

NEW AdWords Keyword Planner

Introduction

- Google recently overhauled and refined its AdWords keyword tool
- This new version contains a lot more useful features for the AdWords advertiser
- With the new keyword tool, you will be able to know which keywords are already included in your existing AdWords account; and which are not
- You'll also be able to determine current Ad Impression Share for the keywords
- Similar to the old version, the AdWords account needs to have a minimal ad spend of around \$20-\$30/day in order to see actual keyword volume data



Getting Started



Accessing AdWords Keyword Planner






AdWords Dashboard > Tools > Planning > Keyword Planner


The screenshot shows the Google AdWords dashboard interface. At the top, there's a navigation bar with 'All campaigns' on the left and utility icons (GO TO, bar chart, wrench icon, help, notifications, and profile) on the right. The wrench icon is highlighted with a red box. Below the navigation bar, the 'Overview' section is active, showing a 'Cost' dropdown set to '\$109k' and a line chart. A side menu is open, displaying five categories: PLANNING, SHARED LIBRARY, BULK ACTIONS, MEASUREMENT, and SETUP. Under the 'PLANNING' category, 'Keyword Planner' is highlighted with a red box, along with 'Ad Preview and Diagnosis'. Other categories include 'Audience manager', 'Portfolio bid strategies', 'Negative keyword lists', 'Shared budgets', 'Placement exclusion lists', 'All bulk actions', 'Rules', 'Scripts', 'Uploads', 'Conversions', 'Google Analytics', 'Search attribution', 'Billing & payments', 'Business data', 'Account access', 'Linked accounts', and 'Preferences'.




Enter Keywords (incl. Stemming)

