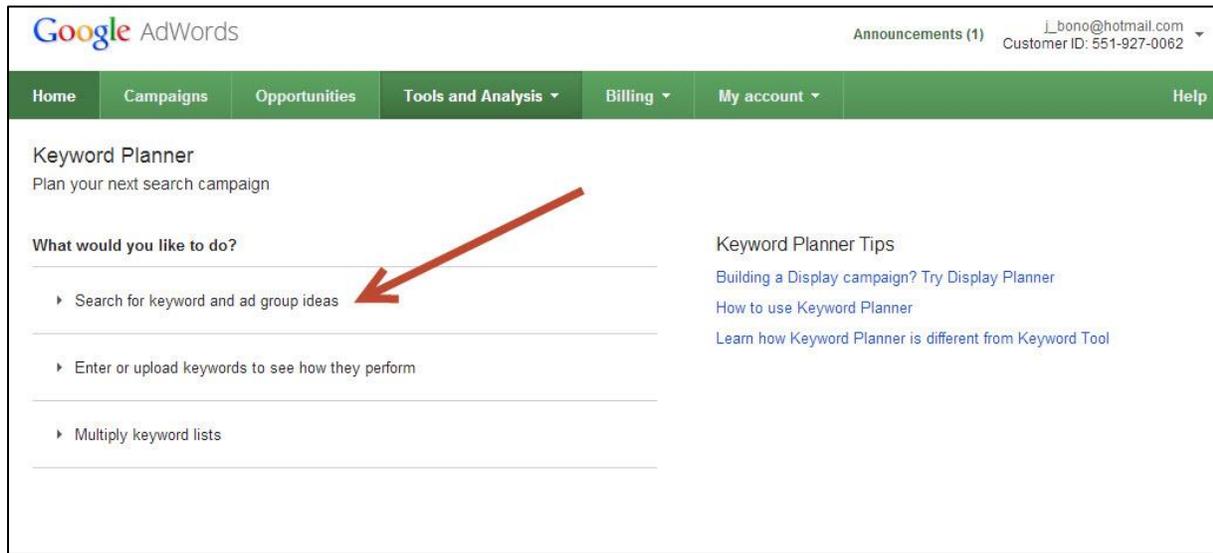
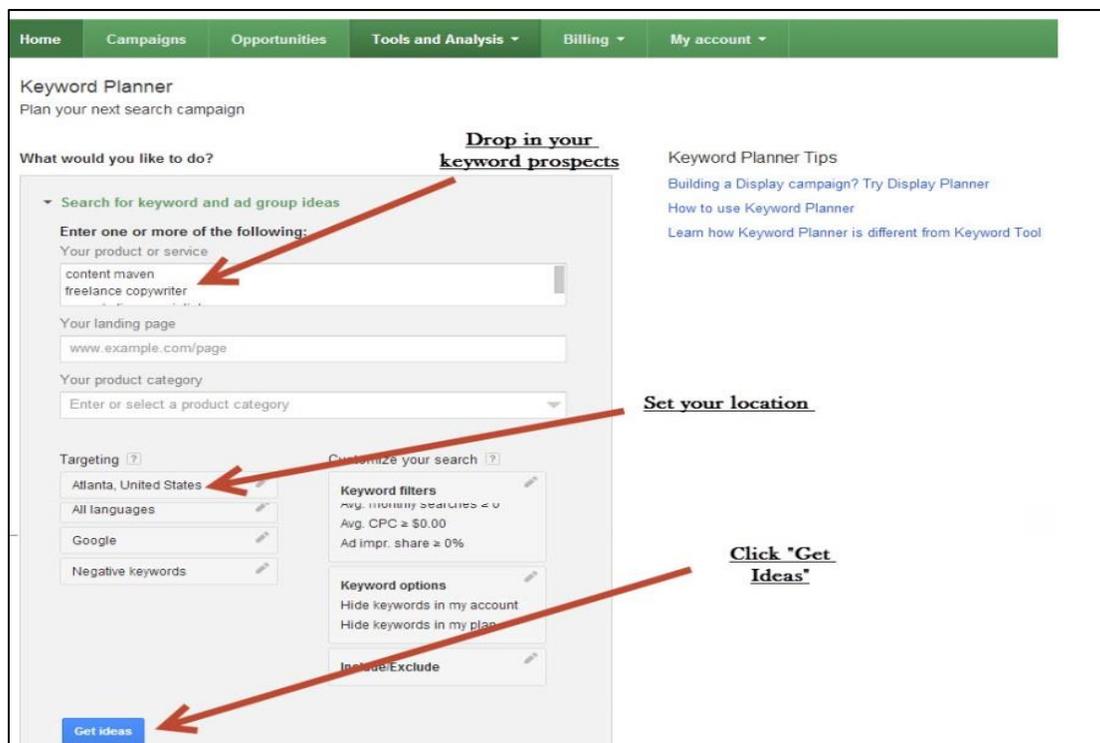


