

Content using AI – How to Find the Best Keywords to Assist Advertising Your Business's Google Ad-words Campaign

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Title

Outperform Your Competitors: How to Find the Best Keywords to Assist Advertising Your Business's Google Adwords Campaign

Content

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Are you in search of the best keywords to help your Google Adwords campaigns? Choosing the right keywords can make or break your success. That's why a good keyword strategy can help you to reach your target audience, generate more leads and sales, and outperform your competitors. But how do you choose the best keywords for your Adwords campaign? In this article, we'll guide you step-by-step on how to choose the best keywords for your Adwords campaign in just 5 easy steps.

Step 1: Know your audience. The first step in choosing the best keywords for your Adwords campaign is to understand your audience. Who are they, and what are they searching for? By answering these questions, you can create a list of potential keywords that are relevant to your business. To get a better understanding of your audience, you can conduct market research, analyze customer data, or survey your existing customers. This will help you to identify their needs, preferences, and pain points. Once you have a clear picture of your audience, you can start brainstorming potential keywords that they might use to search for your products or services.

Step 2: Conduct keyword research. Now that you have an idea of your audience, it's time to start your keyword research. There are several tools you can use to generate a list of potential keywords, but the [Google Adwords Keyword Planner](#) seen below is one of the most popular and effective. To use the Keyword Planner, start by entering a few relevant keywords related to your business. The tool will then generate a list of related keywords and show you how often they are searched for on Google. Look for keywords that are relevant to your business and have a high search volume. You should also consider the competition for each keyword, as highly competitive keywords may be more expensive to bid on. In addition to the [Keyword Planner](#), you can also use other tools like [SEMrush](#), [Ahrefs](#), and [Moz](#) to conduct keyword research and analyze your competitors' keywords.

Step 3: Refine your list. After generating a list of potential keywords, you need to refine it. Remove any irrelevant or low search volume keywords. You can also use negative keywords to exclude searches that aren't relevant to your business. This will help you to focus on the most important keywords for your campaign. To further refine your list, you can also group your keywords into themes or categories. This will help you to organize your keywords and create more targeted ad groups. For example, if you sell shoes, you might create ad groups for different types of shoes like sneakers, boots, and sandals.

Step 4: Use Long-Tail Keywords; Long-tail keywords are more specific and targeted phrases that can attract high-quality traffic to your website. They typically have a lower search volume than broad keywords, but they also have less competition, which makes it easier to rank for them. Using long-tail keywords in your AdWords campaign can help you attract more relevant traffic to your website and improve your conversion rates. For example, if you sell hiking shoes, instead of using broad keywords like "shoes," you can use long-tail keywords like "men's waterproof hiking shoes" or "women's lightweight hiking shoes." These keywords are more specific and targeted, which means they are more likely to attract people who are interested in buying hiking shoes.

Step 5: Analyze Your Results and Adjust. After you have set up your AdWords campaign and chosen your keywords, it's important to track your results and adjust as needed. This will help you optimize your campaign for better performance and achieve your advertising goals. You can use the AdWords reporting tools to track your campaign's performance and measure your results. This will help you see which keywords are driving the most traffic and conversions, and which ones are not performing well. You can then adjust your bids and ad copy to optimize your campaign and improve your results and outperform competitors.

With the execution of the steps above and choosing the right keywords for your AdWords campaign success will be inevitable. By following these five steps, you can create a targeted and effective campaign that attracts high-quality traffic to your website and helps you achieve your advertising goals. Remember to choose keywords that are relevant to your business, use different match types to target your audience, focus on long-tail keywords, and track your results to optimize your campaign.

