



How to Use the

Google Keyword Planner



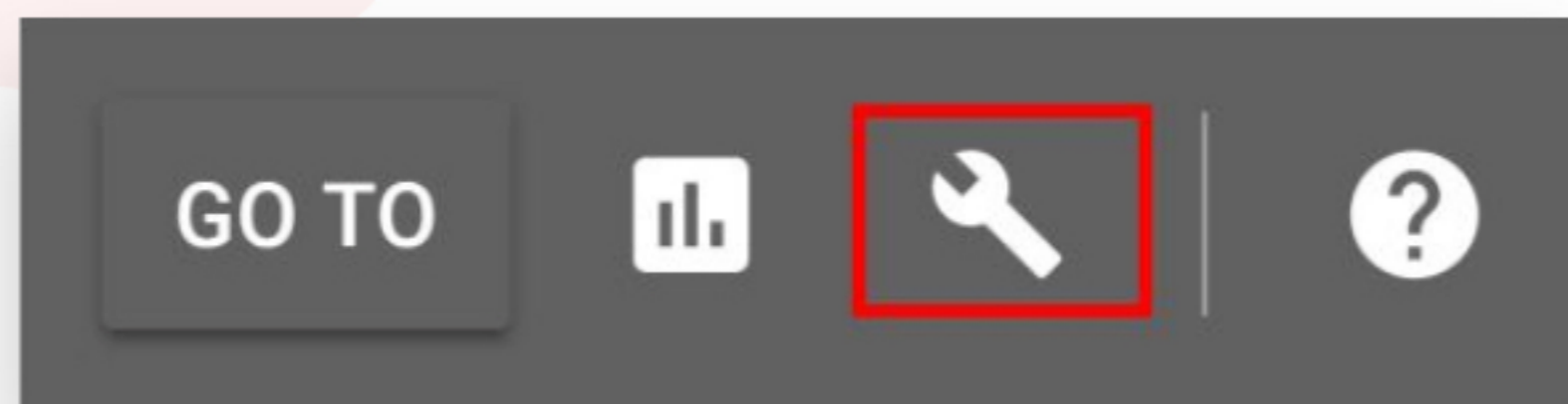
Let's start with the basics.

What is the [Google Keyword Planner](#)? The Keyword Planner is a free tool by Google that is extremely useful for generating new keyword ideas that help you get off to a great start for your Google Adwords campaign.

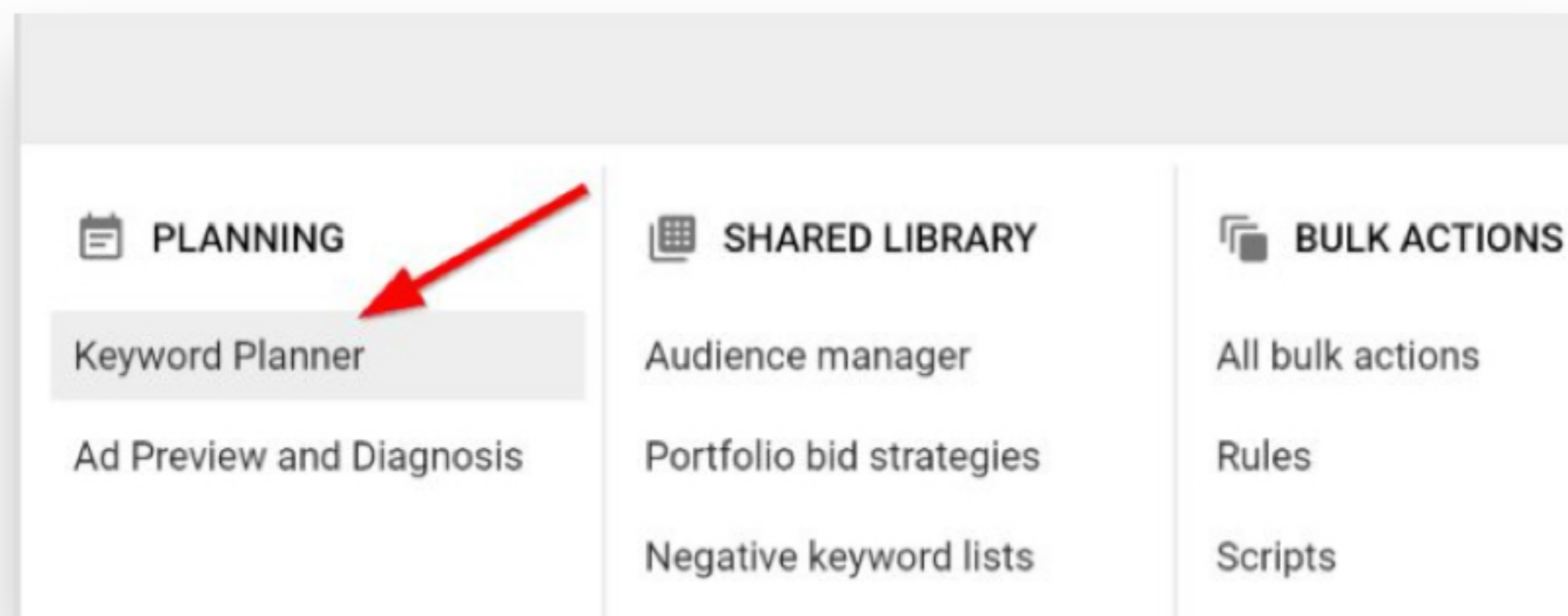
The purpose of this ebook is to explain how to use Google's Keyword Planner to strengthen your Adword campaign.