Keyword Research with Google's Keyword Planner

1. Open a new Excel spreadsheet and begin entering your ideas for keywords into the first column. Save this file when you are done, but don't close it. Once you have entered all of your ideas, proceed to the next step.
2. Go to <https://adwords.google.com/KeywordPlanner> and sign in to Adwords. You will need to create a free account if you have not already done so.
3. Click on the first option in the list: "Search for new keyword and ad group ideas"



4. Copy your prospective keywords from Excel and paste into the first box in the Keyword Planner Tool. If you are typing any additional keywords into the tool, be sure to only list one per line, or to separate them by commas.
5. Set your location (if necessary).
6. Click "Get ideas" at the bottom of the page.



- On the following screen, click the “Keyword ideas” tab. You do NOT need the results on the “Ad group ideas” tab, those are only for PPC purposes.

Your product or service

content maven, freelance copywriter, e-marketing specialist, business writer, marketing consultant Get ideas Modify search

Ad group ideas Keyword ideas Download Add all (805)

Keyword (by relevance)		Avg. monthly searches	Competition	Avg. CPC	Ad impr. share	
network marketing	🔗	12,100	High	\$5.54	0%	»
marketing jobs	🔗	12,100	Medium	\$3.38	0%	»
sample business plan	🔗	12,100	High	\$1.86	0%	»
technical writing	🔗	9,900	High	\$7.25	0%	»
creative writing	🔗	9,900	High	\$5.22	0%	»
copywriter	🔗	9,900	High	\$5.85	0%	»
online marketing	🔗	8,100	High	\$12.95	0%	»

- On the right side of the chart, click the arrows under “Add to plan” for each keyword that you think you might be interested in, or that you feel is a good fit for your needs.

Remember not to include keywords that are TOO broad or general!

- Once you are done adding all the words you are interested in to your plan, click the “Download Plan” icon on the right side of the screen beside the blue “Review forecasts” button.
- On the pop up screen, select the Excel CSV file format and then click the “Download” button.

Download your plan

Ad groups: 1, Keywords: 4

Historical statistics Include average monthly searches, competition, and other statistics
 Segment by month

Traffic forecasts Include clicks, impressions, and other forecasts
 You cannot download forecasts until you set a bid.

File format AdWords Editor CSV
 You'll be able to import this format into AdWords as a spreadsheet. [Learn more](#)
 Excel CSV

Destination Save to Google Drive

Download Cancel

11. On the following pop up screen, click the “Save” button. Once the file downloads, open it in Excel.
12. Delete rows 2-4 and columns A, C, D, E, H, and I.
13. Highlight the keywords you love and bold the words that you may want to use in the future but that aren’t major priorities right this moment.

You should keep in mind the average monthly searches and competition when considering keywords, but don't let them be the sole reason you decide whether or not to use a keyword.