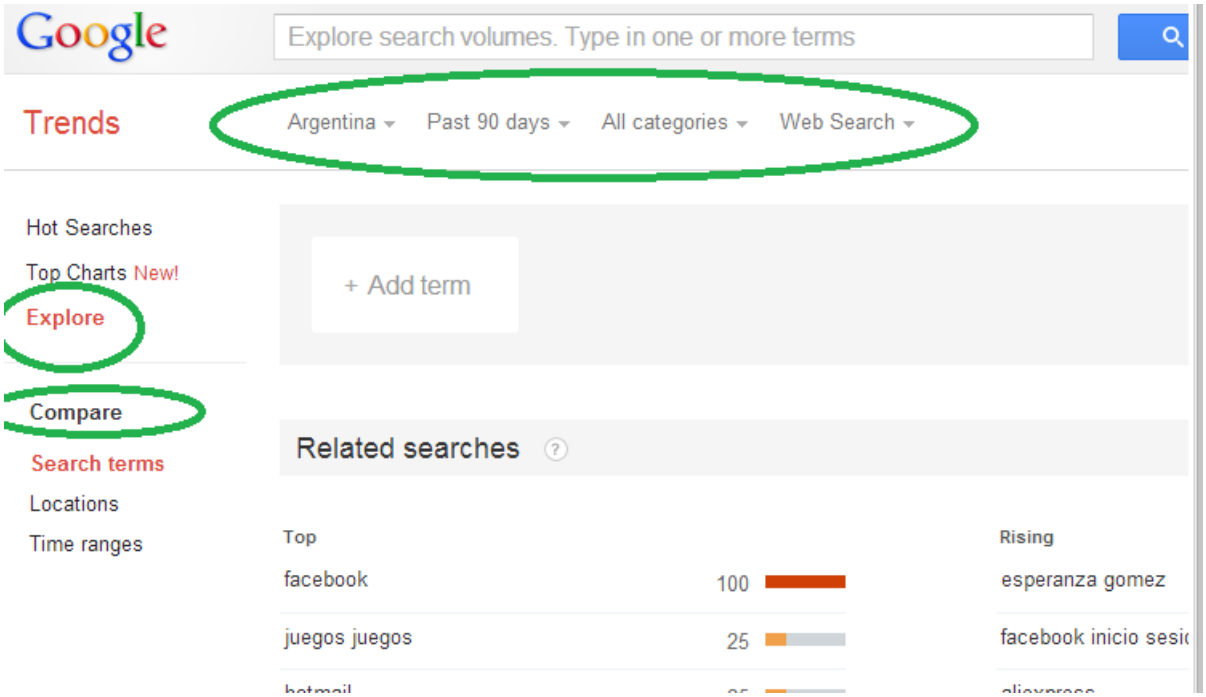
Step-by-step

1. **Go to project chat and click on “Localize now”. You will see the keywords provided by the client.**

