# Keyword

# Research

Presenting by Ajith Mathew

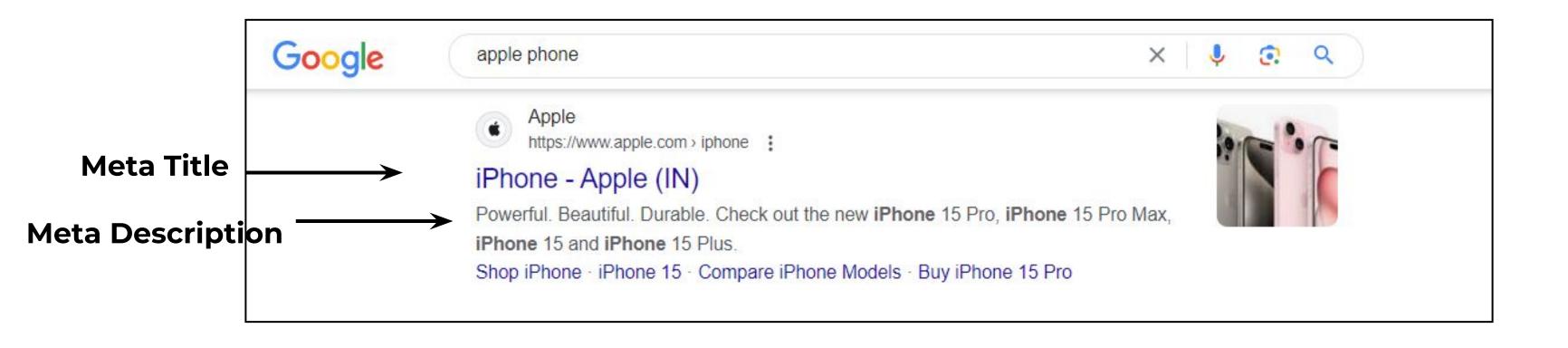
# Introduction

Everything is recognized by a name, and these names can vary depending on the context. They might be called credentials, deputations, brand names, or services. In the realm of search engines, they are referred to as keywords.

The choice of these words can significantly influence the future success of a product, similar to how film actors often change their names for broader appeal. Thus, keywords play a crucial role in digital marketing.

Keywords are the cornerstone of branding and marketing. The most frequently used names or words, commonly known as keywords. hold the highest value.

# Let's Google



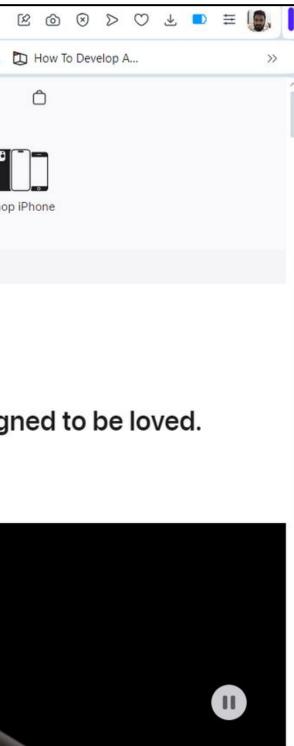
## What are Meta tags?

Meta tags are snippets of text that describe a page's content; they don't appear on the

page itself but only in the page's source code

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1.Open the website and right click

4

2. Click Page Source

# Finding Meta on Website

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	<pre>sta property="og:locale" content="en_IN" /&gt;</pre>			
191 192	<pre><meta content="Powerful. Beautiful. Durable. Check out the new iPhone 15 Pro, iPhone 15 Pro Max, iPhone 15 and iPhone 15 Plus." property="og:description"/> <meta content="https://www.apple.com/in/iphone/" property="og:url"/></pre>			
193 194 195 196 197	< <mark>meta</mark> property="og:site_name" content="Apple (India)" /> < <mark>meta</mark> property="og:type" content="website" /> < <mark>meta</mark> name="twitter:site" content="@Apple" />			
198 199	< <mark>meta</mark> name="twitter:card" content="summary_large_image" /> <meta content="Apple Store" property="al:ios:app_name"/> <meta content="375380948" property="al:ios:app_store_id"/>			
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#### 3. Ctrl+F - meta

# How to Find Keywords?

- Different tools are available for selecting keywords. Ahref, SEMrush, keyword.io, Uber suggest
- Most reliable one is Google Keyword Planner



#### Note: Google Keyword Planner is present in Google Ads



# **Creation of Keyword Planner Account**

X 🌷 💽 🔍 google keyword planner Google Ads https://ads.google.com > intl > en\_in > home > tools > ke... Find Your Campaign Keywords with Keyword Planner Get your ads to the right customers with Google's Keyword Planner. Discover how to do keyword research and find the right keywords for your campaign. Reach Planner · Goals · Resources · Audience Insights Tools ...