Enter Keywords > Get Started

← Keyword Planner

GO TO   |   

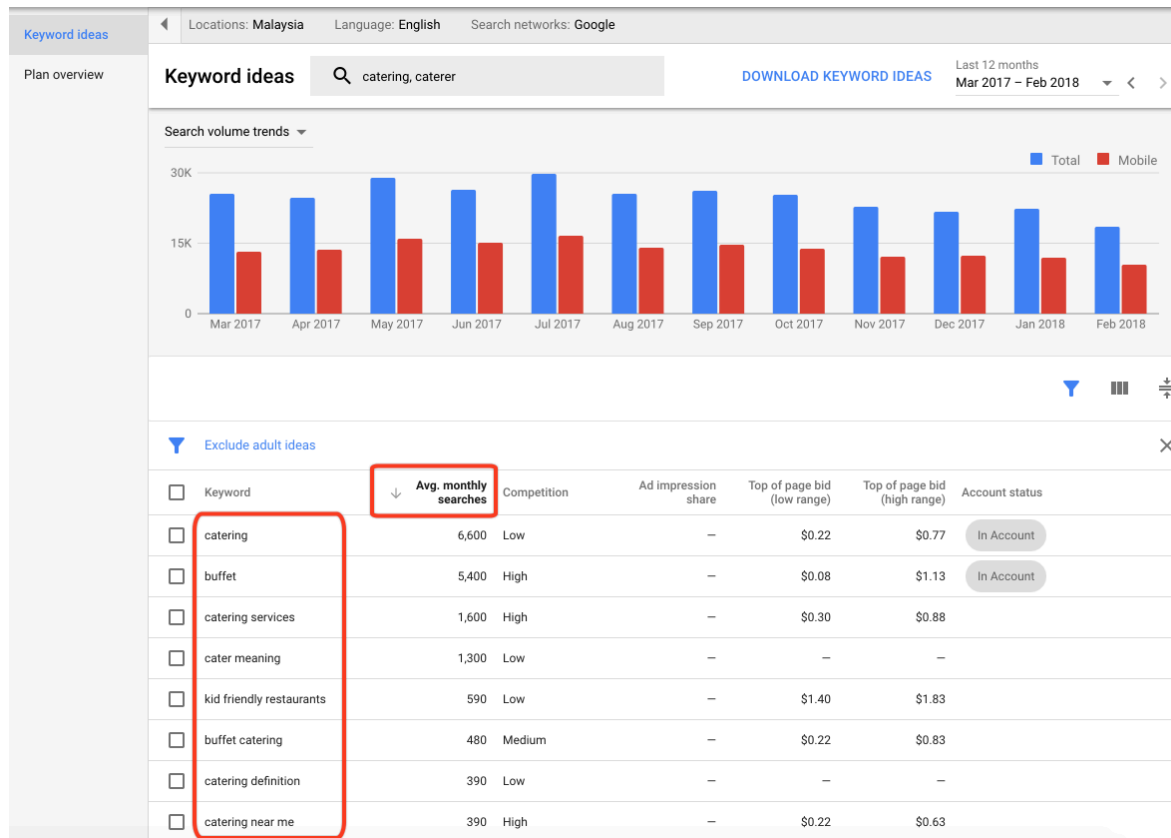
Find new keywords 

 catering  caterer  |

GET STARTED

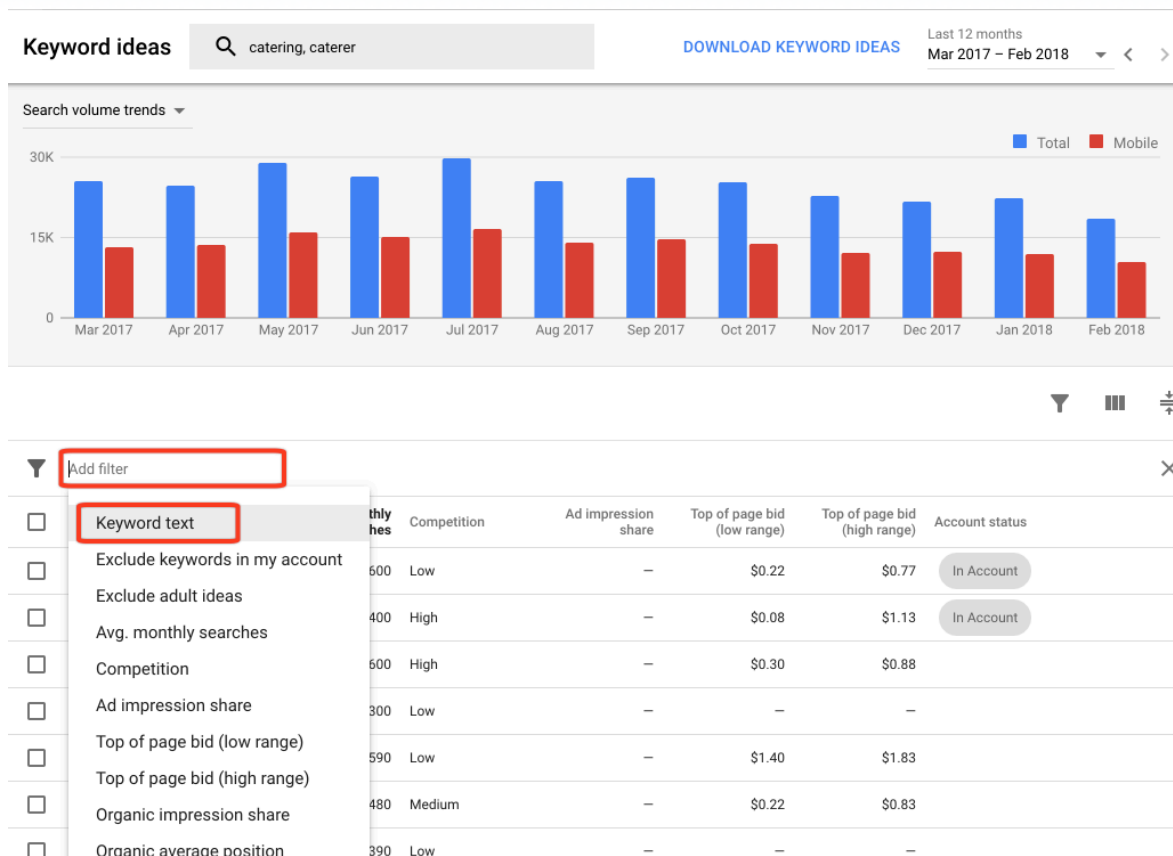
Sort By Av. Monthly Searches

Sort BROADLY Related Keywords by 'Avg. Monthly Searches'



Filter by Keyword Text

Click 'Add Filter' > Keyword text > Enter keyword



Keyword text ✕





contains ▾

catering

APPLY

View CLOSELY Related Searches

Results Will Be Filtered To Show CLOSELY Related Searches

 Keyword text contains catering  Add filter  

<input type="checkbox"/>	Keyword	↓ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/>	catering	6,600	Low	—	\$0.22	\$0.77	In Account
<input type="checkbox"/>	catering services	1,600	High	—	\$0.30	\$0.88	
<input type="checkbox"/>	buffet catering	480	Medium	—	\$0.22	\$0.83	
<input type="checkbox"/>	catering definition	390	Low	—	—	—	
<input type="checkbox"/>	bbq catering	390	Medium	—	\$0.31	\$1.14	
<input type="checkbox"/>	catering near me	390	High	—	\$0.22	\$0.63	
<input type="checkbox"/>	food catering	320	Medium	—	\$0.26	\$0.95	
<input type="checkbox"/>	halal catering	320	High	—	\$0.25	\$0.68	
<input type="checkbox"/>	catering food	260	Medium	—	\$0.23	\$0.77	
<input type="checkbox"/>	best catering	170	Medium	—	\$0.23	\$0.89	