Getting Started

To get started, open your AdWords account and click on the wrench icon on the top right-hand side of your page.



Then choose Keyword Planner.



Two Main Functions

When you start using the Keyword Planner, you'll be given 2 options:

Option 1

Discover new keywords

Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Option 2

Search Volume and Forecasts

Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future




Decide which option fits what you're looking for and click the blue arrow. In the next section, we will dive into how you can use both of these tools.



Finding New Keywords

First, let's take a look at the **"Find Keywords"** option. After clicking, you will see a box that says 'Find New Keywords.' with a search bar.

Find new keywords ^

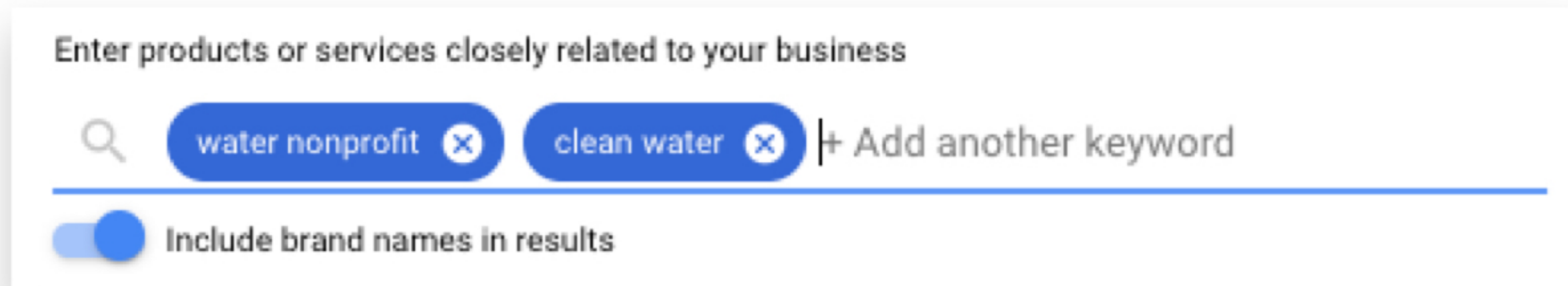
 Enter words, phrases, or a URL related to your business

GET STARTED

Examples of Strong Themes

Go ahead and click on the search bar, and “enter words, phrases, or a URL related to your business” and click the get started button. Examples of these words and phrases below.

For example, if you’re a nonprofit focused on providing clean water you could type “water nonprofit” or “clean water” in the search bar. **If you are entering multiple words, phrases or URLs you have to press enter in between each.** When you do this you will see them lock in.



