DIGITAL MARKETING

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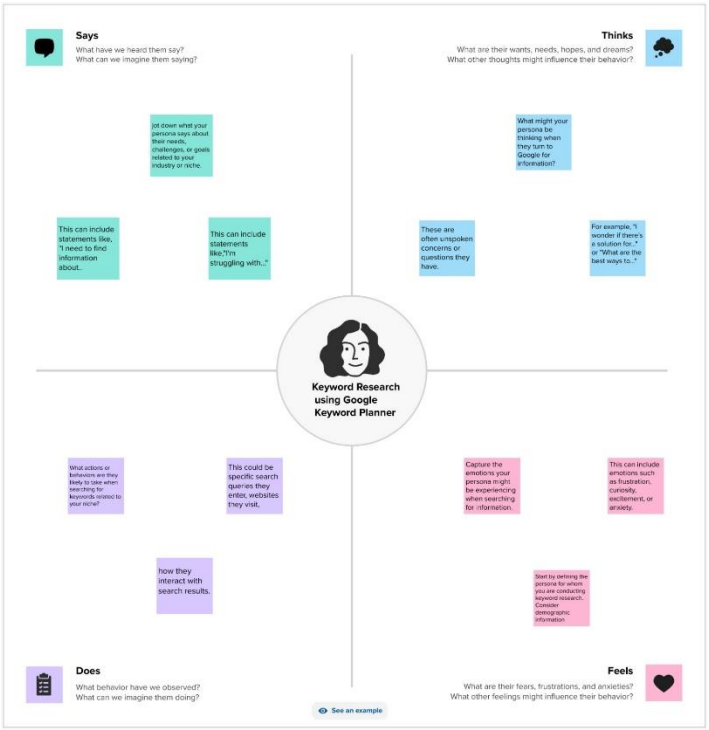
PROJECT TITLE: KEYWORD RESEARCH USING GOOGLE KEYWORD PLANNER

INTRODUCTION:

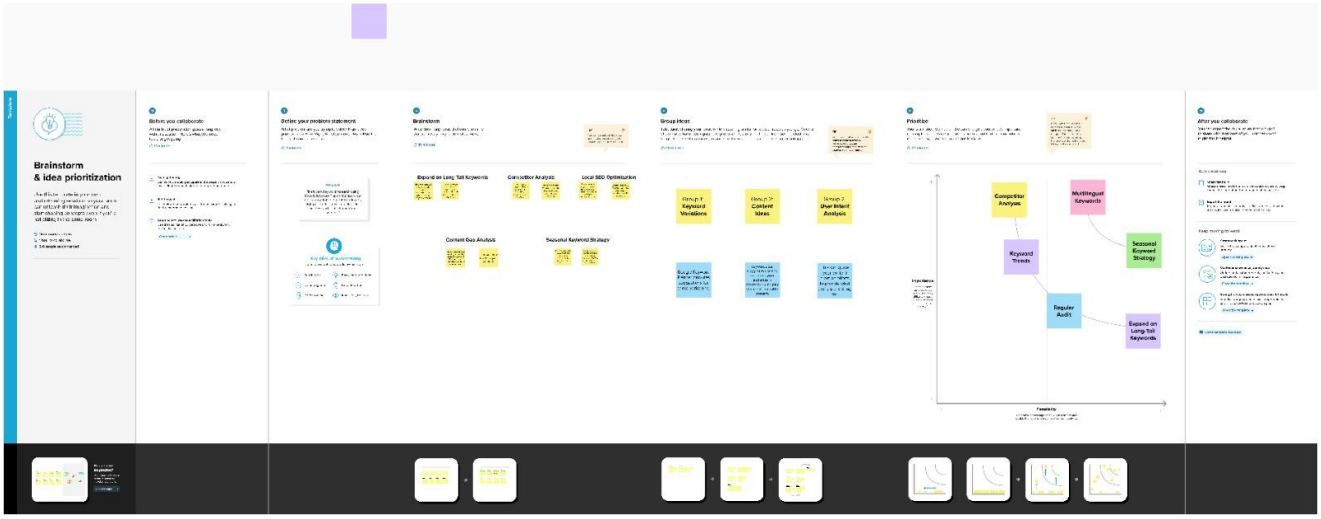
Google Keyword Planner is a powerful tool offered by Google Ads (formerly known as Google AdWords). It's designed to help advertisers and website owners find relevant keywords for their online marketing campaigns. The tool provides valuable insights into search volume, competition, and cost-per-click data for specific keywords, making it an essential resource for optimizing ad campaigns and SEO strategies. It enables users to discover new keywords, plan advertising budgets, and estimate the potential success of their online marketing efforts

