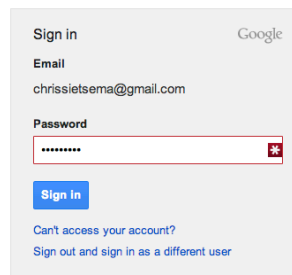
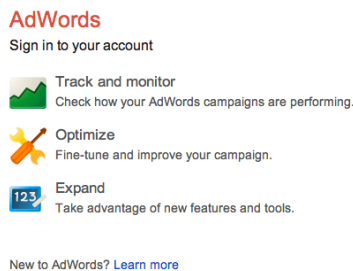


Google Keyword Planner Instructions

In July 2013, Google announced its plans to sunset the popular “Google Keyword Tool”. Previously, many search engine marketers, paid search practitioners and consumer behavior researchers relied upon this tool to better understand the needs, wants and vernacular of their respective audiences.

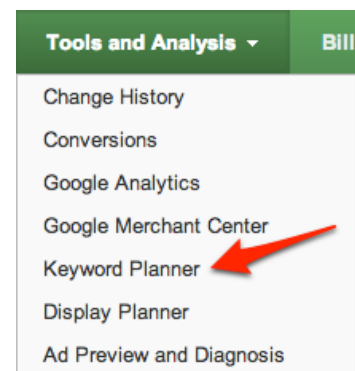
Today, Google offers the Keyword Planner, a multifaceted research utility accessible to anyone with a Google account. To start using the Google Keyword Planner, simply search for “google keyword planner” or [visit the utility here](#). As noted previously, since the Keyword Planner is a feature of the Google Adwords interface, you will be required to login with a Google username (aka Gmail) and password.



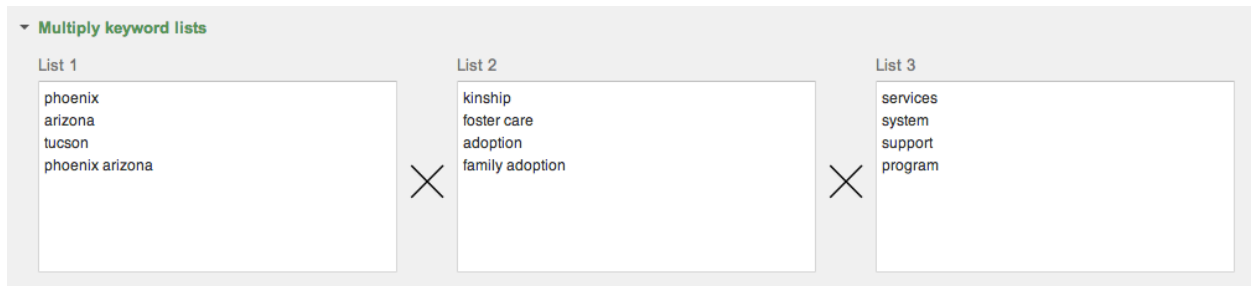
Once logged in, navigate to the Keyword Planner under the “Tools & Analysis” tab.

The Keyword Planner is actually comprised of three separate functions, each of which has value depending upon your need.

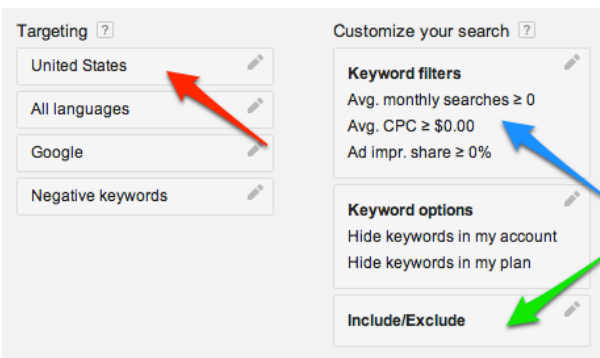
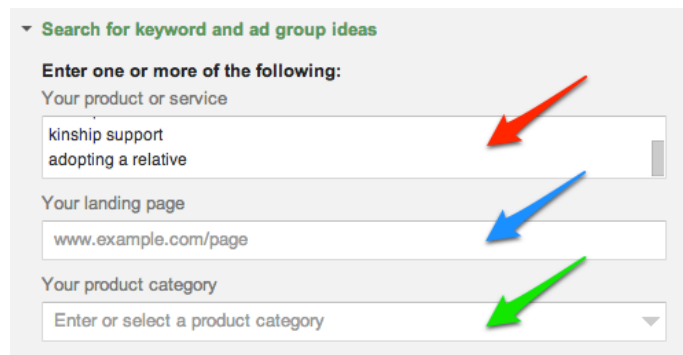
1. *Search for new keyword and ad group ideas* – This feature allows us to discover new keyword phrases relevant to our offering. This is the primary functionality of the Keyword Planner for keyword research purposes. The ideal keyword phrase has relevance, popularity and minimal competition.
2. *Get traffic estimates for a list of keywords* – This is a feature used by paid search marketing practitioners looking to expand their Google Adwords campaigns. By uploading or simply pasting a list of desirable phrases, the marketer can determine the relative impact of cost per click adjustments, daily spend alterations, the addition of new keyword phrases, etc. In essence, the “Enter/Upload” feature enables search marketers to analyze the influence of pay per click campaign changes before they are enacted.
3. *Multiply keyword lists* – If our goal is to compare multiple keyword phrase derivatives, the “Multiply” function helps produce a large quantity of relevant keywords for the purpose of analysis. In the example below, the “Multiply” function will combine keywords from all three lists to produce 64 different phrases



(4 x 4 x 4 = 64). We can then compare and contrast the merit of targeting each of these keyword derivatives for our optimization efforts.



