

SEM Keyword Research for Nitido Design, Mumbai

Objective

- To identify the most relevant and high-performing search keywords for Nitido Design, a leading interior design firm in Mumbai, ensuring targeted ad visibility on Google Ads (Search Campaigns).
- To categorize keywords into different match types (Broad, Phrase, Exact) and identify negative keywords to filter out irrelevant searches.
- To analyze keyword search volume, competition level, and CPC for optimized ad spending.

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About Nitido Design

Nitido Design is a luxury interior design firm based in Mumbai, known for creating elegant and customized interior spaces. The company offers high-end residential and commercial interior design services tailored to meet the lifestyle and preferences of their clients.

Their core focus areas include:

- Luxury Home Interiors
- Office & Commercial Interiors
- Interior Architecture & Space Planning
- Premium Furniture and Styling

Nitido works closely with clients to deliver timeless and sophisticated designs, combining aesthetics with functionality. They cater mainly to high-income individuals, business owners, and developers who are looking for a high-quality, professional design experience.

Types of Keywords in Google Ads

In this project, I've grouped the keywords based on how closely they match what people search on Google. This helps make sure Nitido Design's ads show to the right people at the right time.

Broad Match:

- Ads may show for searches that include related words and similar meanings.
- Example: If the keyword is interior design, ads might show for *home* decorating, room styling, etc.
- This type brings more reach, but may also show ads to people who are not the right fit.

Phrase Match

- Ads show when the exact phrase is included in the search, with words before or after it.
- Example: "luxury interior designer" can show for searches like best luxury interior designer in Mumbai.
- Good for more control while still reaching more people.

Exact Match

- Ads only show when someone searches the same keyword or a very close version of it.
- Example: [luxury interior designer in Mumbai]
- Best for showing ads to people who are searching for exactly what we offer.

Negative Keywords

- These are words I want to block, so the ad doesn't show for irrelevant searches.
- Example: free, DIY, course
- Helps save money and focus on genuine leads.

Keyword Research Strategy

To make sure Nitido Design's ads reach the right people on Google, I followed this keyword research plan:

- I used Google Keyword Planner to find keywords related to luxury interior design, home interiors, and office interiors in Mumbai.
- I focused on keywords that match Nitido's services and what their ideal clients might search for.
- I selected 30-50 keywords that had:
 1. Good monthly search volume
 2. Medium to high competition
 3. Reasonable cost per click (CPC)
- I divided them into:
 1. Broad Match- to reach more people
 2. Phrase Match- to stay a bit more specific
 3. Exact Match - to show ads only to serious buyers
- I also added Negative Keywords to stop ads from showing for unrelated or low-quality searches.

This helped me shortlist the most useful keywords that will bring better leads and avoid wasting money.

Keyword Table

Keyword	Match Type	Currency	Monthly Search	Competition
3 bhk luxury interior design	Phrase	INR	50	Low
best luxury interior designers	Phrase	INR	50	Low
design interior luxury	Broad	INR	5000	Low
exclusive interior design	Phrase	INR	50	Low
exclusive interiors	Broad	INR	50	Low
expensive interior design	Phrase	INR	50	Low
high end interior decoration	Phrase	INR	50	Low
high end interior design companies	Phrase	INR	50	Low
high end interior villas	Phrase	INR	50	Low
home design luxury	Broad	INR	5000	Low
home interior luxury	Broad	INR	5000	Low
interior design luxury living room	Phrase	INR	5000	Low
interior luxurious	Broad	INR	5000	Low
interior luxury house	Phrase	INR	5000	Low
living room luxury interior design	Phrase	INR	5000	Low
luxurious interior house	Phrase	INR	5000	Low
luxurious living room interior	Phrase	INR	5000	Low
luxury bedroom interior design	Phrase	INR	50000	Low
luxury decor living room	Phrase	INR	50	High
luxury designer home decor	Phrase	INR	5000	High
luxury home decor ideas	Phrase	INR	50	High
luxury home interior design	Exact	INR	5000	Low
luxury homes decor	Broad	INR	5000	High
luxury house interior	Phrase	INR	5000	Low
luxury interior company	Phrase	INR	50	Low
luxury interior decor	Broad	INR	5000	Low
luxury interior design websites	Phrase	INR	50	Low
luxury interior designs	Phrase	INR	5000	Low
luxury interior living room	Phrase	INR	5000	Low
luxury interiors	Exact	INR	5000	Low
luxury modern home interior design	Phrase	INR	50	Low
luxury residence interior design	Phrase	INR	50	Low
luxury residential interior design	Exact	INR	50	Low
luxury residential interiors	Phrase	INR	50	Low
luxury room design	Phrase	INR	5000	Low
luxury spa interior	Phrase	INR	50	Low
luxury spa interior design	Phrase	INR	50	Low
luxury villa interior	Phrase	INR	50	Low
modenese luxury interiors	Exact	INR	50	Low