Step 2 : Click the first search result

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				Choose the	e right		
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				The right keywords can get your ad in and Google Ads Keyword Planner is h			
		Get idea	as T	Visit Keyword Planner			
		Discover	Research	Estimate	Plan		

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**Step 1**: Search Google Keyword Planner in Google

Step 3 : Select Visit Keyword Planner

## **Creation Account**

🔥 Google Ads 🛛 Start reaching more people		() 997-307-5813 Indip
	Confirm your account settings This information will be used to create your account. You can't change these settings later, so choose carefully.	
	P Billing country	
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	() Time zone	
	(OMT+05.30) India Time +	
	El Currency	
	Indian Rupee (INR 7)	
	Want personalized guidance from a Google Ads expert by phone or messaging app?	
	O Yes O No	
	Submit	

submit.

🔥 Google Ads	Start reaching more people		O     Help Notifications
		Congrats! You're all done.	
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6			

• Click the explore keyword panner



• For using just keyword planner , we don't need to create a billing account. Just add the basic details and click

# Options

=	📏 Google Ads				Search App	pearance Refresh Help	997-307-5813 Notifications
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Create	Keyword Planner						
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			Plan Plan	Status	Last modified $\ \psi$	Forecast period	
				Find new keyword ideas, get search	volumes, and create a plan		
				How to use Keyword Planner	New feature announcements		

**1.Discover New keywords** - To fetch new keyword ideas

2. Get Search volume and Forecasts - To find the current

status of the keyword

### Inputs

Discover new keywords Start with keywords	Start with a website		)
	start with a website		
Enter products or services closely related to your bus	iness	Try not to be too specific or general. For example,	
Q Try "meal delivery" or "leather boots"		"meal delivery" is better than "meals" for a food delivery business	
🛪 English (default) 🛛 India		Learn more	
⅔A English (default) 🛛 India		Learn more	
ঈA English (default) ♥ India		Learn more	
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		Learn more Using your site will filter out services, products, or brands that you don't offer	
Enter a site to filter unrelated keywords ③		Using your site will filter out services, products, or	
Enter a site to filter unrelated keywords ③		Using your site will filter out services, products, or	

Start with keywords	Start with a website	
Enter products or services closely related to your business	5	
Q iphone 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
🕱 English (default) 🛛 India		Learn more
Enter a site to filter unrelated keywords ⑦		
CD https://www.apple.com		Using your site will filter out services, products, or brands that you don't offer
CD https://www.apple.com		

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1. Click Discover new keywords

2.Enter the keyword idea and website url(if you have any )

# **Sorting the Result**

Q iphone Or	ttps://www.apple.com	India 🕱 En	glish B	A Google	🗂 May 2023 – Ap	r 2024 🔫			🛃 Download keyword	idea
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Exclude adult ideas ×	Add filter 814 keyv	vord ideas av	ailable					Columns Keyword view 👻	Refine keywords	>
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	Expand all	
Keywords you provided									Brand or Non-Brand Non-Brands, apple store, amazon, olx, best buy	
iphone	1M - 10M	0%	0%	High	2	₹5.00	₹21.91		Device apple 13, apple 11, iphone se, iphone 7, iphon	
Keyword ideas									Color	
iphone 14	1M - 10M	0%		High	-	₹0.83	₹4.09		gold, red, black, green, blue	
iphone 14 pro	100K - 1M	0%	0%	High	-	₹0.80	₹2.03		Memory Storage 64gb, 128gb, 256gb	
iphone 13	1M - 10M	0%	0%	High		₹1.24	₹3.70		New-Used-Old	
iphone 11	1M - 10M	0%	0%	High	Ξ.	₹0.65	₹1.39		new, used	
j iphone 13 pro	100K <b>- 1</b> M	0%	0%	High	-	₹0.93	<mark>₹1.6</mark> 8		Others apple watch, 2022, xs, iphone 9, promax	
iphone 14 plus	100K - 1M	0%	0%	High	70	₹0.94	₹3.24			
iphone 13 mini	100K - 1M	0%	0%	High	-	₹0.89	₹3.11			
apple watch series 8	10K - 100K	0%	.005	High		₹0.68	₹9.65		✓ ☐ Give feedback	

Keyword ideas Forecast Saved keywords Negative keywords

Exclude adult ideas X

Broaden your search: (+ ios device) (+ apple device) (+ apple product) (+ smart phone

