Company Name: LRMG

Domain: www.lrmg.co.za

**Business Model:**

LRMG operates as a consulting and learning solutions provider, offering certified online short courses through partnerships with universities. We focus on skills development and business performance improvement. We will use the tool we are building internally to scrape product data from our internal systems and website. This data will then be matched with Google Keyword Planner data using Google Ads API services for internal keyword research and optimization purposes. We do not manage ads for third-party clients; the tool will solely serve internal business functions to enhance our advertising strategies and content optimization.

**Tool Access/Use:**

This tool will be used exclusively by employees within LRMG. It will provide keyword matching and keyword data insights, primarily leveraging Google Ads API services such as KeywordPlanIdeaService and KeywordPlanService. The goal is to match our internal product data and web content with search trends to optimize keyword usage for our ads and website.

The tool will feature an internal dashboard, allowing users to view and generate keyword-related insights. We will also integrate report generation functionality, allowing team members to export keyword strategy reports for internal use. This tool will not be externally accessible, and no third-party will have access to it.

**Tool Design:**

The internal tool will scrape product data from LRMG's systems and website and then call the KeywordPlanIdeaService and KeywordPlanService from the Google Ads API. These services will help match internal product offerings to trending search terms and relevant keywords. This will allow us to optimize our online content and Google Ads campaigns.

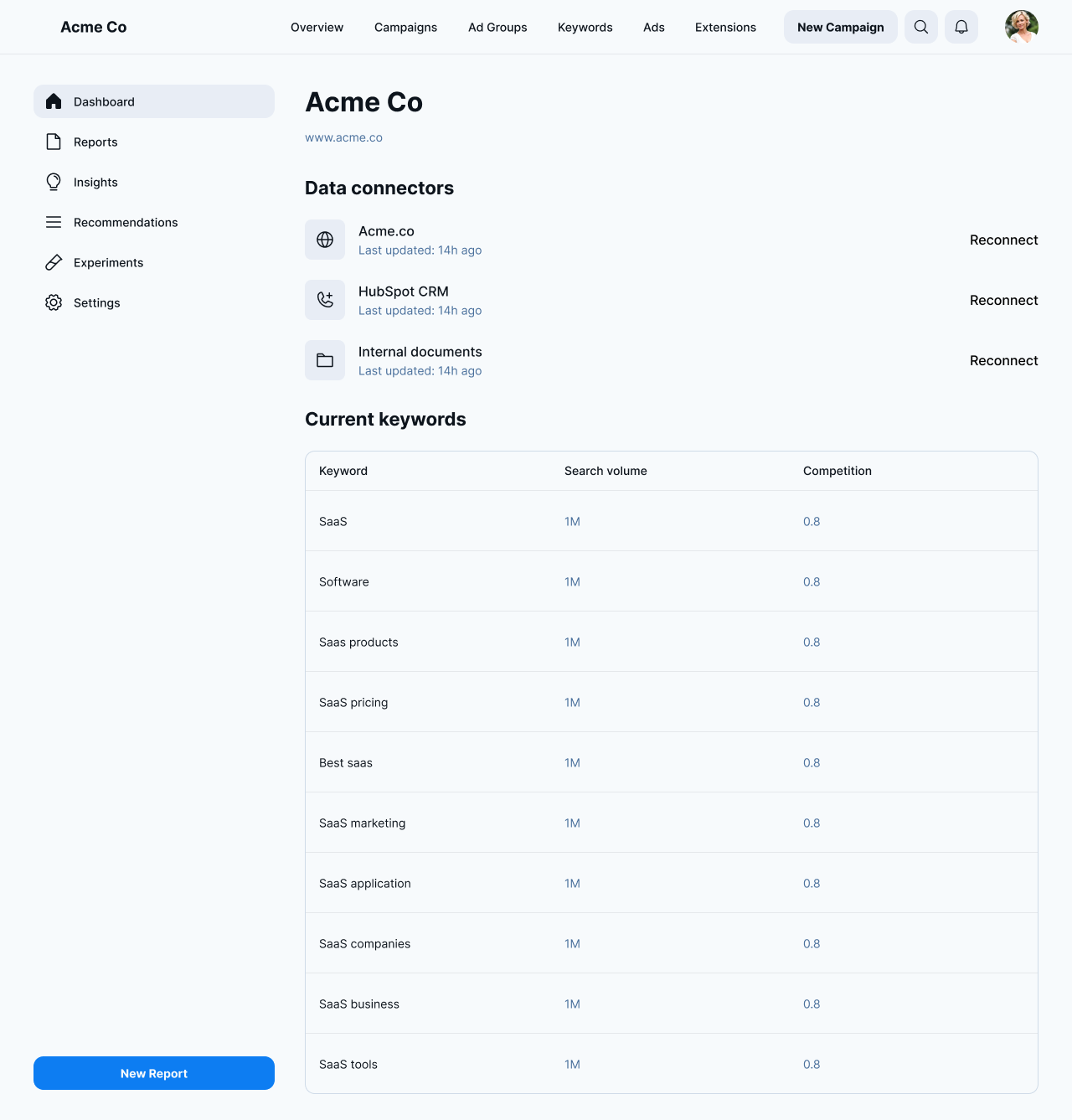
The tool will include a dashboard for internal teams to monitor keyword trends, view keyword performance, and generate reports. We plan to sync product data and keyword research regularly to ensure our content and ads remain relevant to emerging trends.

**API Services Called:**

KeywordPlanIdeaService: To retrieve keyword ideas relevant to LRMG’s products and services.

KeywordPlanService: To manage and track keyword planning and ensure alignment with keyword research.

**Mockup:**

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