Top of page bid (low range)	Top of page bid (high range)
30.05	88.56
32.65	95.23
24.63	93.63
33.30	98.63
21.67	69.06
20.36	64.17
42.57	180.22
19.73	77.86
19.73	77.86
18.40	61.01
25.35	82.94
15.16	59.09
30.59	101.01
25.35	82.94
15.16	59.09
25.35	82.94
15.16	59.09
15.60	60.49
11.93	92.61
11.81	52.03
11.74	45.91
25.35	82.94
11.81	52.03
25.35	82.94
17.99	86.21
24.63	93.63
11.83	42.92
24.63	93.63
15.16	59.09
30.59	101.01
10.15	70.05
44.62	60.20
44.62	60.20
44.62	60.20
18.76	71.20
25.36	53.43
25.36	53.43
29.50	59.85
18.01	112.90
16.69	54.29
17.02	32.58
33.51	55.50
48.27	112.97
27.26	99.25

Justification
Targets users interested in luxury interiors for 3 BHK homes. Phrase allows relevant variations like "luxury interior design for 3 BHK."
Attracts users looking for top-rated luxury interior designers. Phrase ensures the search intent is focused on quality designers.
Captures searches related to luxurious interior design. Broad ensures a wider reach to users exploring various luxury design options.
Appeals to users looking for unique, high-end designs. Phrase matches relevant variations with an emphasis on exclusivity.
Captures a range of searches related to exclusive interior styles. Broad allows variations in phrasing like "interior designs exclusive to luxury."
Targets users searching for high-budget interior designs. Phrase ensures the focus stays on premium, costly design solutions.
Focuses on users looking for high-end decorating services. Phrase targets searches specific to upscale decor.
Attracts users looking to hire professional high-end interior companies. Phrase ensures high-relevance for premium service seekers.
Targets villa owners looking for high-end interiors. Phrase keeps the focus on luxury villa interior needs.
Captures users interested in luxury home design. Broad ensures diverse queries are matched, reaching a larger audience.
Reaches users exploring luxury interior designs for homes. Broad captures different variations like "luxurious home interiors."
Targets people enhancing their living rooms with luxury interiors. Phrase ensures relevance to luxury living room designs.
Captures general searches around luxurious interiors. Broad matches various long-tail searches related to luxurious designs.
Focuses on users seeking luxury interior designs for houses. Phrase ensures the search intent is specific to luxury houses.
Targets users wanting a luxury living room design. Phrase ensures the search intent is on luxurious living room designs.
Reaches users looking to design luxurious interiors for their homes. Phrase matches the key theme of high-end home interiors.
Focuses on users who want a luxurious living room design. Phrase keeps the search intent specific to living room upgrades.
Targets users seeking luxury designs for bedrooms. Phrase ensures searches are centered around bedroom-specific luxury.
Captures users looking to decorate their living rooms with luxury. Phrase keeps the focus on luxury living room decor.
Attracts users looking for branded designer home decor. Phrase ensures ads appear for high-end decor searches.
Targets users searching for inspiration on luxury home decor. Phrase matches well with long-tail queries related to luxury ideas.
Captures highly relevant traffic for luxury interior design services. Exact ensures precision and high-quality leads.
Reaches people interested in upscale home decor. Broad ensures a wider reach to potential clients.
Targets homeowners searching for premium interior designs. Phrase keeps the focus on luxury home interiors.
For users looking to hire a luxury interior design company. Phrase ensures relevance to those in need of professional luxury services.
Reaches users exploring luxurious interior decor options. Broad match covers a range of related luxury interior queries.
Targets users looking for online luxury interior design portfolios. Phrase ensures relevance to users searching for designer sites.
Captures users looking for general luxury interior designs. Phrase keeps the search intent specific to high-end interiors.
Focuses on users wanting a luxury living room makeover. Phrase ensures the search intent is on luxurious living room designs.
Targets high-intent users searching for luxury interior services. Exact ensures the most relevant traffic with a defined query.
For users looking to combine modern and luxury home designs. Phrase keeps the combination of modern and luxury intact.
Focuses on users looking to design luxury residences. Phrase ensures relevance to high-end residential interior design.
Ideal for attracting users interested in premium residential interior services. Exact matches high-intent search queries.
Targets users looking for upscale residential interiors. Phrase ensures the search intent remains within the luxury residential niche.
For users interested in designing any room with luxury. Phrase captures various room design queries, keeping it broad yet relevant.
Captures spa owners seeking luxury interior setups. Phrase ensures relevance to high-end spa interior designs.
Targets users wanting luxury interiors for spas. Phrase matches users' search intent for upscale spa design ideas.
For villa owners looking for elegant and premium interior solutions. Phrase ensures the focus stays on villa-specific luxury designs.
Captures high-intent traffic for the specific brand of luxury interiors. Exact ensures only the most relevant searches are matched.
Combines modern style with luxury for bedroom interiors. Phrase keeps the focus on this specific style combination.
For users seeking modern luxury room designs. Phrase ensures search intent for modern luxury room makeovers.
Targets people interested in posh, high-end home interiors. Phrase keeps the focus on upscale home design searches.
Captures brand-specific searches for "The Luxury Interiors." Exact ensures the most relevant traffic is driven.
Attracts high-budget clients looking for ultra-premium designs. Phrase ensures focus on high-end luxury interior services.