Other Useful Filters

Keyword text

Exclude keywords in my account

Exclude adult ideas

Avg. monthly searches

Competition

Ad impression share

Top of page bid (low range)

Top of page bid (high range)

- **Exclude Keywords In My Account**
 - Excludes keywords that already exist in your AdWords Account
- **Ad Impression Share**
 - No. of impressions your ad appears vs no. of impressions the keyword is searched

Using 'Add To Plan' Feature



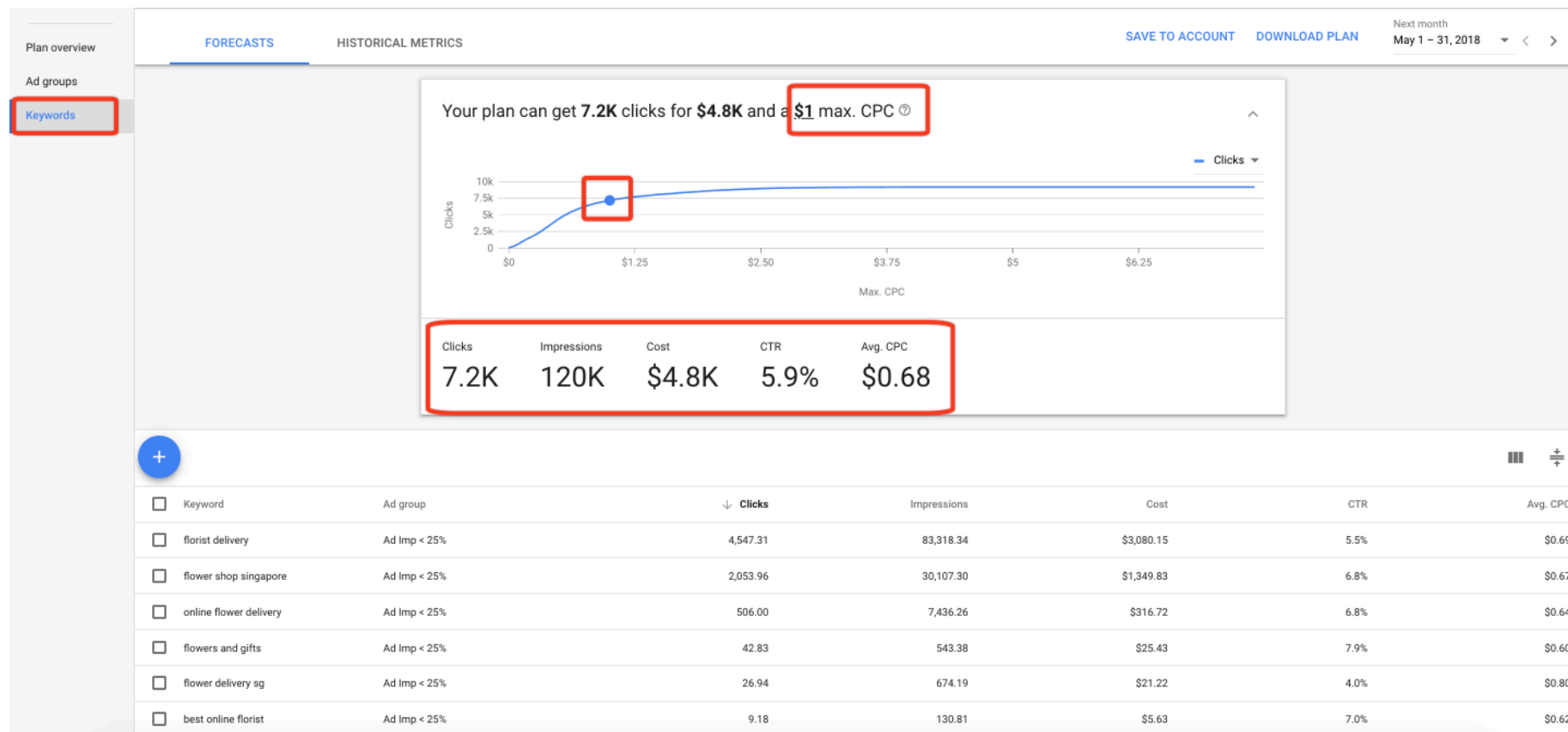
Using 'Add To Plan' Feature

Scenario #1 – Keywords In Account But Ad Impression < 25%

6 selected Add to plan Adding to Ad Imp < 25% Broad match ▾							
⚙	Ad impression share < 25%						
<input type="checkbox"/>	Keyword	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input checked="" type="checkbox"/>	flower shop singapore	1,600	Medium	< 1%	\$0.84	\$2.41	In Account
<input checked="" type="checkbox"/>	florist delivery	720	High	< 1%	\$1.50	\$2.38	In Account
<input checked="" type="checkbox"/>	flower delivery sg	140	High	6%	\$1.59	\$3.53	In Account
<input checked="" type="checkbox"/>	online flower delivery	110	Medium	1%	\$1.65	\$2.95	In Account
<input checked="" type="checkbox"/>	flowers and gifts	20	Medium	7%	\$0.44	\$1.37	In Account
<input type="checkbox"/>	get well bouquet	10	Medium	10%	\$0.21	\$1.69	
<input checked="" type="checkbox"/>	best online florist	10	Medium	10%	—	—	In Account
<input type="checkbox"/>	best flowers for funeral	10	High	10%	—	—	