Enter products or services closely related to your business

water nonprofit clean water | + Add another keyword

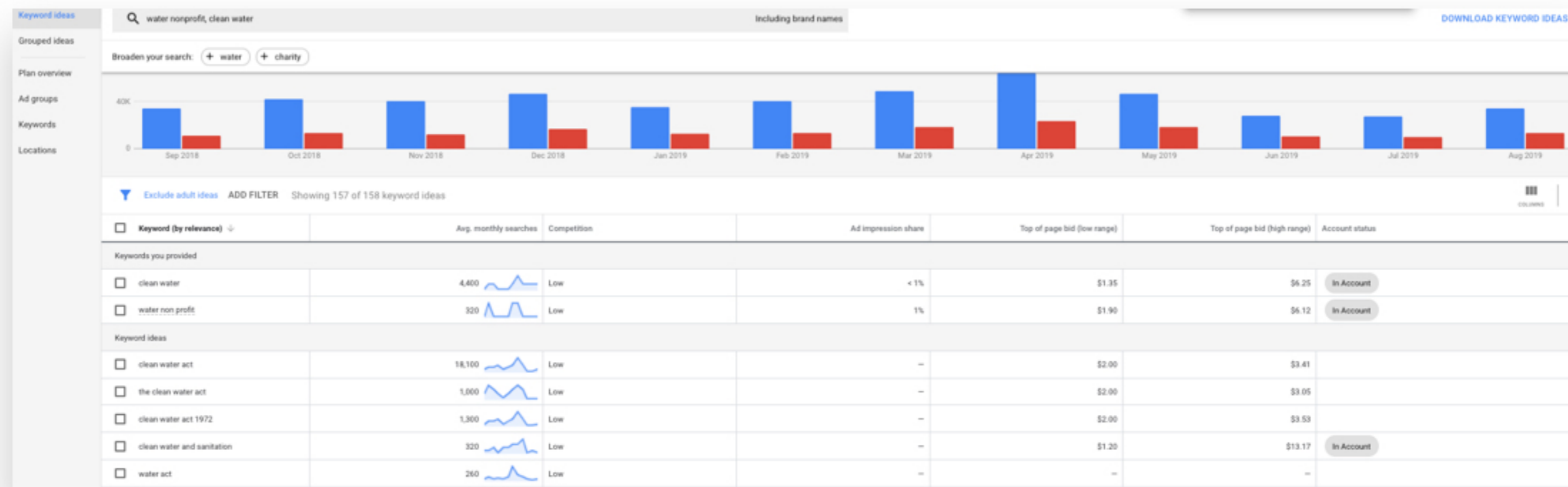
Include brand names in results

Get Results

Once you have a few words or phrases ready to go, go ahead and press the "Get Results" button on the bottom of the box.