Explanation of Metrics

- **Monthly Search Volume:** Indicates how often the keyword is searched each month, giving an idea of its popularity.
- **Competition:** Shows how many other advertisers are bidding on the keyword. The levels can be Low, Medium, or High, affecting how often your ad will appear.
- **CPC (Cost per Click):** This is the average amount an advertiser pays when someone clicks on their ad for this keyword. It helps estimate your potential advertising cost.

Negative Keywords

To avoid wasting ad budget on irrelevant or low quality searches, I selected a list of negative keywords. These keywords help to prevent Nitido Design’s ads from showing to the wrong audience like people looking for free services, jobs, or DIY tutorials. To avoid wasting ad budget on irrelevant or low-quality searches, I selected a list of negative keywords. These keywords help prevent Nitido Design’s ads from showing to the wrong audience like people looking for free services, jobs, or DIY tutorials.

Negative keyword details report	
keyword	match type
tutorial	BROAD
cheap	BROAD
certificate	BROAD
free	BROAD
college	BROAD
career	BROAD
salary	BROAD
how to	BROAD
degree	BROAD
freelancer	BROAD
jobs	BROAD
diy	BROAD
training	BROAD
classes	BROAD
course	BROAD
online classes	BROAD
internship	BROAD
interior design school	BROAD

justification
This shows someone wants to learn something on their own, not hire a design firm.
Nitido offers luxury interior design, so users looking for cheap options are not the right audience.
This is used by people looking for interior design courses or certification, not premium services.
Searches including "free" show users are not ready to pay for premium services.
People searching this are mostly students looking for education, not interior design services.
I added this as a negative keyword because people searching for a career are looking for jobs, not luxury interior design services.
Searches about salary relate to job seekers, not clients.
This is an informational search, not a transactional one for hiring a design service.
This indicates a search for educational programs, not luxury interior services.
Users searching for freelancers are not ideal because Nitido is a professional agency.
People looking for jobs are not potential customers.
Do-it-yourself searchers want to do it on their own, while Nitido provides full-service design.
People searching for training want to learn, not hire.
This term shows educational intent, not customer intent for hiring interior designers.
This is related to learning interior design, not hiring professionals for it.
Again, this is education-focused, not service-focused.
This attracts students looking for experience, not people who want interior design work.
This shows intent to study design, not hire a designer.

Conclusion

This SEM keyword research project for Nitido Design has helped me to identify the most relevant and high-intent keywords to target in Google Ads. By carefully selecting the keywords based on match types, search volume, competition, and CPC, I created a keyword plan that helps to reach more people while still staying focused on the right audience.

The inclusion of negative keywords ensures that ad spend is focused only on genuine leads, avoiding irrelevant traffic. With this keyword plan, Nitido Design can run highly targeted campaigns that attract the right audience of people actively searching for luxury interior design services in Mumbai.

This approach supports stronger ROI, better ad performance, and long-term growth for the brand's online presence.