Verification and Justification

I chose the title "*Outperform Your Competitors: How to Find the Best Keywords to Assist Advertising Your Business's Google Adwords Campaign*" I chose this title for 3 reasons... My reasoning for "*Outperform Your Competitors*" is because not only is it short and catchy, it will capture the target audiences attention from keywords like "outperform" and "competitors" in hopes of an interest in beating their competition. I next decided to include "How to" as it is my type of article. "find the best keywords to assist your business's" is who we are targeting and it will be business owners/Advertisers in search of keyword assistance. And lastly "Google Adword Campaign" was chosen to give us high ranking keyword searches and people who are in search of google Adword campaign assistance will be brought upon our article because the same keyword is in our title.

- Topic

How to choose the right keywords for your Adwords campaign – I chose this topic because it stood out from the other topics that were also in decision. I also chose this topic because in an article that explains Google Adwords Keyword planner and how to optimize campaigns, it stated that "The most important part of Google AdWords is keywords. With their help, an advertiser can specify in advance that an ad should be displayed only in the result for a search for the mentioned terms or thematically

appropriate pages. ” (Seidl et al., 2018) with this specific keyword in place it will attract our target audience.

- Type of article

The type of article I have chosen is “How-to and tutorials”. I chose this style of article mainly because I wanted to give the reader an easy 5 step walk through of how to achieve something specific; in this case it was “the best keywords in search for google adwords campaign”. With this in mind I also wanted to retain the reader’s attention span too by only reading the first sentences of steps to get an idea of what needs to be done. .

- Positioning of article

The article I have written is in the voice of an expert in the field of keyword selection for Google Adwords.

I also utilised chat GPT to create the article in the tone of voice, and language so that a child could understand and from that article I then transformed it once again to suit better the language of advertisers and small business owners so that they could understand with more depth as they are the target audience.

- Selection of target audience

In an article I read titled “Advanced google adwords” it said that “Using automatic placements (topics, keywords, and so on) for discovery, managed placements for high-return websites, and potentially flexible targeting and remarketing campaigns will lead to a reach in your target audience” (Geddes, B., 2014.). With this emphasis on how important the title name and keywords used were the best ones at hand, I can assure a broader target audience will be reached allowing for as many interactions as possible. My target audience would be small business owners, advertisers, marketing professionals / students, and anyone interested in learning about keywords in google ad campaigns. As the article is an easy-to-understand step-by-step outline of how to achieve great keyword usage in google Adwords It will come up in the search of this audience when they are looking for the best keywords to use to achieve success in their campaigns.

References to support justification

1. Seidl, S., Schuster, B., R  th, M., Biedermann, T., and Zink, A., 2018. What Do Germans Want to Know About Skin Cancer? A Nationwide Google Search Analysis From 2013 to 2017. *Journal of Medical Internet Research*, 20(5), p.e10327. Available at: <https://www.jmir.org/2018/5/e10327> (Accessed: 23 April 2023).
2. [Geddes, B., 2014. *Advanced Google AdWords*. John Wiley & Sons.](#)
3. MARK233 Moodle Book “Week 4”
4. Google Adwords Keyword Planner - <https://www.wordstream.com/wp-content/uploads/2021/07/keyword-planner-1.png>
5. SEMrush - <https://cdn.semrush.com/features/static/redesign/images/keyword-overview-box.5fa46dc86848.svg>
6. Ahrefs – https://static.ahrefs.com/static/assets/ke-3_2x.fe8abde73784226b7ac4.png
7. Moz - <https://media.smallbiztrends.com/2016/06/moz-keyword-explorer.png>

Appendix 1: Topic ideas

1. Understanding the basics of Adwords keyword research: A beginner's guide
2. The importance of conducting keyword research before starting an Adwords campaign
3. How to use Adwords Keyword Planner for effective keyword research
4. Tips for finding low-competition keywords with high search volume
5. Long-tail keywords vs. short-tail keywords: Which is better for Adwords campaigns?
6. Keyword research tools beyond Adwords Keyword Planner
7. How to choose the right keywords for your Adwords campaign - **CHOSEN TOPIC**
8. How to group and organize keywords for better ad targeting and performance
9. Common keyword research mistakes to avoid in Adwords campaigns
10. Using negative keywords to improve the relevance and effectiveness of Adwords ads