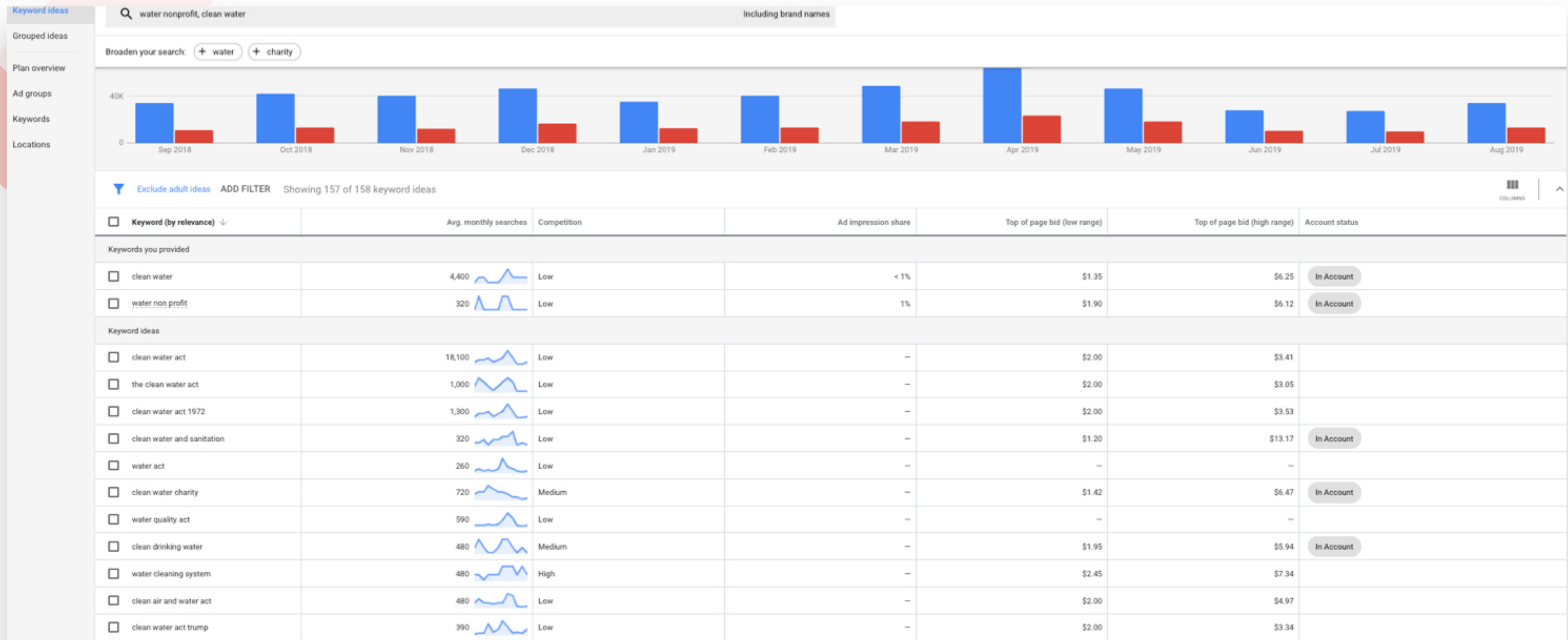
GET RESULTS

After clicking, you will see a screen that looks like this.



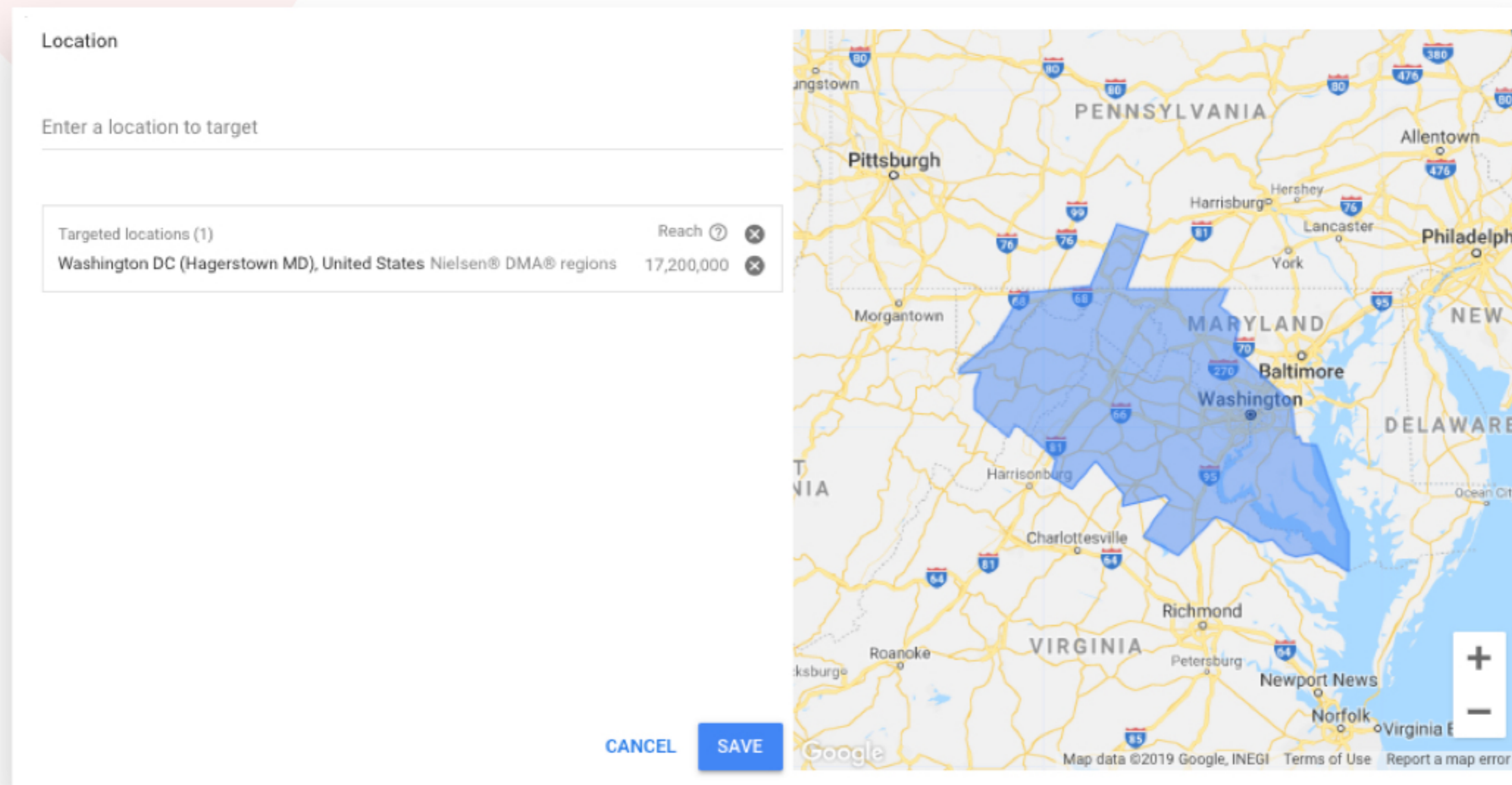
Diving into the Data

This screen is where you will find your most of the valuable information. First, at the top you will see **two tabs that say language and locations**. These tabs are very useful as they let you tailor your results to the specific demographics desired.