IDEATION PHASE

1. EMPATHY MAP

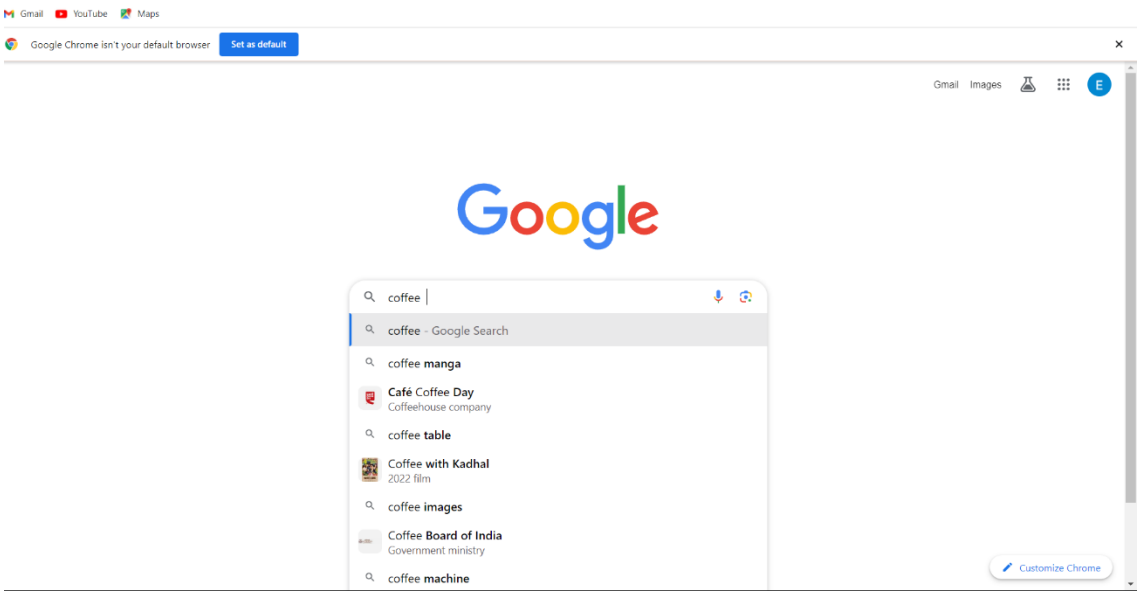


2.BRAINSTORMING:



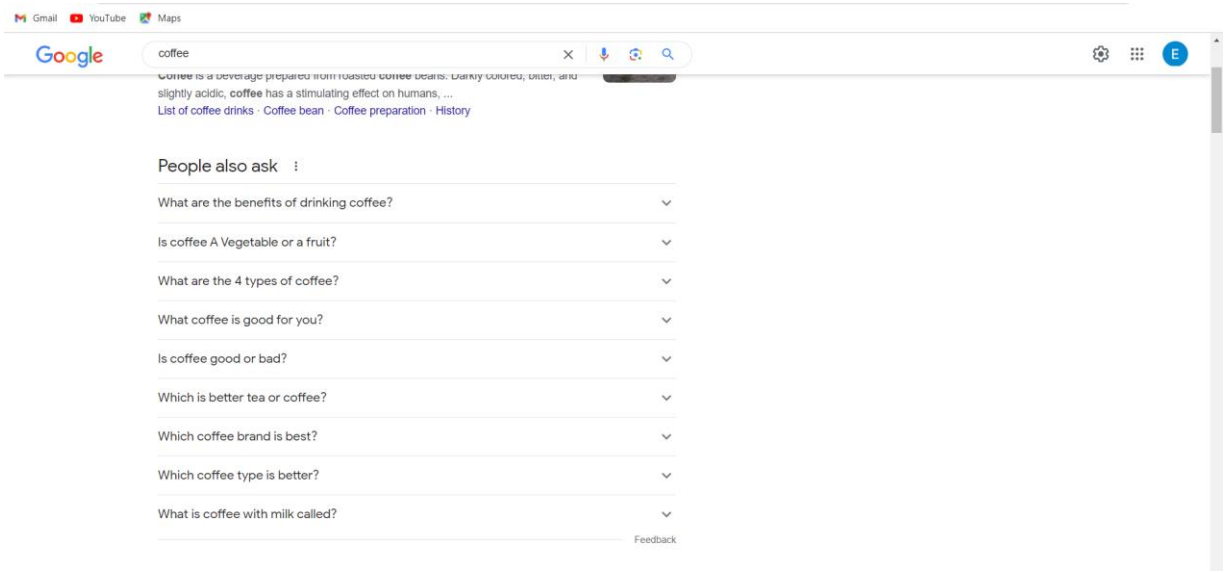
STEP 1: AUTO SUGGESTION TOOL

Google Keyword Planner alternatives. Google Keyword Planner vs. other keyword research tools. Best practices for keyword research with Google Keyword Planner. How to fin d long-tail keywords with Google Keyword Planner. Google Keyword Planner for SEO. Using Google Keyword Planner for content marketing. Tips for effective PPC advertising with Google Keyword Planner. Google Keyword Planner updates in 2023. Google Keyword Planner for local businesses. Feel free to ask if you'd like more information on any of these topics!



