Objective:

To build a structured SEM plan using Search, Shopping, and Performance Max (PMax) campaigns based on the brand's online presence, competitor insights, and Google Keyword Planner data.

Note: Leverage LLMs wherever you think they can add more value compared to deterministic solutions. Feel free to use any tools out there (puppeteer etc.) if needed.

Step 1: Input Collection

Gather the following foundational inputs:

- **Brand's Website:** [Insert URL]
- **Brand's Competitor Website:** [Insert URL]
- **Service Locations:** [List of cities/regions]
- **Ad Budgets:**
    - **Shopping Ads Budget:** [Insert $ amount]
    - **Search Ads Budget:** [Insert $ amount]
    - **PMax Ads Budget:** [Insert $ amount]

Step 2: Keyword Discovery Approach

Option 1: Minimal Content on Brand's Website

- Identify **10 seed keywords** based on the product/service offering.
- Use **Google Keyword Planner** to:
    - Generate keyword ideas based on these seed keywords.
    - Input the **competitor website** as a landing page to discover more related keywords.

Option 2: Brand's Website Has Good Content

- Input **brand and competitor websites** into Google Keyword Planner to extract keywords directly based on site content.

Step 3: Keyword Consolidation and Filtering

- **Combine** all keyword ideas into a single master list.
- **Filter out** keywords with:
    - **Search Volume < 500**

Step 4: Keyword Evaluation Criteria

When analyzing keywords, **prioritize these 3 performance indicators** from Google Keyword Planner:

- **Average Monthly Searches**
- **Top of Page Bid (Low & High)**
- **Competition Level**

(Other available metrics may be used for secondary analysis.)

Think on how the above features can be used to prune the list and come up with high performing keywords/themes.

Deliverables Based on Budget & 2% Conversion Rate [Eventual goal is to have maximum ROAS on the keywords that you propose]

1. Keyword List Grouped by Ad Groups (Search Campaign)

- Segment keywords by logical intent and product/service type.
- Example Ad Groups:
    - Brand Terms
    - Category Terms
    - Competitor Terms
    - Location-based Queries
    - Long-Tail Informational Queries

Each ad group should contain:

- Final list of filtered keywords
- Suggested match types (Broad Match Modifier, Phrase, Exact)
- Suggested CPC range based on bid benchmarks

2. Search Themes for Performance Max Campaign

Use high-performing keyword categories to guide asset group themes:

- Product Category Themes (e.g. "Vegan Protein Powder")
- Use-case Based Themes (e.g. "Post-Workout Recovery Drinks")
- Demographic Themes (e.g. "For Busy Professionals")
- Seasonal/Event-Based Themes (e.g. "Back to School Wellness")

3. Suggested CPC Bids for Manual Shopping Campaign

Based on:

- Top of Page Bid (Low & High Range)
- Competition Levels
- Your Shopping Ads Budget
- Expected Conversion Rate of 2%

Calculate:

- **Target CPC = (Target CPA) * (Conversion Rate)**
- Prioritize high-converting, high-volume products with competitive but profitable CPC bids.