Location Example

For example, if you want to get data from a specific city, you can click on the locations tab and type in that city.



The screenshot displays a user interface for selecting a location. On the left, there is a search bar labeled "Enter a location to target". Below it, a list of "Targeted locations (1)" is shown, with the entry "Washington DC (Hagerstown MD), United States Nielsen® DMA® regions" and a reach of "17,200,000". To the right of the list is a map of the Washington DC area, with a blue shaded region indicating the targeted location. The map shows major cities like Pittsburgh, Harrisburg, Philadelphia, Baltimore, and Washington, and states like Pennsylvania, Maryland, Delaware, and Virginia. At the bottom of the interface, there are "CANCEL" and "SAVE" buttons.

Simply type in the location/s you want data from and press enter. The locations will populate below the search bar. Press the blue [save](#) button below and your data will update.



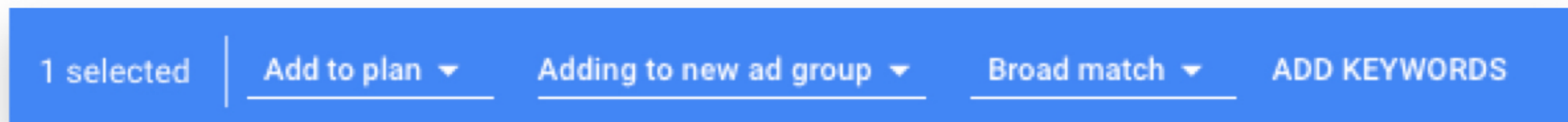
Column Breakdown

- In the second column from the left, you will find the **average monthly searches** of each of these keywords and a small blue line graph showing recent usage.
- The next column shows the **competition level** for the keyword. This will be either "low" "medium" or "high". These tell you how difficult it would be to receive a top position on a search page with the keyword.
- On the right-hand columns, you will find the **minimum and maximum "bids"** for the specific keywords. The more competitive a keyword is (the more Google Ad users that are using it) the higher this bid will be. A "bid" is Google's word for the price that your account will pay to show up in search results.



Adding your Keywords

We would recommend going through the keywords in the left-most column and clicking the checkbox by the keywords that deal specifically with your organization's causes/work. From there you can add these keywords to your account through the blue bar that pops up:



Add the keywords to the ad groups or campaigns that fit, or add them to a new ad group! You will be all set with your new keywords.

Get Search Volume/Forecasts

Let's revisit the original screen from earlier. This time, we will go through the second available option: Get search volume and Forecasts.

Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future



Once you have clicked the "Get search volume and forecasts" box, you'll have a similar search bar to type in keywords similar to the last tool.

Get search volume and forecasts ×

Enter or paste your keywords, one word or phrase per line, or separated by commas