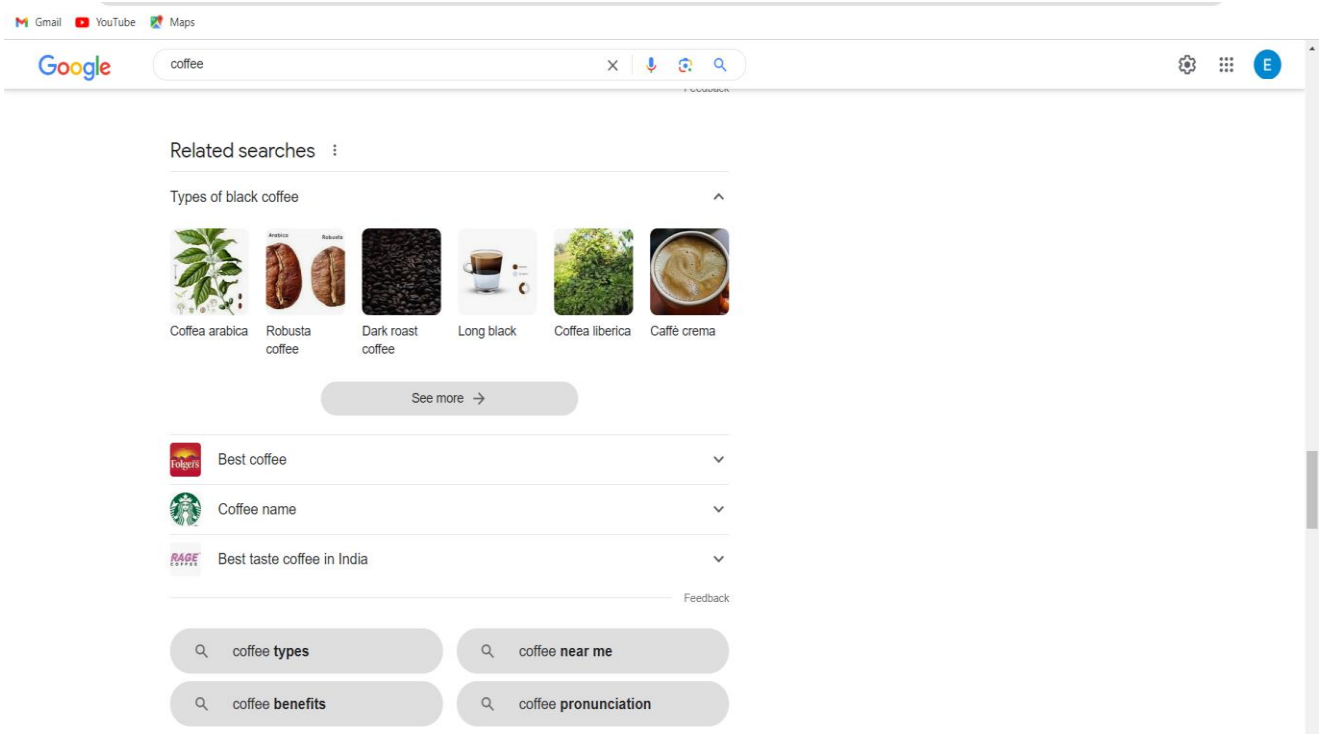
STEP 2: PEOPLE ALSO ASK

People Also Ask is a Google rich snippet feature that provides users with additional information they may be looking for from their initial query