   Eg. Word game, crossword, word finder, Scrabble, Boggle

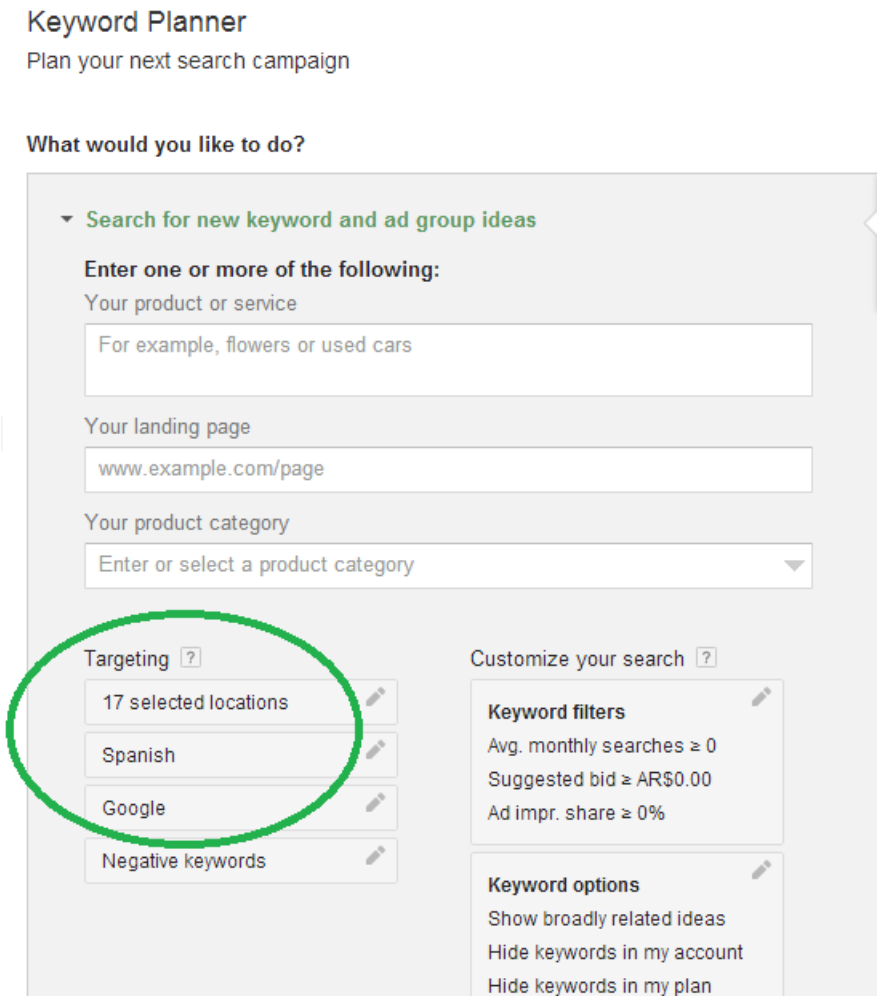
2. **Prepare your tools.**

   Go to Google Trends and set your preferences.