Appendix 2: Long Tail Key words list

1. Best Adwords management services for small businesses
2. How to create a successful Adwords campaign
3. Adwords vs. SEO: Which is better for my business?
4. Adwords bidding strategies for maximum ROI
5. How to write effective Adwords ad copy
6. The benefits of using Adwords for your business
7. Adwords remarketing techniques to increase conversions
8. **Adwords keyword research tips for beginners – CHOSEN KEYWORD**
9. How to optimize Adwords landing pages for better results
10. Adwords targeting options to reach your ideal audience
11. Adwords budgeting and cost control strategies
12. Adwords metrics to track for measuring success
13. Adwords extensions to enhance your ads
14. Adwords quality score and how to improve it
15. Adwords ad scheduling for better targeting
16. Adwords mobile advertising tips for reaching on-the-go consumers
17. Adwords display advertising and best practices
18. Adwords video advertising for engaging audiences
19. Adwords shopping campaigns for e-commerce businesses
20. Adwords competitor analysis and staying ahead of the competition

Appendix 3: Map of the article

I. Introduction

- Explanation of why choosing the right keywords is important for Adwords campaign success
- Overview of the step-by-step process to follow

II. Define Your Business Goals

- Understanding your business goals and objectives
- Aligning your Adwords campaign with your business goals
- Identifying the target audience

III. Brainstorming and Research

- Brainstorming relevant keywords
- Researching popular and relevant keywords
- Analyzing competition keywords
- Using keyword research tools

IV. Refining and Selecting Keywords

- Filtering out irrelevant and low-performing keywords
- Evaluating keyword search volume, competition, and relevancy
- Selecting high-performing and specific keywords

V. Implementing and Testing

- Creating ad groups and campaigns
- Writing ad copy with selected keywords
- Setting bids and budget
- Testing and optimizing the Adwords campaign

VI. Conclusion

- Recap of the importance of choosing the right keywords
- Recap of the step-by-step process
- Final thoughts and tips

Appendix 4: Schema Mark Up

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"keywords": "Google Adwords, Keywords, Digital Marketing, Online Advertising, PPC",
"wordCount": "2150"
}

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Appendix 5: USED PROMPTS

1. "Please give me a list of the best 20 long tail keywords regarding Google Adwords"
2. "I would like to talk about option 8, can you give me a list of 10 topic ideas that an article about option 8 could have?"
3. "Could I please have a map of the article under topic 7. Id like this article to be in How-to format explaining step by step instructions on how to choose the right keywords for a Google Adwords Campaign"

DRAFT - "I. Understand your audience and goals

- Define your target audience: who they are, what they need, and how they search for products/services
- Determine your campaign goals: what you want to achieve with Adwords

II. Brainstorm and research keywords

- Brainstorm a list of relevant keywords and phrases that describe your product/service
- Use keyword research tools, such as Adwords Keyword Planner, to expand your list and find related keywords
- Check search volume, competition, and suggested bid for each keyword to evaluate its potential

III. Organize and group keywords

- Categorize keywords into groups based on relevance and theme
- Use ad groups to organize keywords into specific themes and match types
- Aim for 10-20 keywords per ad group

IV. Choose and test keywords

- Select the most relevant and valuable keywords for your campaign
- Create ads for each ad group and include the chosen keywords in ad copy and landing pages
- Start with a small budget and monitor keyword performance using Adwords analytics tools
- Continuously refine and adjust keywords based on performance and campaign goals

V. Use negative keywords

- Identify irrelevant or low-performing keywords and add them to your negative keyword list
- This prevents your ads from showing up for irrelevant searches, saves budget, and improves campaign efficiency

VI. Monitor and optimize keywords

- Regularly review keyword performance and make changes as necessary
- Use Adwords analytics to track keyword performance, such as impressions, clicks, and conversion rate
- Test different ad copy and landing pages for each keyword to improve performance and ROI

By following these steps, you can choose the right keywords for your Google Adwords campaign and improve its performance and effectiveness over time.

