

DIGITAL MARKETING

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PROJECT TITLE: KEYWORD RESEARCH USING GOOGLE KEYWORD PLANNER

INTRODUCTION:

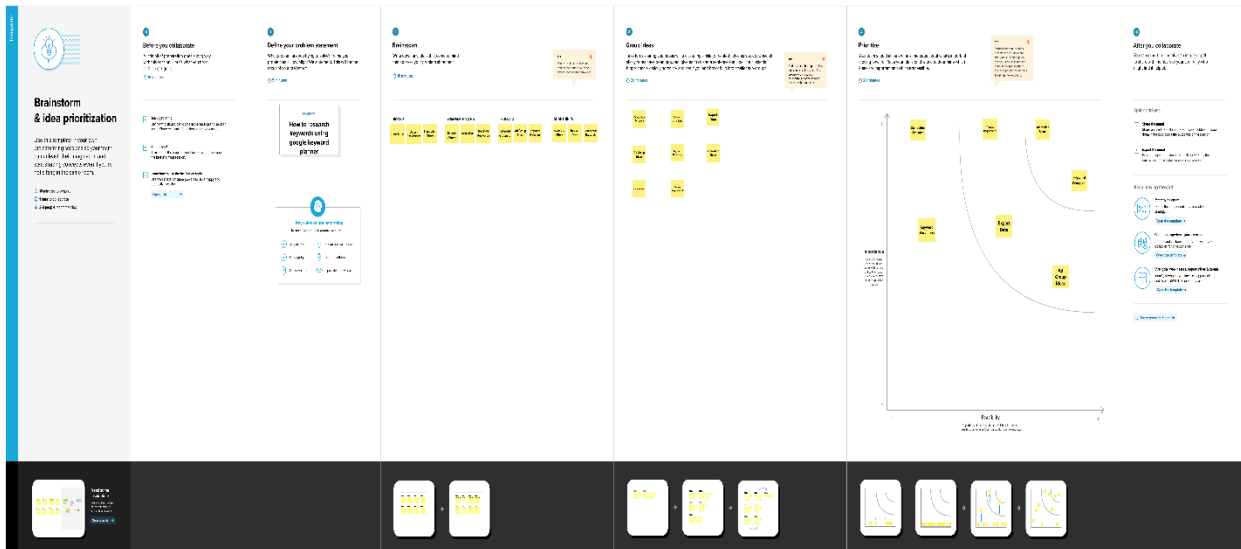
Google Keyword Planner is a powerful tool offered by Google Ads (formerly known as Google AdWords). It's designed to help advertisers and website owners find relevant keywords for their online marketing campaigns. The tool provides valuable insights into search volume, competition, and cost-per-click 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

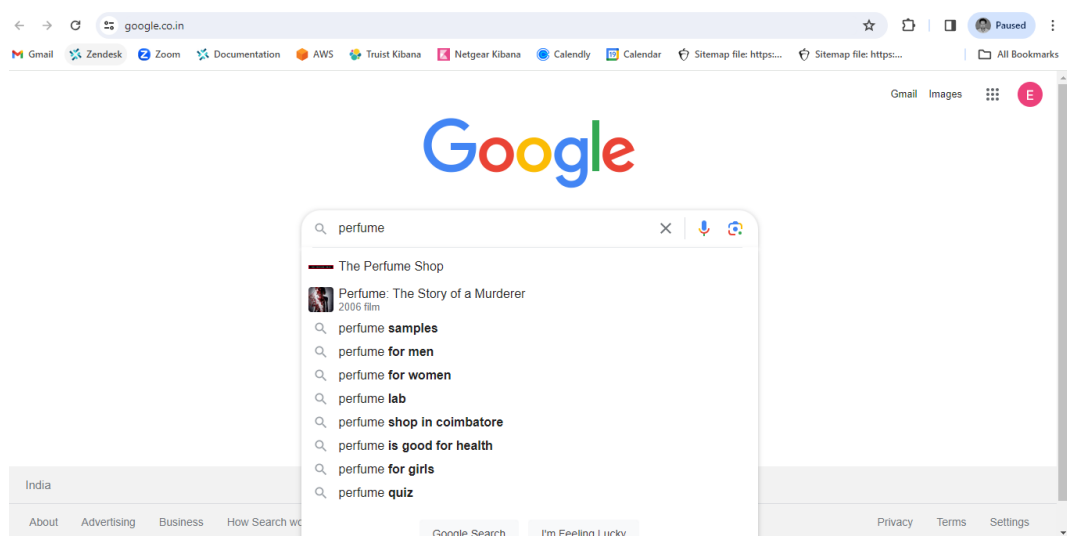


2.BRAINSTORMING:



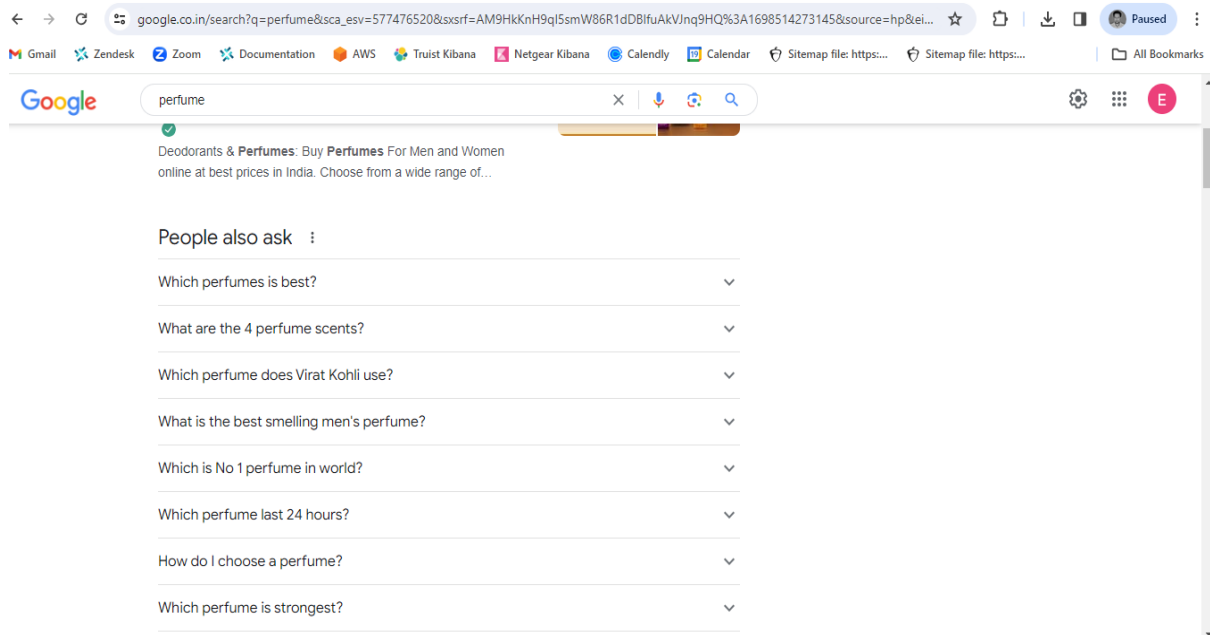
STEP 1: AUTO SUGGESTION TOOL

Google Keyword Planner alternatives. Google Keyword Planner vs. other keyword research tools. Best practices for keyword research with Google Keyword Planner. How to find 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!