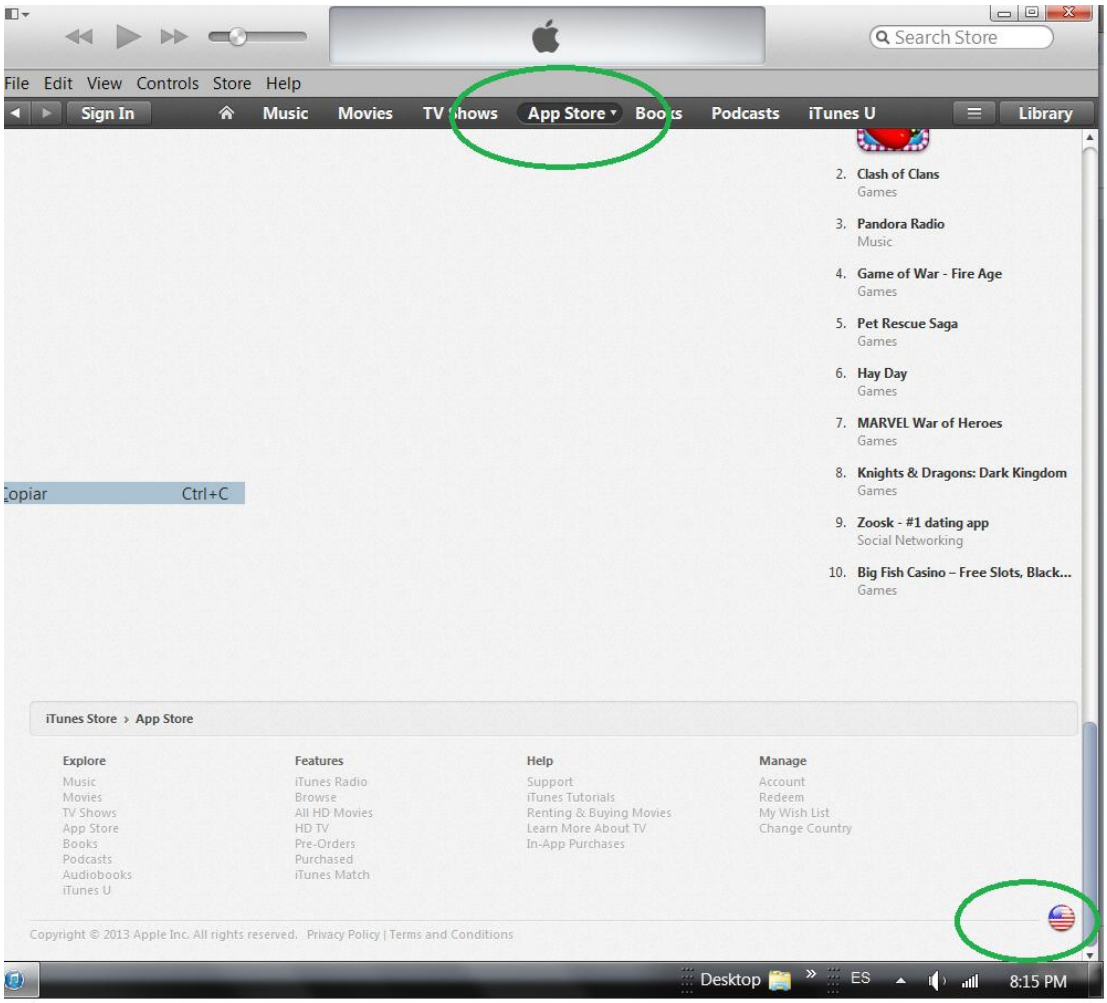


Go to AdWords Keyword Planner and select the first option “Search for keyword and add group ideas” and set your targeting.

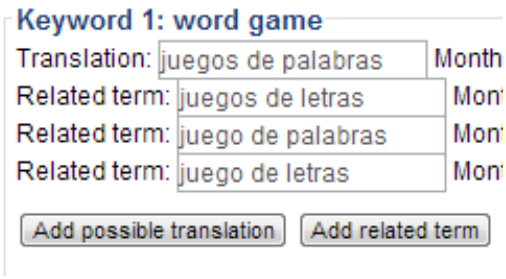
