](https://www.datacamp.com/courses/intro-to-python-for-data-science) and [Intermediate Python for Data Science](https://www.datacamp.com/courses/intermediate-python-for-data-science).

#### Project Tasks

* 1 The brief
* 2 Combine the words with the product names
* 3 Convert the list of lists into a DataFrame
* 4 Rename the columns of the DataFrame
* 5 Add a campaign column
* 6 Create the match type column
* 7 Duplicate all the keywords into 'phrase' match
* 8 Save and summarize!