

# Ideation Phase

Date	27-10-2023
Team ID	NM2023TMID02141
Project Name	KEYWORD RESEARCH USING GOOGLE KEYWORD PLANNER

## BRAINSTORMING

Template

### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare  
 ⌚ 1 hour to collaborate  
 👤 2-8 people recommended

3+

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

Team gathering

Define who should participate in the session and send an invite. Share relevant information in advance ahead.

Set the goal

What should the problem you'll be focusing on solving in the brainstorming session?

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM

How to research keywords using google keyword planner

2

Key rules of brainstorming

To run a smooth and productive session

- Stay on topic
- Deferr judgment
- Go for volume
- Encourage wild ideas
- Listen to others
- If possible, be visual

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

"As an artist, I only value one thing: good ideas. So when I'm stuck, I look for good ideas."

SONY S

SNEHALATHA C H S

PODJA C

SHANTHIN W

free tool

Account requirement

Integration flow

Search Volume

competition

Negative Keywords

Keyword Grouping

Ad Group Ideas

Keyword Variations

Keyword Filter

Export Data

Competitor Research

Need some