https://adwords.google.com/ko/KeywordPlanner/Home?__u=6258092864&__c=3144321944



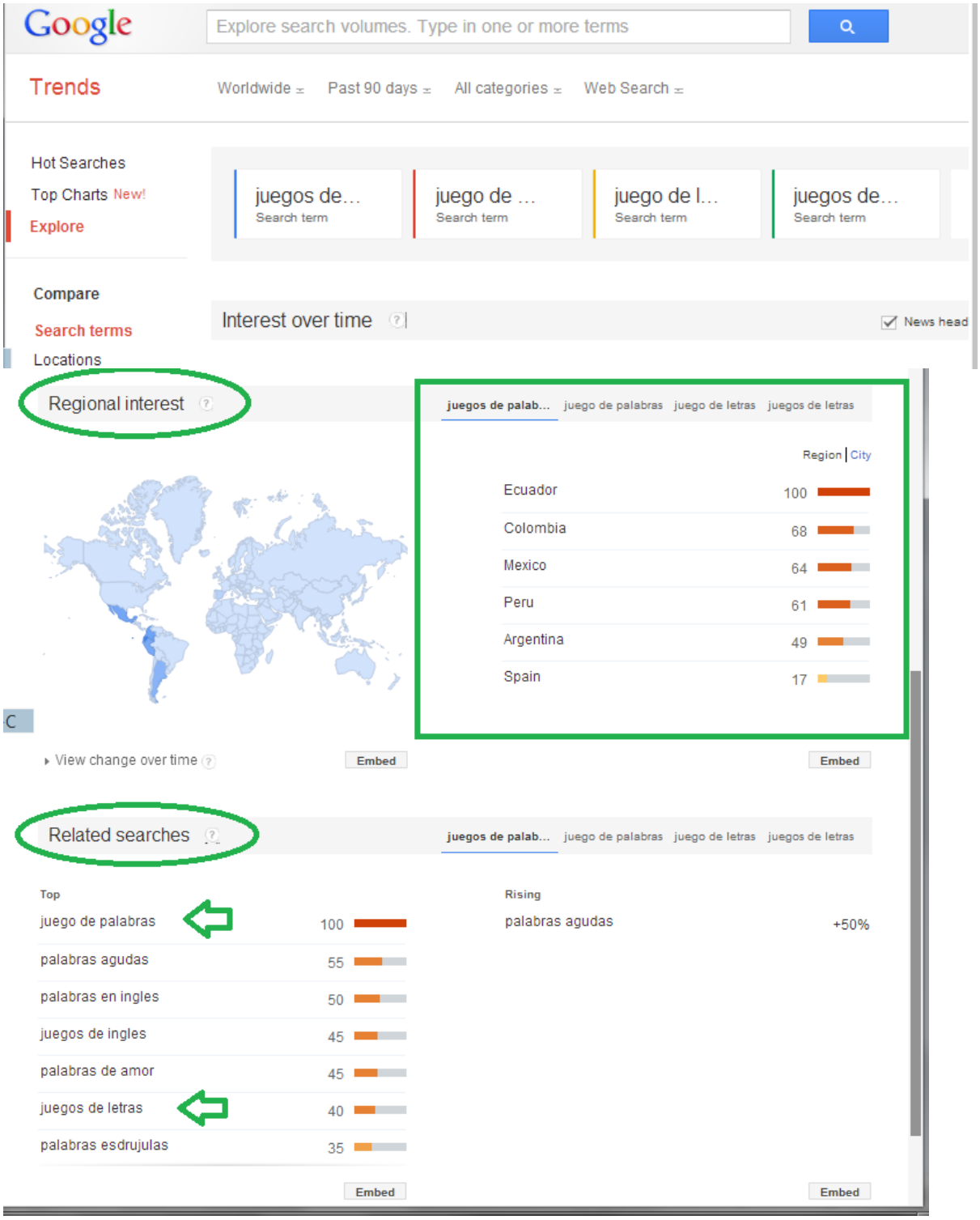
Open iTunes App Store (in this example, the keywords are for an app for iPhone) and set your region and preferences.