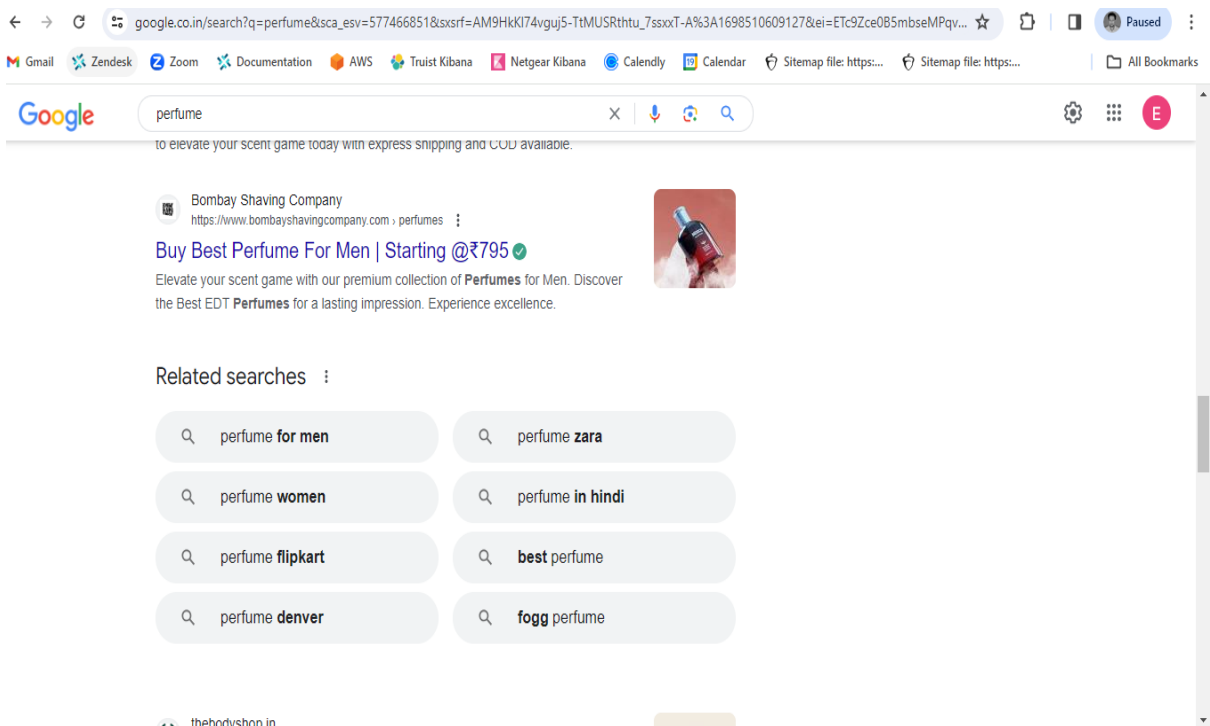
STEP 2: PEOPLE ALSO ASK

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



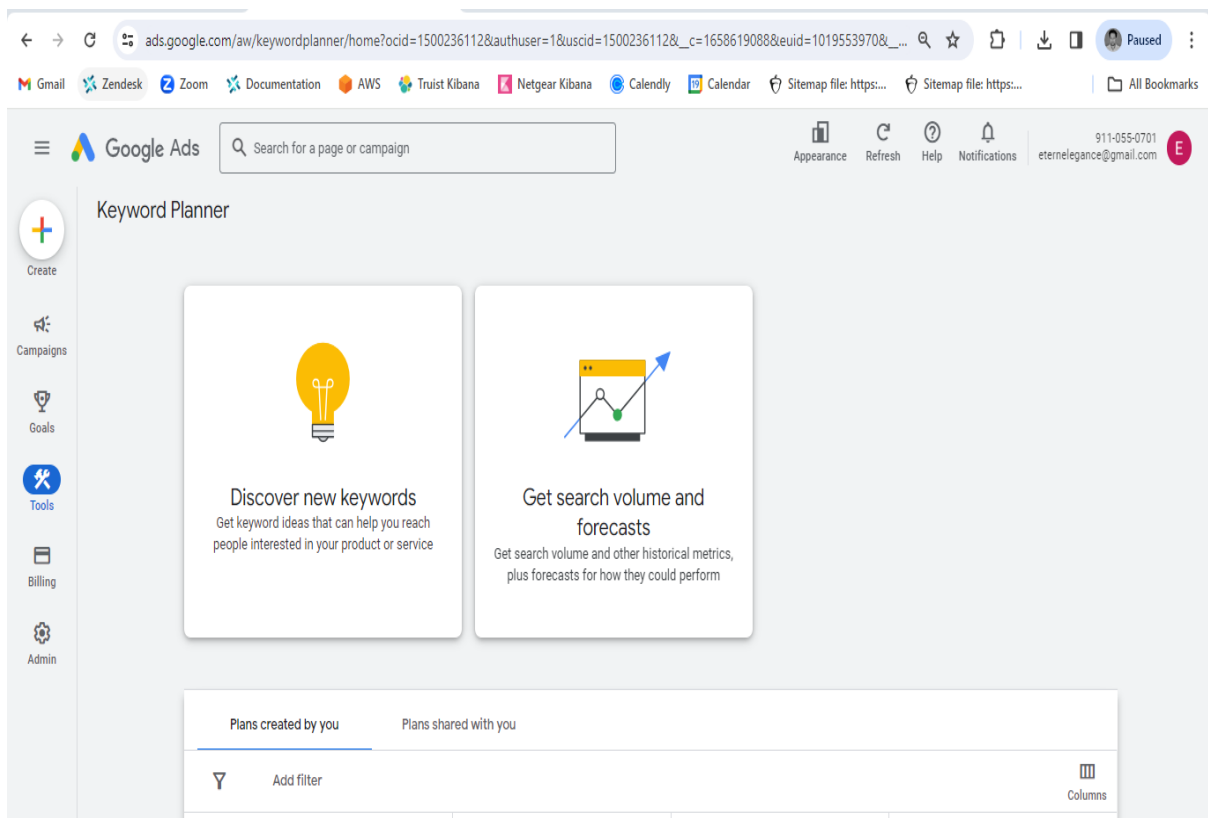
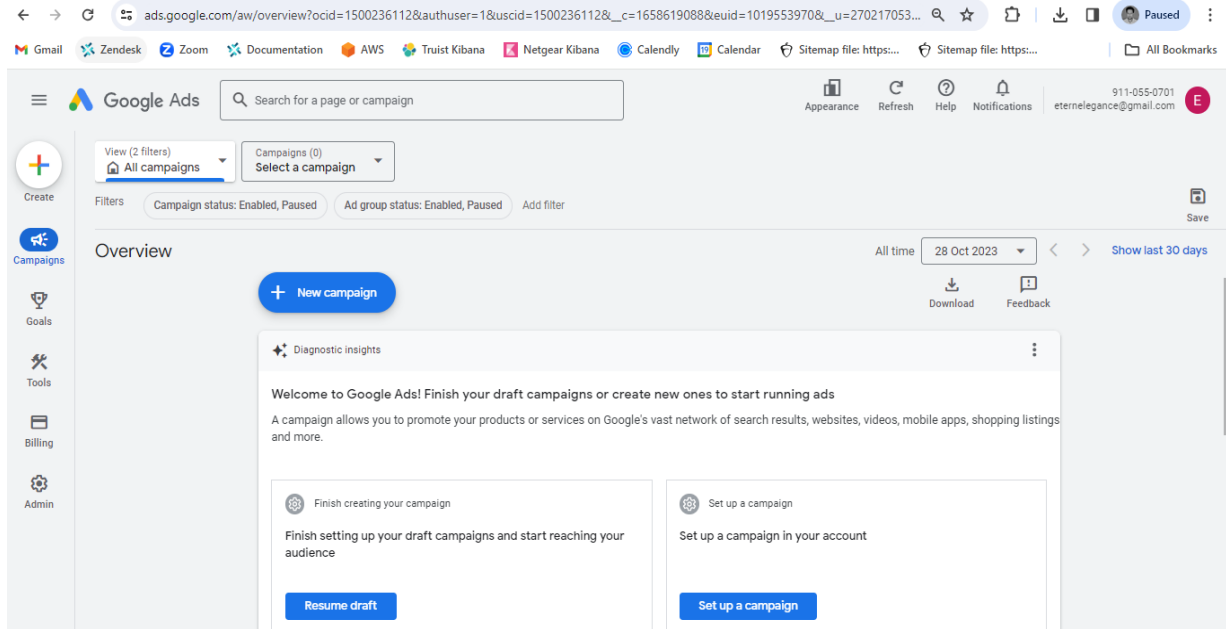
STEP 3: RELATED RESEARCH