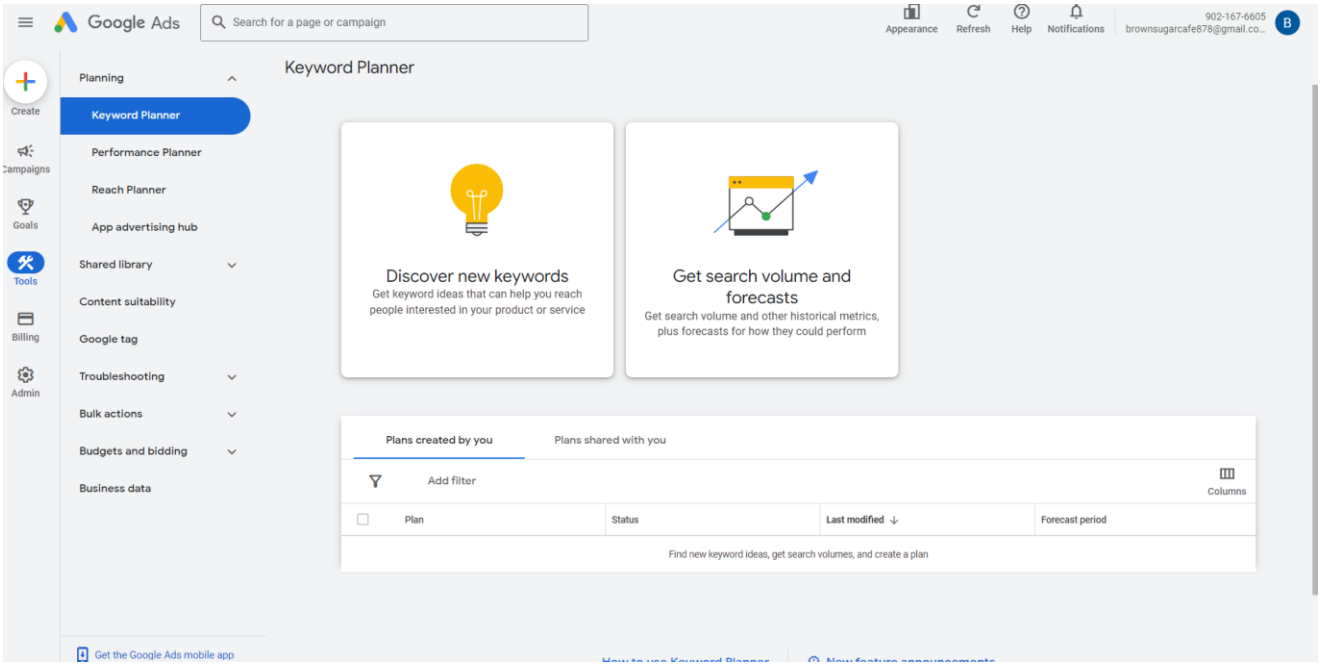
STEP 3: RELATED RESEARCH

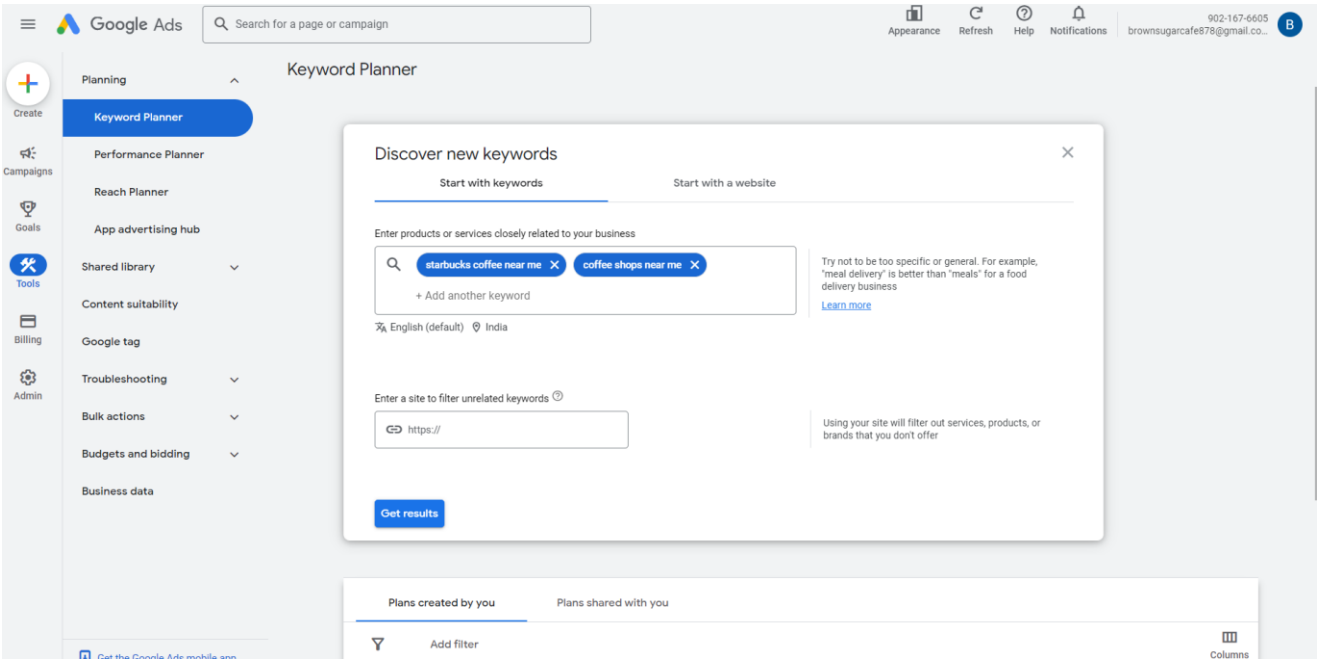
Search Volume: It provides data on the average monthly search volume for specific keywords, allowing you to gauge their popularity. Competition: You can see the competition level for keywords, which indicates how many advertisers are targeting those keywords. Bid Estimates: Google Keyword Planner offers bid estimates, helping you plan your budget for pay-per-click advertising. Historical Metrics: It provides historical data for keywords, allowing you to track how their performance has changed over time**.**