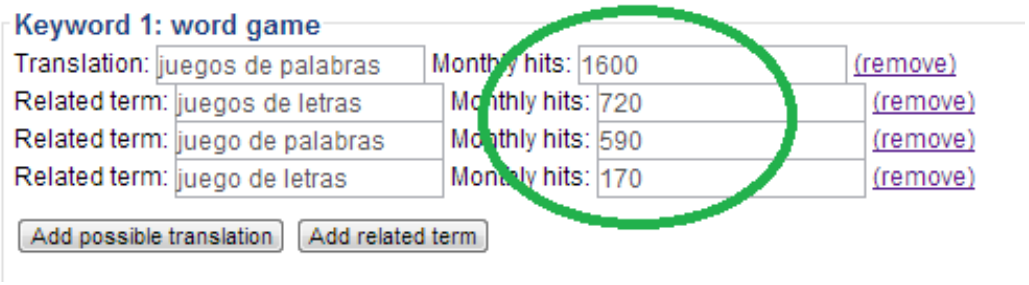
3. **Think of possible translations and/or related terms for each keyword and add them.**



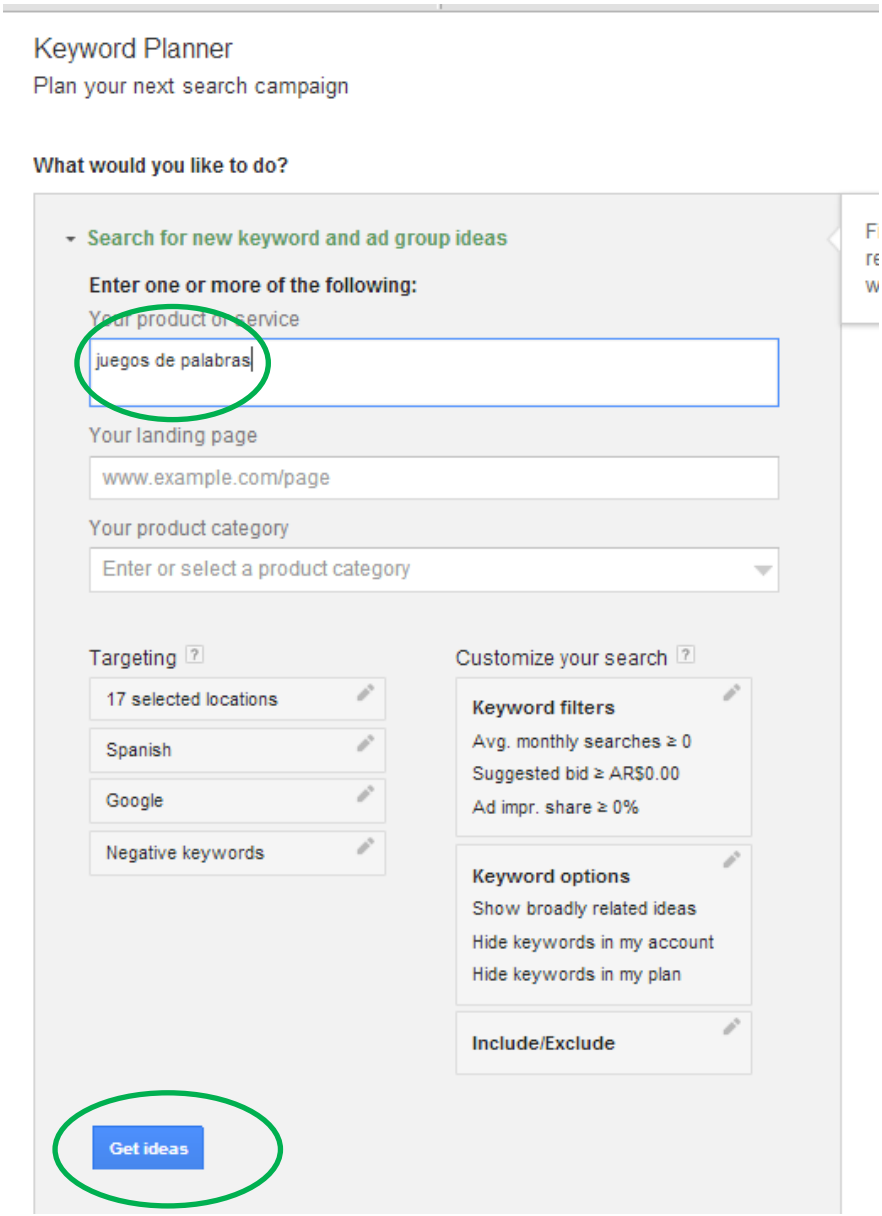
You can useGoogleTrendsto get related search terms that have good ratings.

