

The background of the image is a dense, overlapping pile of light-colored wooden blocks. Each block is a small cube with a natural wood grain. Some of the visible characters on the blocks include 'K', 'E', 'S', 'D', 'W', 'O', 'R', 'I', 'N', 'G', 'A', 'M', 'O', 'N', 'T', 'A', 'I', 'N', 'S', 'A', 'L', 'L', 'T', 'H', 'E', 'S', 'E', 'L', 'E', 'T', 'T', 'E', 'R', 'S', 'A', 'N', 'D', 'N', 'U', 'M', 'B', 'E', 'R', 'S'.

Generating Keywords for Search Campaigns

Overview

When setting up a search engine marketing account, a crucial task is to align the appropriate keywords with the right ads and ensure they direct users to the correct landing pages.

In this project, we will practice automatically generating keywords for a search engine marketing campaign using Python to guide website visitors to the appropriate landing page.

Imagine we are working for a digital marketing agency that has been approached by a large online furniture retailer. They want to evaluate our ability to create extensive campaigns for their entire website. The task is to develop a prototype set of keywords for their sofas section. The client has requested keywords for the following products:

- sofas
- convertible sofas
- love seats
- recliners
- sofa beds

Overview

The client is a low-cost retailer that frequently offers promotions and discounts. Therefore, we should concentrate on generating keywords that reflect this low-cost approach while avoiding luxury-related keywords and topics, as the target audience is price-sensitive. Given the client's limited budget, it's important to focus on a well-defined set of keywords, ensuring they are all set to exact and phrase match.

To begin, we will need to create a list of words that, when combined with the products listed above, will form effective keywords. Here are some examples:

- **Products:** sofas, recliners
- **Words:** buy, prices

The resulting keywords: '**buy sofas**', '**sofas buy**', '**buy recliners**', '**recliners buy**', '**prices sofas**', '**sofas prices**', '**prices recliners**', '**recliners prices**'.

Problem Statement

The task is to generate a list of keywords for a search engine marketing (SEM) campaign for an online furniture retailer, specifically focusing on sofas and related products. The goal is to attract potential customers searching for these products, emphasizing low-cost options and promotions.

Goals

01. Generate Keywords

Create a list of relevant keywords by combining product names with specific keywords related to buying, pricing, and promotions.

02. Structure Keyword Data

Organize the keywords into a structured format, including columns for the ad group, keyword, campaign, and criterion type.

03. Export Keywords

Save the generated keywords to a CSV file for further use in the SEM campaign setup.

Dataset

The dataset for this project is implicitly defined by the list of products and keywords provided in the prompt. There's no external data source involved.

Outputs

As a final result, we want to have a DataFrame that looks like this:

Campaign	Ad Group	Keyword	Criterion Type
Campaign1	AdGroup_1	keyword 1a	Exact
Campaign1	AdGroup_1	keyword 1b	Exact
Campaign1	AdGroup_2	keyword 2a	Exact

What keywords can assist the client in selling the specified products through search campaigns?

Save at least 60 unique keywords in a DataFrame named `keywords_df` and export them as a CSV file called `keywords.csv`.

Both the DataFrame and the CSV file should include four columns:

- `Ad Group`: This should contain the product names.
- `Keyword`: This should include the combinations of products and keywords, structured in both formats (keyword + product and product + keyword)
- `Campaign`: Every row should have the value `SEM_Sofas`.
- `Criterion Type`: Every row should have the value `Exact`.

Analyzing the Generated Keywords

The table provides a list of keywords generated for a search engine marketing (SEM) campaign focused on furniture products, specifically sofas, convertible sofas, love seats, recliners, and sofa beds. The keywords are organized into ad groups based on the product category.

Key Insights:

- **Keyword Structure:** The keywords are formed by combining product names with relevant keywords like **"buy"**, **"price"**, **"discount"**, **"promotion"**, **"promo"**, and **"shop"**.
- **Keyword Variations:** Multiple variations of each keyword are generated to capture different search intent and improve search engine visibility.
- **Exact Match:** The **"Criterion Type"** is set to **"Exact"**, indicating that the ads will only trigger when a user searches for the exact keyword phrase.

	Ad Group	Keyword
0	sofas	sofas buy
1	sofas	buy sofas
2	sofas	sofas price
3	sofas	price sofas
4	sofas	sofas discount
5	sofas	discount sofas
6	sofas	sofas promotion
7	sofas	promotion sofas
8	sofas	sofas promo
9	sofas	promo sofas
10	sofas	sofas shop
11	sofas	shop sofas
12	convertible sofas	convertible sofas buy
13	convertible sofas	buy convertible sofas
14	convertible sofas	convertible sofas price
15	convertible sofas	price convertible sofas
16	convertible sofas	convertible sofas discount
17	convertible sofas	discount convertible sofas
18	convertible sofas	convertible sofas promotion
19	convertible sofas	promotion convertible sofas
20	convertible sofas	convertible sofas promo
21	convertible sofas	promo convertible sofas
...		
56	sofa beds	sofa beds promo
57	sofa beds	promo sofa beds
58	sofa beds	sofa beds shop
59	sofa beds	shop sofa beds

Analyzing the Generated Keywords

Potential Impact:

- **Improved Targeting:** By using a variety of keywords, the SEM campaign can target a wider range of search queries and attract potential customers with different search intent.
- **Increased Click-Through Rates:** Relevant keywords can improve the quality score of the ads, leading to higher ad positions and lower costs per click.
- **Higher Conversion Rates:** Well-targeted keywords can attract users who are more likely to convert into customers, resulting in increased sales.

Final Data:

Here is the final data: 'keywords.csv'

	Ad	Group	Keyword
0		sofas	sofas buy
1		sofas	buy sofas
2		sofas	sofas price
3		sofas	price sofas
4		sofas	sofas discount
5		sofas	discount sofas
6		sofas	sofas promotion
7		sofas	promotion sofas
8		sofas	sofas promo
9		sofas	promo sofas
10		sofas	sofas shop
11		sofas	shop sofas
12	convertible	sofas	convertible sofas buy
13	convertible	sofas	buy convertible sofas
14	convertible	sofas	convertible sofas price
15	convertible	sofas	price convertible sofas
16	convertible	sofas	convertible sofas discount
17	convertible	sofas	discount convertible sofas
18	convertible	sofas	convertible sofas promotion
19	convertible	sofas	promotion convertible sofas
20	convertible	sofas	convertible sofas promo
21	convertible	sofas	promo convertible sofas
...			
56		sofa beds	sofa beds promo
57		sofa beds	promo sofa beds
58		sofa beds	sofa beds shop
59		sofa beds	shop sofa beds

Insights

The generated keywords provide a solid foundation for the SEM campaign. By focusing on relevant keywords and using exact match, the campaign can target highly specific search queries and drive qualified traffic to the website.

It's important to note that this is just a starting point, and further refinement and optimization will be necessary to achieve optimal results.