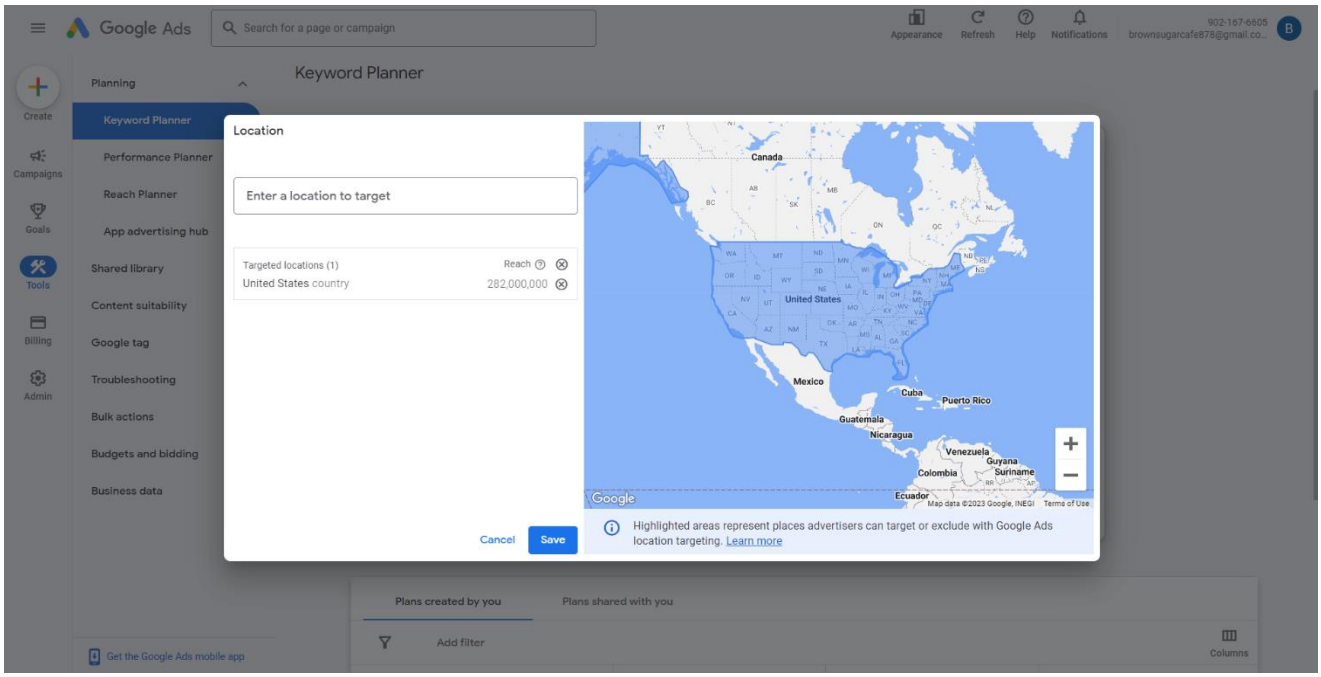


STEP 4: KEYWORD PLANNER

Keyword Planner is a useful tool for SEO and advertising. It helps you find relevant keywords, estimate search volume, and plan campaigns on platforms like Google Ads**.**