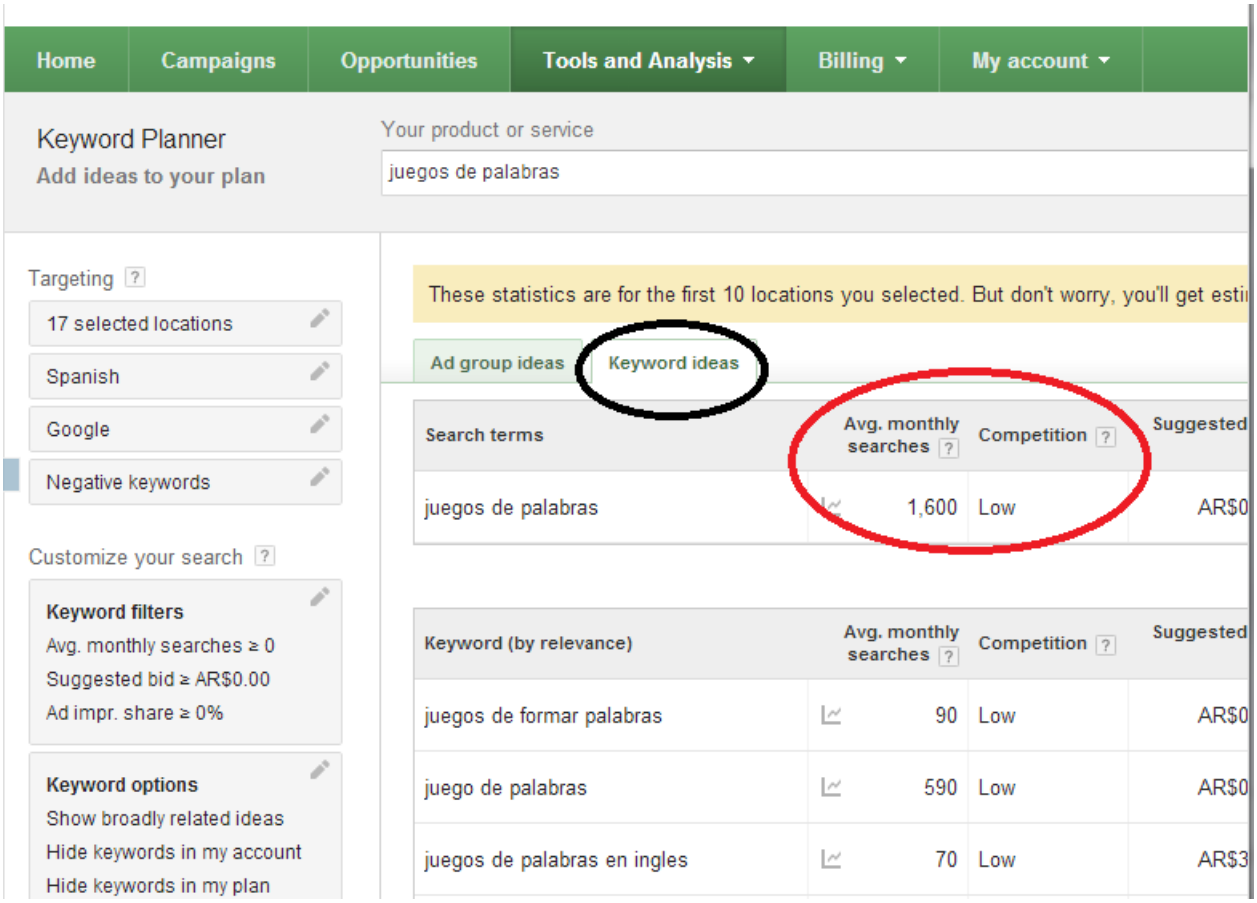


4. **Compare volume of search and add your results to “Monthly hits” box.**

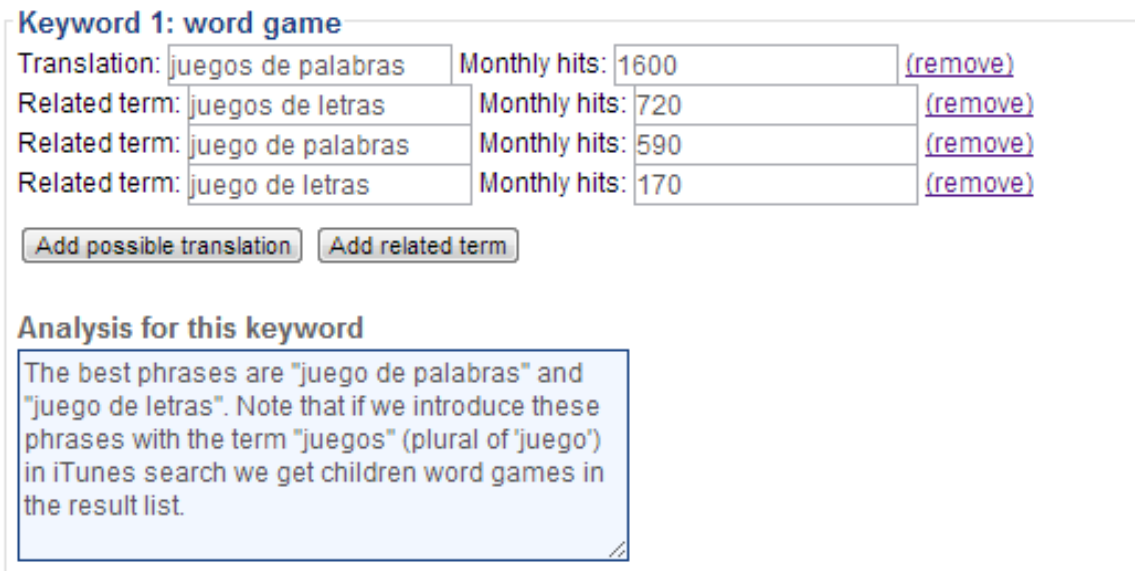


Use [Keyword Planner] to search for keywords





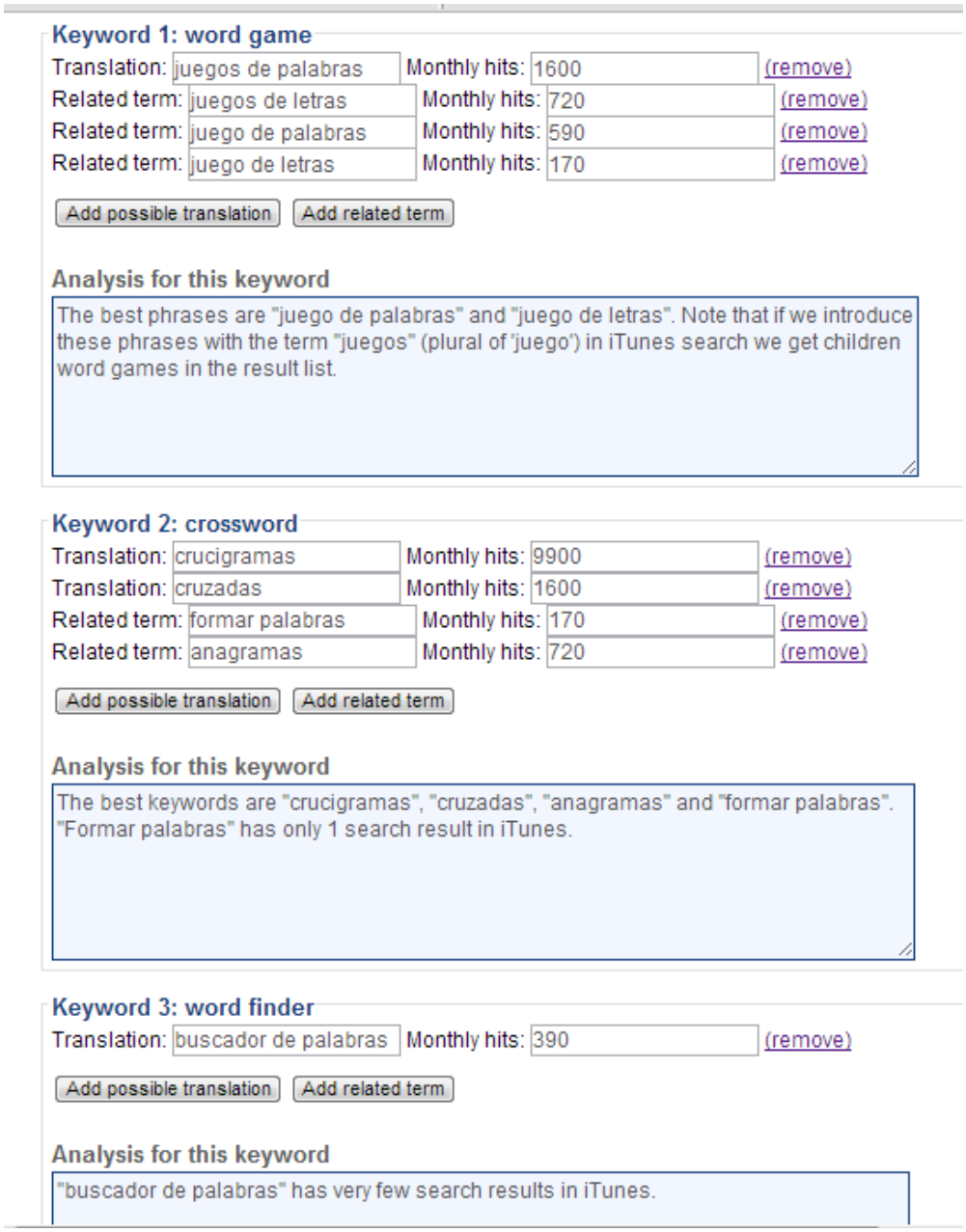
5. **Use the box "Analysis for this keyword" to summarize your results about the keyword.** Do some quick research checking the relevant stores to find out about competitors. See iTunes screenshots below.



juego de palabr
File Edit View Controls Store Help
Sign In
Music
Films
App Store
Books
Podcasts
iTunes U
Library
Showing results for "juego de palabras"
iPhone Apps
See All
Letris 2: Word puzzle game
Games
Free
Letris Power: Word puzzle...
Games
0,89 €
Letris & Friends: Word puzzle...
Games
Free
Amazing Shape Puzzle(Deluxe)-...
Games
Free
Word Game ~ Free Photo Quiz...
Games
Free
Shape Puzzle(Deluxe)-...
Education
Free
iPad Apps
See All
Ctrl+C
Letris 2: Word puzzle game
Games
Free
Letris Power: Word puzzle...
Games
0,89 €
Letris & Friends: Word puzzle...
Games
Free
Amazing Shape Puzzle(Deluxe)-...
Games
Free
Word Game ~ Free Photo Quiz...
Games
Free
Shape Puzzle(Deluxe)-...
Education
Free
All
iPhone Apps
iPad Apps
Songs
Albums
Podcasts
ARTISTS AND MORE
Ivanovich Games
Software Developer
Joy Preschool Game
Software Developer
Gabriel Silviu Stefan
Software Developer
Approppe
Software Developer
Banana Apps
Software Developer