For our initial keyword discovery exercise, we will utilize the first function explained above, “Search for keyword and ad group ideas.” When this function is opened, you will find the fields pictured on the right. For our purposes, simply enter in a few sample keywords relevant to your website content in the field noted with the red arrow. The fields marked with the blue and green arrows allow you to define your web page and industry respectively for more specific and finite results. As our initial goal is to cast a wide net and open the process up to keyword discovery, please avoid using these secondary fields to start.











Additionally, you will see other options to produce a more accurate and specific keyword list. The red arrow in the graphic to the left points to options to limit geography, language, search engine usage and irrelevant terms. The blue arrow points to controls that limit results to keywords that match specific paid search campaign spending requirements. The green arrow identifies a field that filters results to those that include a unique word that must be

housed within the phrases listed in our results set (e.g. only show phrases that include the word, “Arizona”). Again, if our primary objective is to find a host of relevant phrases, suggest leaving all these filters at their default settings to begin. They can be utilized later in the research process when eliminating keywords and phrases that lack relevance.

Once you have entered a few terms, hit the “Get Ideas” button to return a list of sample keyword queries. The results page will show all the keywords you entered plus several other similar terms in a separate table placed lower on the page. Each phrase is accompanied by a few stats.

- Average monthly searches
- Competition – This is a Low/Medium/High score on the results page, but if the keyword data is downloaded or exported to an Excel/CSV document, Competition is translated to a 0.0 to 1.0 scoring scale in which the most competitive terms have a higher score.
- Average CPC – Cost per click average
- Ad impression share – This statistic is irrelevant if you are not currently utilizing the corresponding phrase in a paid search campaign, but it can show you the percentage of impressions your ad achieves compared to the total number of searches for that phrase.

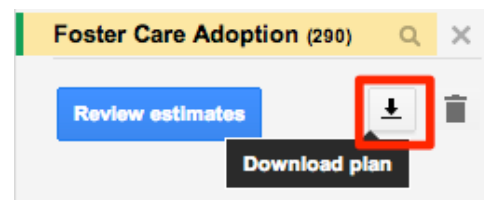
For closer analysis outside of the Google Keyword Planner, terms can be exported. You have two options when selecting keyword phrases that you would like to examine more meticulously. Simply download all keyword ideas (red arrow below), or choose each term one-by-one by clicking the double arrow icon in the far right column of the table (green arrow below).

Search terms	Avg. monthly searches [?]	Competition [?]	Avg. CPC [?]	Ad impr. share [?]	
arizona kinship	-	-	-	-	
kinship services	 20	Low	\$2.41	0%	
kinship support	 10	Low	\$0.00	0%	
adopting a relative	 30	Medium	\$6.41	0%	

After the initial results query, your list of available keyword options may be too broad or too narrow. Consider the following scenarios:

- If the initial keyword result set is too narrow, add more relevant terms to the field at the top of the page labeled, “Your product or service” and hit the “Get Ideas” button. You can also choose to start the process over again, by hitting the “Modify Search” button at the top of the results page.
- If the initial keyword result is much too broad, apply Include/Exclude filters on the lower left hand side of the page. These filters will add specificity to your results set and allow you to focus only on the most relevant keyword phrases.

All of the keywords you select will be included in an “Ad Group Plan.” Once you have a healthy number of keywords to study in greater detail (i.e. dozens or hundreds depending upon the popularity of your



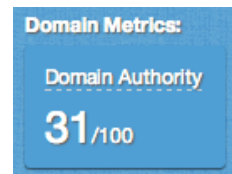
category), download your plan by clicking the icon outlined in red in the graphic to the right.

From here, we can utilize Excel or some other spreadsheet program to organize, segment, categorize and select our target keywords for the website. As a reminder, work to choose keywords that are:

- A. *Relevant* – Does the keyword relate to my offering and my audience?
- B. *Popular* – Does my audience use the keyword in search engines?
- C. *Lacking Competition* – Does the keyword have a competitive score that is conducive to success amongst the field?

When selecting keywords, a question often arises about realistic expectations for keyword targets. In other words, if a keyword has a monthly search volume of 72,000, can your site realistically target and rank for that phrase? Your site’s ability to rank for a phrase is contingent upon its authority on the web. The most authoritative sites can rank well for highly competitive and popular terms. Those sites lacking domain authority will struggle to rank for very competitive and popular terms. Follow the instructions below to create an internal guide for keyword selection for your website.

1. Visit OpenSiteExplorer.org. This is a free online tool that allows us to measure the impact of links to our websites and measure domain authority.
2. Enter your address into the open field and press “Search.”
3. Your domain authority is calculated immediately and placed at the top left of the results page.
4. Follow the table below when selecting terms that are viable for your website.



If your Domain Authority is:	Target phrases with monthly searches of:
Less than 30	Less than 100
30+	100-1,000
50+	1,000-3,000
70+	3,000+

Questions? Please contact me directly

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