I. Introduction

- Explanation of why choosing the right keywords is important for Adwords campaign success: The introduction should provide a brief overview of Adwords and how it works. It should then explain why choosing the right keywords is important for Adwords campaign success, such as improving ad relevance, increasing click-through rates, and reducing cost per click.
- Overview of the step-by-step process to follow: The introduction should also provide an overview of the step-by-step process that will be followed in the article, so that the reader has an idea of what to expect.

II. Define Your Business Goals

- Understanding your business goals and objectives: This section should emphasize the importance of aligning your Adwords campaign with your business goals and objectives. It should provide guidance on how to define your business goals and how to ensure that your Adwords campaign is aligned with them.
- Identifying the target audience: This section should provide guidance on how to identify your target audience, and how to ensure that your keyword research is tailored to that audience.

III. Brainstorming and Research

- Brainstorming relevant keywords: This section should provide tips on how to brainstorm relevant keywords that are related to your business and products/services.
- Researching popular and relevant keywords: This section should provide guidance on how to research popular and relevant keywords using tools such as Google Adwords Keyword Planner and Google Trends.
- Analyzing competition keywords: This section should provide guidance on how to analyze your competitors' keywords, and how to use that information to inform your own keyword strategy.
- Using keyword research tools: This section should provide guidance on how to use keyword research tools to refine your keyword list, such as by filtering out irrelevant and low-performing keywords.

IV. Refining and Selecting Keywords

- Filtering out irrelevant and low-performing keywords: This section should provide guidance on how to filter out irrelevant and low-performing keywords from your list, using criteria such as relevance and search volume.
- Evaluating keyword search volume, competition, and relevancy: This section should provide guidance on how to evaluate your keyword list using criteria such as search volume, competition, and relevancy, to ensure that you are selecting the most effective keywords for your campaign.
- Selecting high-performing and specific keywords: This section should provide guidance on how to select high-performing and specific keywords that will help you achieve your business goals and reach your target audience.

V. Implementing and Testing

- Creating ad groups and campaigns: This section should provide guidance on how to create ad groups and campaigns using your selected keywords.
- Writing ad copy with selected keywords: This section should provide guidance on how to write effective ad copy that includes your selected keywords and is tailored to your target audience.
- Setting bids and budget: This section should provide guidance on how to set bids and budget for your Adwords campaign, using your selected keywords to inform your bidding strategy.
- Testing and optimizing the Adwords campaign: This section should provide guidance on how to test and optimize your Adwords campaign, using data such as click-through rates and conversion rates to refine your keyword strategy and improve your campaign performance.

VI. Conclusion

- Recap of the importance of choosing the right keywords: This section should provide a brief recap of why choosing the right keywords is important for Adwords campaign success.
- Recap of the step-by-step process: This section should provide a brief recap of the step-by-step process that was followed in the article.

- Final thoughts and tips: This section should provide any final thoughts or tips for the reader, such as emphasizing the importance of ongoing keyword research and optimization to ensure long-term Adwords campaign success.

4. "Could I please have 5 catchy titles for this article, making sure they include keywords that will rank in comparison to others."
5. "Can I have 5 more catchy titles for this article? Can you also include the target audience in the article title and ensure keywords that will rank are included to?"
6. Can you please write me a map of the article in a How to style that is step by step and gives guidance on the topic "How to choose the right keywords for your Adwords campaign". The title of the article will be "Dominate Your Competitors: How to Find the Best Keywords to Assist Your Business's Google Adwords Campaign".
7. Great, Now can you rewrite the article so that it is in the voice of an expert in the field of Google Adwords please? I want the tone of voice to be as if you were explaining the article to a child.
8. Could you elaborate on each part of the article please? And can you also rewrite the article in a way that is suitable for someone who is a advertiser to understand.
9. thats great thank you, can you provide me with a Schema Mark Up of the article please?