Google Ads
Search for a page or campaign
Appearance
Refresh
Help
Notifications
Keyword Planner
Planning
Keyword Planner
Performance Planner
Reach Planner
App advertising hub
Shared library
Content suitability
Google tag
Troubleshooting
Bulk actions
Budgets and bidding
Business data
Location
Enter a location to target
Targeted locations (1)
Reach
United States country
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Canada
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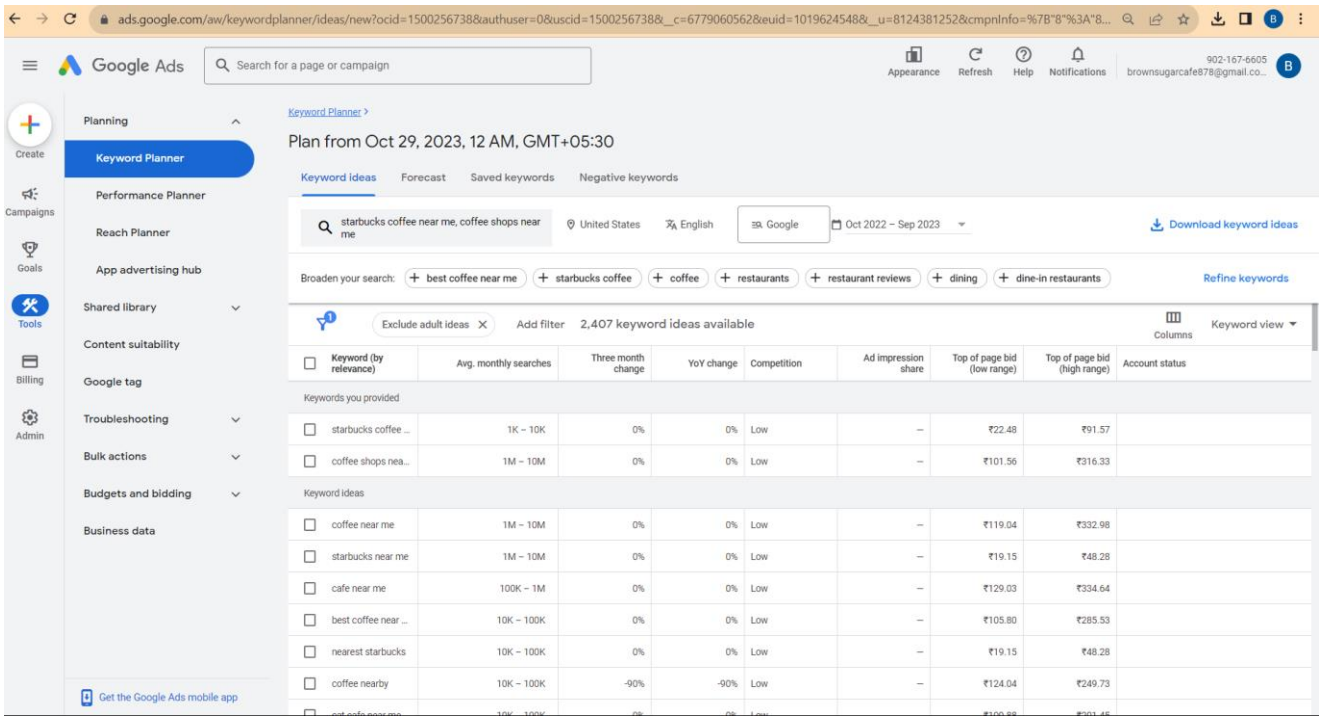
Mexico
Cuba
Puerto Rico
Guatemala
Nicaragua
Venezuela
Guyana
Suriname
Colombia
Ecuador
Google
Cancel
Save
Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. Learn more
Plans created by you
Plans shared with you
Add filter
Columns
Get the Google Ads mobile app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Google Ads
Search for a page or campaign
Appearance
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Keyword Planner >
Plan from Oct 29, 2023, 12 AM, GMT+05:30
Keyword ideas
Forecast
Saved keywords
Negative keywords
starbucks coffee near me, coffee shops near me
United States
English
Google
Oct 2022 – Sep 2023
Download keyword ideas
Broaden your search:
best coffee near me
starbucks coffee
coffee
restaurants
restaurant reviews
dining
dine-in restaurants
Refine keywords
Exclude adult ideas