 Upload a file

GET STARTED

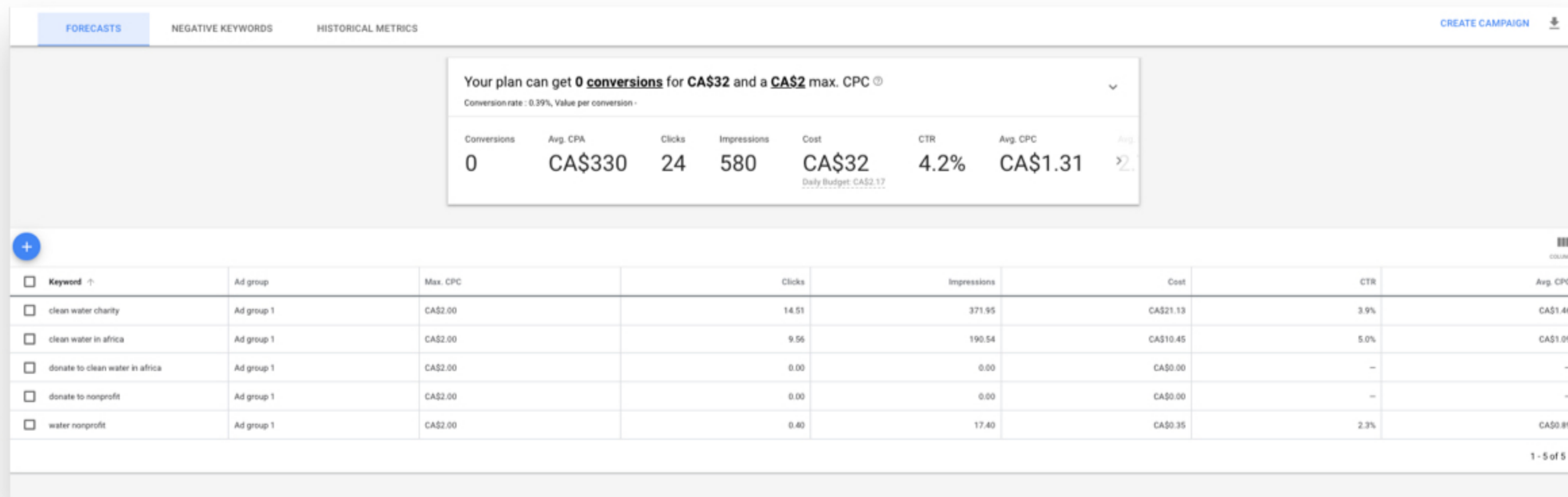
Keyword Results

This time, instead of typing general themes into the box, you will type in specific keywords you want to see the expected performance of.

Once you have done this, go ahead and click the blue "get started" button.

GET STARTED

You will see a screen that looks like this:



The screenshot displays a Google Ads interface with a summary card and a table of keyword results. The summary card shows 0 conversions for CA\$32 and a CA\$2 max. CPC. The table lists keywords such as 'clean water charity', 'clean water in africa', 'donate to clean water in africa', 'donate to nonprofit', and 'water nonprofit' with their respective metrics.

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
0	CA\$330	24	580	CA\$32	4.2%	CA\$1.31

Keyword	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
<input type="checkbox"/> clean water charity	Ad group 1	CA\$2.00	14.51	371.95	CA\$21.13	3.9%	CA\$1.46
<input type="checkbox"/> clean water in africa	Ad group 1	CA\$2.00	9.56	190.54	CA\$10.45	5.0%	CA\$1.09
<input type="checkbox"/> donate to clean water in africa	Ad group 1	CA\$2.00	0.00	0.00	CA\$0.00	--	--
<input type="checkbox"/> donate to nonprofit	Ad group 1	CA\$2.00	0.00	0.00	CA\$0.00	--	--
<input type="checkbox"/> water nonprofit	Ad group 1	CA\$2.00	0.40	17.40	CA\$0.35	2.3%	CA\$0.89

Search Volume/Forecasts

On the very top, you will see three tabs: Forecasts, Negative Keywords, and Historical Metrics. Each of these tabs will open a separate page of data.

FORECASTS

NEGATIVE KEYWORDS

HISTORICAL METRICS

- Forecasts will give you the (projected) upcoming performance of each of the individual keywords that you typed into the original box.
- Historical Metrics will show you the past data for these same keywords: featuring the number of searches, competition, and price points.
- Negative Keywords will show any potential “negative” keywords that would conflict with the keywords you look up. A negative keyword is something you can add to your Account to make sure your page doesn’t show up after a specific search.

For example, a nonprofit working to provide clean water may want to exclude the keyword “park” so that searches for “water parks” don’t result with their page

Forecasts Results

Your plan can get **230 clicks** for **\$300** and a **\$2** max. CPC ⓘ

Conversion rate : 6.13%, Value per conversion -

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC	Avg. Position
14	\$22	230	3.8K	\$300	5.9%	\$1.35	2.8

Daily Budget: \$14

This box provides information that will largely indicate how successful or unsuccessful the keywords you provided will be. Within the context of the next month, it explains:

- How many **clicks** ads affiliated with the keywords will likely receive
- How many **conversions** you can expect
- The **average CPA (cost per action)** for each of these conversions
- The number of overall **impressions** your ads will receive
- The expected **cost** for ads with these keywords
- The **CTR (click-through rate)** that your ads will have. Click-through rate is the percentage of users that see your ad and click on it against those who see your ad and do not click on it
- The **average CPC** which is the cost per click on your ad
- The **average position** which says where your ad will rank on the search results