juegos de palab
File Edit View Controls Store Help
Sign In
Music
Films
App Store
Books
Podcasts
iTunes U
Library
Showing results for "juegos de palabras"
iPad Apps
See All
Animal Words(PRO):...
Games
Free
First Words & Sight Words...
Games
Free
Scraggle - A funny word game for...
Games
Free
Free Farm Animals Cartoon Jigsaw...
Games
Free
Spanish First Words Book an...
Education
Free
Free Wildlife Animals Photo...
Games
Free
iPhone Apps
See All
Ctrl+C
Animal Words(PRO):...
Games
Free
First Words & Sight Words...
Games
Free
Free Farm Animals Cartoon Jigsaw...
Games
Free
Free Wildlife Animals Photo...
Games
Free
Word Domino Free - Letter...
Education
Free
Free Memo Game Pets Photo - for...
Games
Free
All
iPad Apps
iPhone Apps
Songs
Albums
Podcasts
ARTISTS AND MORE
Joy Preschool Game
Software Developer
Soleasoft SARL
Software Developer
Banana Apps
Software Developer
Anlock
Software Developer
Nicolas Lehovetzki
Software Developer

6. **Add any relevant final comments at the bottom as a conclusion of your work.**



Keyword 1: word game

Translation:	juegos de palabras	Monthly hits:	1600	(remove)
Related term:	juegos de letras	Monthly hits:	720	(remove)
Related term:	juego de palabras	Monthly hits:	590	(remove)
Related term:	juego de letras	Monthly hits:	170	(remove)

Add possible translation | Add related term

Analysis for this keyword

The best phrases are "juego de palabras" and "juego de letras". Note that if we introduce these phrases with the term "juegos" (plural of 'juego') in iTunes search we get children word games in the result list.

Keyword 2: crossword

Translation:	crucigramas	Monthly hits:	9900	(remove)
Translation:	cruzadas	Monthly hits:	1600	(remove)
Related term:	formar palabras	Monthly hits:	170	(remove)
Related term:	anagramas	Monthly hits:	720	(remove)

Add possible translation | Add related term

Analysis for this keyword

The best keywords are "crucigramas", "cruzadas", "anagramas" and "formar palabras". "Formar palabras" has only 1 search result in iTunes.

Keyword 3: word finder

Translation:	buscador de palabras	Monthly hits:	390	(remove)

Add possible translation | Add related term

Analysis for this keyword

"buscador de palabras" has very few search results in iTunes.

Keyword 4: Scrabble

Translation: Scrabble Monthly hits: 2900 (remove)
Related term: Scrabble en español Monthly hits: 260 (remove)

Add possible translation | Add related term

Analysis for this keyword

"Scrabble en español" has less competition in iTunes.

Keyword 5: Boggle

Translation: Boggle Monthly hits: 210 (remove)

Add possible translation | Add related term

Analysis for this keyword

"Boggle" has low competition in Google Adwords, no results in Google Trends for Spanish speaking regions and high competition in iTunes store.

General

Further comments

These are my suggested keywords:

juego de palabras,juego de letras,crucigramas,cruzadas,buscador de palabras,scrabble,boggle

7. **Deliver your report to the client.**

Keyword report

Project details

- **Project:** Word Cup
- **Client:** skimra
- **Translator:** Sushila Dasi

Keywords	Possible translations	Related terms	Monthly hits	Chosen keywords
word game	juegos de palabras		1600	The best phrases are "juego de palabras" and "juego de letras". Note that if we introduce these phrases with the term "juegos" (plural of 'juego') in iTunes search we get children word games in the result list.
		juegos de letras	720	
		juego de palabras	590	
		juego de letras	170	
crossword	crucigramas		9900	The best keywords are "crucigramas", "cruzadas", "anagramas" and "formar palabras". "Formar palabras" has only 1 search result in iTunes.
	cruzadas		1600	
		formar palabras	170	
		anagramas	720	
word finder	buscador de palabras		390	"buscador de palabras" has very few search results in iTunes.
Scrabble	Scrabble		2900	"Scrabble en español" has less competition in iTunes.
		Scrabble en español	260	
Boggle	Boggle		210	"Boggle" has low competition in Google Adwords, no results in Google Trends for Spanish speaking regions and high competition in iTunes store.
General comments	These are my suggested keywords: juego de palabras,juego de letras,crucigramas,cruzadas,buscador de palabras,scrabble,boggle			