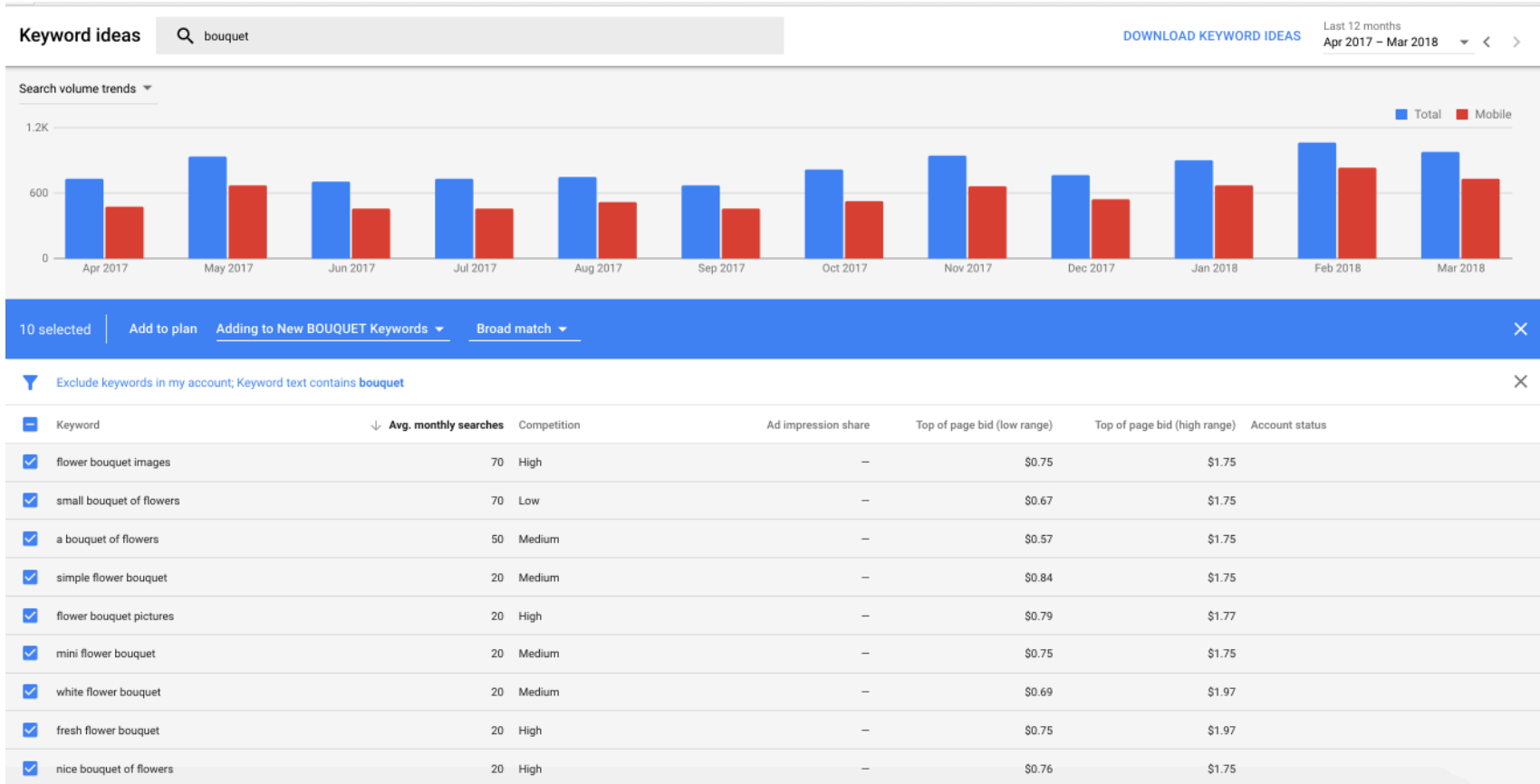
Using 'Add To Plan' Feature

Scenario #1 – Keywords In Account But Ad Impression < 25%



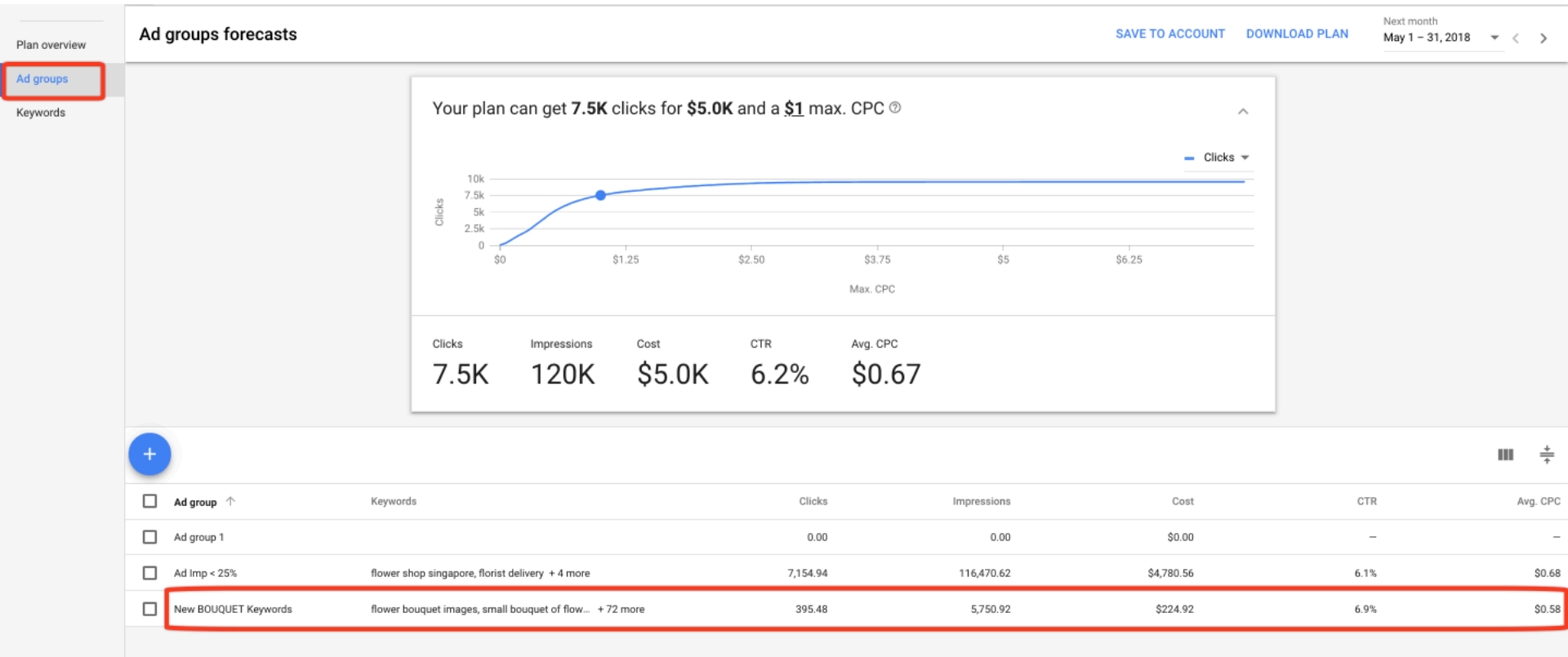
Using 'Add To Plan' Feature

Scenario #2 – Keywords NOT In Account



Using 'Add To Plan' Feature

Scenario #2 – Keywords NOT In Account



Questions?