Add filter
2,407 keyword ideas available
Columns
Keyword view
Keyword (by relevance)
Avg. monthly searches
Three month change
YoY change
Competition
Ad impression share
Top of page bid (low range)
Top of page bid (high range)
Account status
Keywords you provided
starbucks coffee ...
1K – 10K
0%
0%
Low
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₹91.57
coffee shops nea...
1M – 10M
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Keyword ideas
coffee near me
1M – 10M
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starbucks near me
1M – 10M
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100K – 1M
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best coffee near ...
10K – 100K
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₹105.80
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nearest starbucks
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₹48.28
coffee nearby
10K – 100K
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-90%
Low
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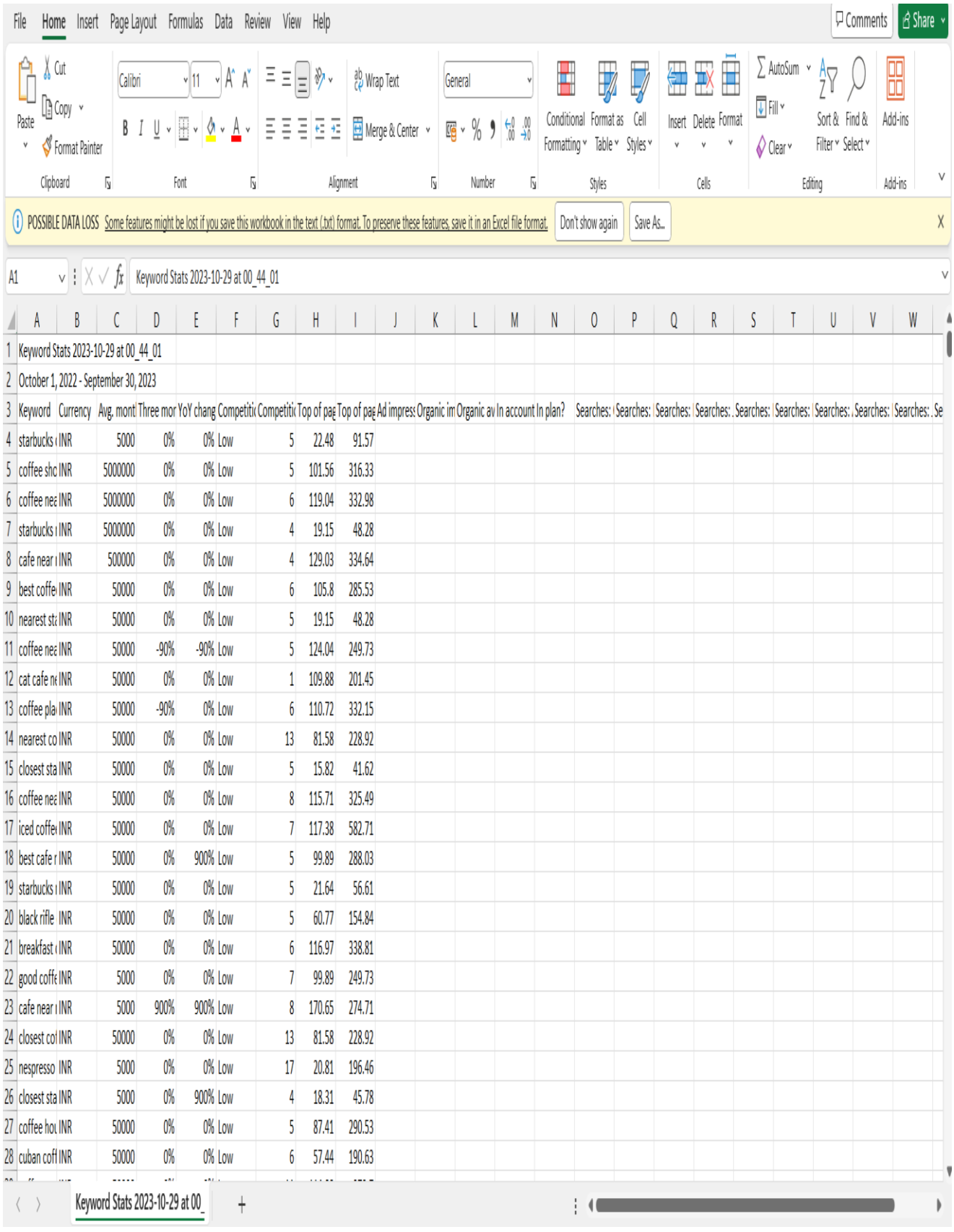
₹124.04
₹249.73
Planning
Keyword Planner
Performance Planner
Reach Planner
App advertising hub
Shared library
Content suitability
Google tag
Troubleshooting
Bulk actions
Budgets and bidding
Business data
Get the Google Ads mobile app