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.



ads.google.com/aw/keywordplanner/home?ocid=1500236112&authuser=1&uscid=1500236112&_c=1658619088&euid=1019553970&...
Gmail Zendesk Zoom Documentation AWS Trusti Kibana Netgear Kibana Calendly Calendar Sitemap file: https:...

Google Ads Search for a page or campaign

Location


Enter a location to target

Targeted locations (1)

	Reach
England, United Kingdom province	54,900,000

Cancel Save

Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. [Learn more](#)



ads.google.com/aw/keywordplanner/home?ocid=1500236112&authuser=1&uscid=1500236112&_c=1658619088&euid=1019553970&...
Gmail Zendesk Zoom Documentation AWS Trusti Kibana Netgear Kibana Calendly Calendar Sitemap file: https:...

Google Ads Search for a page or campaign

Keyword Planner

Discover new keywords

Start with keywords Start with a website

Enter products or services closely related to your business

Q victoria secret perfume X chanel perfume X

+ Add another keyword

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business. [Learn more](#)

English (default) England, United Kingdom

Enter a site to filter unrelated keywords

https://

Using your site will filter out services, products or brands that you don't offer

Get results

Google Ads

Search for a page or campaign

Appearance

Refresh

Help

Notifications

911-055-0701
eternalegance@gmail.com

Keyword Planner >

Plan from Oct 28, 2023, 10 pm, GMT+05:30

Keyword ideasForecastSaved keywordsNegative keywords

Q victoria secret perfume, chanel perfume

England, United Kingdom

English

Google

Oct 2022 - Sept 2023

Download keyword ideas

Broaden your search: + perfume + victoria secret products + best perfume + designer perfume + designer brand perfume + luxury brand perfume + victoria secretRefine keywords

Exclude adult ideas X

Add filter

5,266 keyword ideas available

Columns

Keyword view

<input type="checkbox"/> 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 that you provided								
<input type="checkbox"/> victoria secret perfume	10K - 100K	0%	0%	High	-	₹8.98	₹28.02	
<input type="checkbox"/> chanel perfume	10K - 100K	0%	0%	High	-	₹22.68	₹74.80	
Keyword ideas								
<input type="checkbox"/> bleu de chanel	10K - 100K	0%	0%	High	-	₹25.08	₹77.90	
<input type="checkbox"/> coco mademoiselle	10K - 100K	0%	0%	High	-	₹29.89	₹108.66	
<input type="checkbox"/> chanel no 5	10K - 100K	0%	0%	High	-	₹20.81	₹90.71	

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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 againSave As...

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.



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.

FACEBOOK LINK:

DEMO LINK: <https://drive.google.com/file/d/1EuA-7LkftyBUeJHinLM69DtrcX6Dpl7w/view?usp=drivesdk>