Ohttps://www.apple.com ◎ India ス English

Avg. monthly searches

10 - 100

10 - 100

10 - 100

10 - 100

10 - 100

10 - 100

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Keyword ideas

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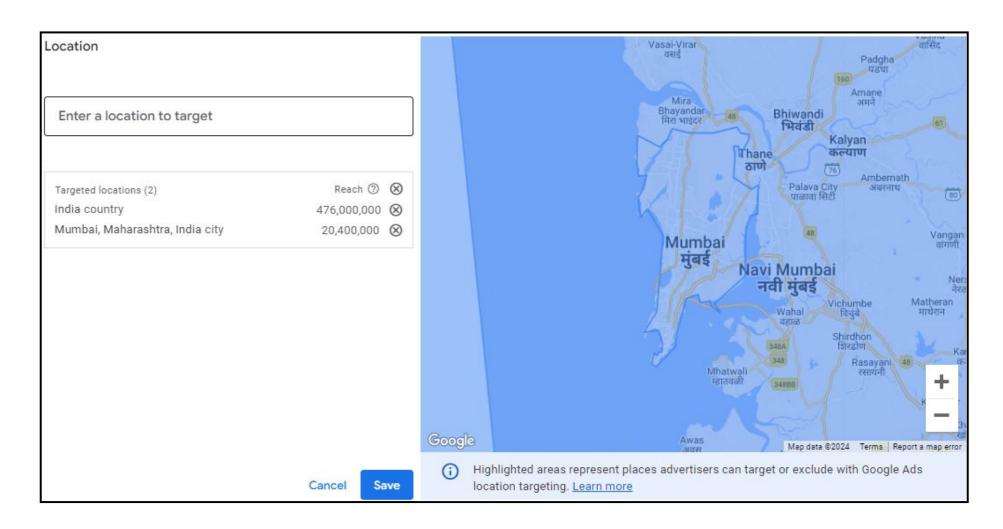


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3. We can find the search results here

- eywords by different parameters.such as Avg. competion ..etc
- /ed by clicking the title . The result will be st click and ascending on second.

## Location



n from Jun 1, 2024, 11 PM,	GMT+05:30				
	keywords Negative keywor	ds			7.
Q	🛛 India	充 English	🖳 Google	🗂 May 2023 – Apr 2024	k

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6.Enter the specific location we need

The current date and time of the data e mentioned

> xit from the window click ord planner

#### **Get Search Volume and Forecast**

Get search volume and forecasts	×
Enter or paste your keywords, one word or phrase per line, or se	parated by commas
L Upload a file	

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iphone price in delhi	
1. Upload a file	



### **MT** | School of Distance Education

1. Click the Get search volume and forecast from the amin menu

2.Enter the keyword we want to check

# Output and Fiters MIT | School of Distance Education

Plan from Jun 1, 2024,	11 PM, GMT+C	05:30							
Keyword ideas Forecast	Saved keywords	Negative keywords							
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				V.V.L.	0		Top of page bid (low	Top of page bid (high	
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Plan from Jun 1, 2024, 11 PM, GMT+0	05:30						
Keyword ideas Forecast Saved keywords	Negative keywords						
/ Edit plan name			Saved 10 hours ago	Û	¥	:	Create ca
+							
□ Campaign negative keyword ↑		Match type					
android phone		Broad match					



#### 3. The result is shown here



#### 4. We can add negative keyword if we need.

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June 2 2004	Your tergeted locatio *				and a second second

### Forecast

result

Here you can see

**1. Clicks** – No. of users who might be

our customers

2. Impressions – No. of people who

**3. Device Users-** Percentage of devices

content

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5. By clicking the forecast option we will find the following

- might see our content
- we can show our content
- **4. Location users-** Percentage of users
  - in the location who can see the

# **Download Keywords**

Bid strategy		
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🎯 India and Mumbai, Maharashtra, India 🛛 🕱 All languages		icon

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May 1, 2023 - A	pril 30, 2024								
Keyword	Currency	Avg. monthly sea	Three month cha	YoY change	Competition	Competition (ind	Top of page bid	(Top of page bid	(Ad impression
phone	INR	5000000	0%	0%	High	99	5.00	21.91	
phone 14	INR	5000000	0%	0%	High	100	0.83	4.09	
phone 14 pro	INR	500000	0%	0%	High	96	0.80	2.03	
phone 13	INR	5000000	0%	0%	High	100	1.24	3.70	
phone 11	INR	5000000	0%	0%	High	99	0.65	1.39	
phone 13 pro	INR	500000	0%	0%	High	98	0.93	1.68	
phone 14 plus	INR	500000	0%	0%	High	100	0.94	3.24	
phone 13 mini	INR	500000	0%	0%	High	97	0.89	3.11	
apple watch seri	INR	50000	0%	-90%	High	97	0.68	9.65	
apple watch ultra	INR	500000	0%	-90%	High	98	32.79	41.95	
phone se	INR	500000	0%	0%	High	94	0.66	3.74	
phone xr	INR	500000	0%	0%	High	90	0.62	3.34	
phone 15	INR	5000000	0%	900%	High	100	2.32	19.99	
phone deals	INR	5000	0%	0%	High	100	1.33	16.84	
phone 11 pro	INR	500000	0%	0%	High	98	0.64	2.96	
apple watch 8	INR	5000	0%	-90%	High	96	0.67	16.44	

7.The downloaded results will be like this.

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#### n download these kewyords by clicking the marked



# Thank Vou