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POSSIBLE DATA LOSS Some features might be lost if you save this workbook in the text (.txt) format. To preserve these features, save it in an Excel file format. Don't show again Save As...

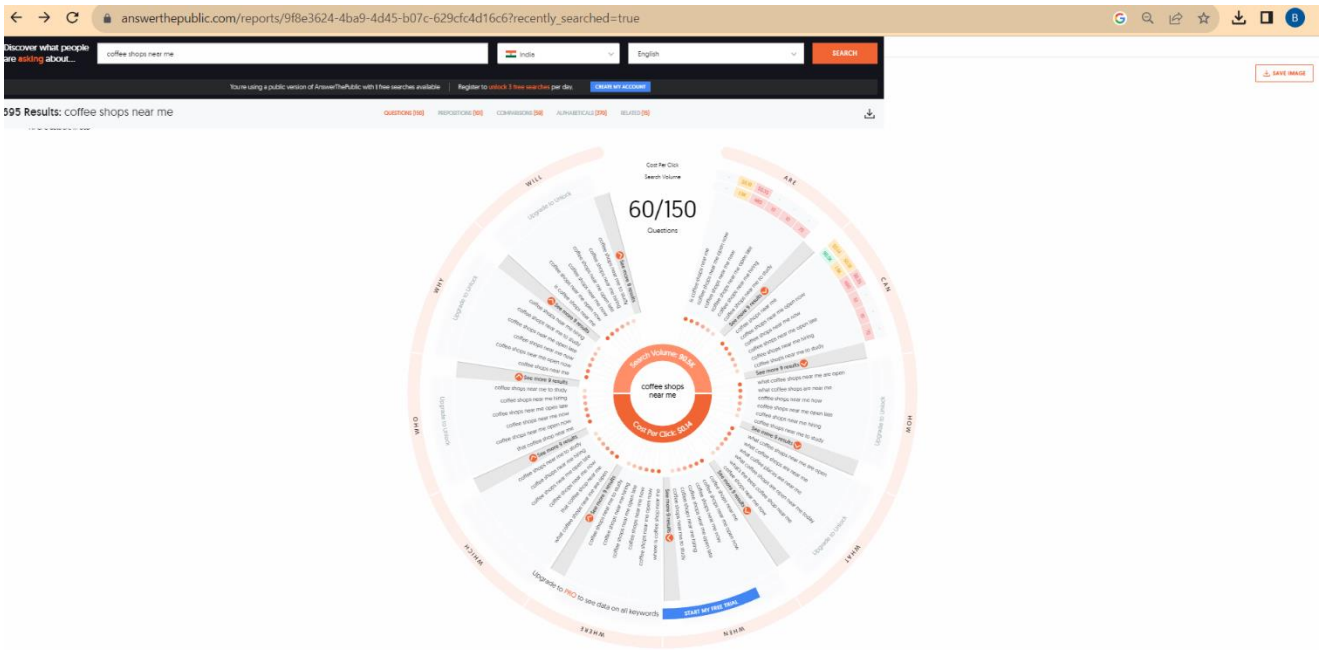
A1 Keyword Stats 2023-10-29 at 00_44_01

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
1	Keyword Stats 2023-10-29 at 00_44_01																						
2	October 1, 2022 - September 30, 2023																						
3	Keyword	Currency	Avg. mont	Three mor	YoY chang	Competiti	Competiti	Top of pag	Top of pag	Ad impress	Organic im	Organic av	In account	In plan?	Searches:	Searches:	Searches:	Searches:	Searches:	Searches:	Searches:	Searches:	Searches: Se
4	starbucks	INR	5000	0%	0%	Low	5	22.48	91.57														
5	coffee sho	INR	5000000	0%	0%	Low	5	101.56	316.33														
6	coffee nea	INR	5000000	0%	0%	Low	6	119.04	332.98														
7	starbucks	INR	5000000	0%	0%	Low	4	19.15	48.28														
8	cafe near	INR	500000	0%	0%	Low	4	129.03	334.64														
9	best coffe	INR	50000	0%	0%	Low	6	105.8	285.53														
10	nearest sta	INR	50000	0%	0%	Low	5	19.15	48.28														
11	coffee nea	INR	50000	-90%	-90%	Low	5	124.04	249.73														
12	cat cafe ne	INR	50000	0%	0%	Low	1	109.88	201.45														
13	coffee pla	INR	50000	-90%	0%	Low	6	110.72	332.15														
14	nearest co	INR	50000	0%	0%	Low	13	81.58	228.92														
15	closest sta	INR	50000	0%	0%	Low	5	15.82	41.62														
16	coffee nea	INR	50000	0%	0%	Low	8	115.71	325.49														
17	iced coffe	INR	50000	0%	0%	Low	7	117.38	582.71														
18	best cafe r	INR	50000	0%	900%	Low	5	99.89	288.03														
19	starbucks	INR	50000	0%	0%	Low	5	21.64	56.61														
20	black rifle	INR	50000	0%	0%	Low	5	60.77	154.84														
21	breakfast	INR	50000	0%	0%	Low	6	116.97	338.81														
22	good coffe	INR	5000	0%	0%	Low	7	99.89	249.73														
23	cafe near	INR	5000	900%	900%	Low	8	170.65	274.71														
24	closest cof	INR	50000	0%	0%	Low	13	81.58	228.92														
25	nespresso	INR	5000	0%	0%	Low	17	20.81	196.46														
26	closest sta	INR	5000	0%	900%	Low	4	18.31	45.78														
27	coffee hou	INR	50000	0%	0%	Low	5	87.41	290.53														
28	cuban coff	INR	50000	0%	0%	Low	6	57.44	190.63														

Keyword Stats 2023-10-29 at 00_

STEP 5: ANSWER THE PUBLIC

Answer The Public is a free social listening tool to see what keywords and phrases people use on search engines like Google and Bing. It uses autosuggest to uncover this related information, providing additional data, including search popularity, search volume, and predicted cost-per-click**.**



CONCLUSION:

You can use it to discover new keywords, see their estimated search volumes, and learn how much it costs to target them. While Google Keyword Planner is technically a PPC (pay-per-click) advertising tool, you can also use it to find keywords for your SEO (search engine optimization) strategy**.**

GITHUB LINK: https://github.com/boomika9361/Digital-marketing-

FACEBOOK LINK: https://www.facebook.com/profile.php?id=61550734764728&mibextid=ZbWKwL

DEMO LINK: https://drive.google.com/file/d/1a61CDAJUNbt63Ope7P7Xf1XktWBuWlSy/view?usp=drivesdk