

This is video 3.2 in the online course:

# **Learn SEO Copywriting**

## **Module 3: Keyword research and planning**

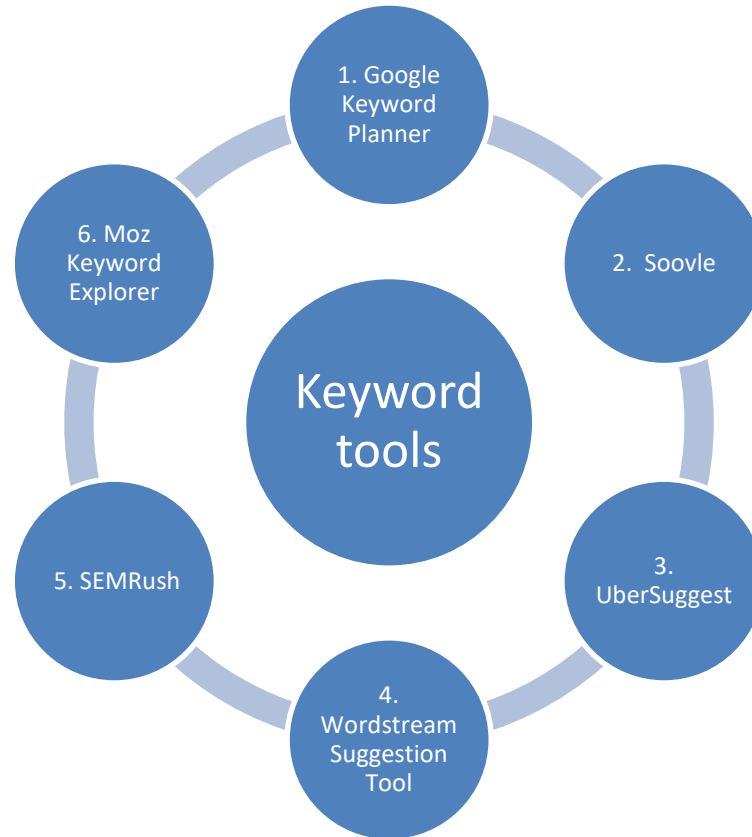


# What we'll cover in this session

- Keyword planning tools available
- How to create a keyword master list
- Creating long tail keyword searches
- How to write long tail headlines



# 6 ways to create a keywords master list



# Keyword research – planning tools

- Google's Keyword Planner (free but limited)
- Uber Suggest (free)
- Soovle (free)



# Keyword research – planning tools

- WordStream's Keyword Suggestion Tool (30 free searches, 7 day free trial)
- SEMRush (industry favourite)
- Moz
- Google Suggest - most work the same way



# Create a master list of keywords

- Discover as many keywords as possible
- Don't refine or censor yet
- Build a master list



# Google Keyword Planner

- Most well-known
- Need to pay to use it
- Limited functionality for free users
- Let's look a few of the other options first



# Scoovle

soovle    



meditation  
meditations on first philosophy  
meditations  
meditation park  
meditations in an emergency  
meditations on the life of christ  
meditation music  
meditations (john coltrane  
album)  
meditation (disambiguation)  
meditation and pain

what is a meditation  
what is buddhism  
meditation  
can meditation cause  
insomnia  
does meditation help sleeping  
what does meditation benefit  
what is original meditation  
what meditation promotes  
what is dispersed meditation  
can meditation overcome gravity  
what meditation actually  
means

meditation music  
meditation music relax mind  
body  
meditation for sleep  
meditation music for positive  
energy  
meditation for anxiety  
meditation guided  
meditation for beginners  
meditation for positive  
energy  
meditation for kids  
meditation music sleep


meditation  
meditation pillow  
yoga & meditation  
meditation cushions  
meditation chair  
meditation art  
skechers meditation

meditation cushion  
meditation classes  
meditation classes dc  
meditation center dc  
meditation chair  
meditation center near me  
meditation center  
meditation corner  
meditation classes near me  
meditation classes arlington va


 meditation | 

Try the icons or hit the right-arrow key to change engines...





### Start Your Dream Business



meditation music  
meditation google  
meditation retreat  
meditation in  
meditation australia  
meditation script  
meditation sydney  
meditation youtube  
meditation techniques  
meditation accessories  
meditation apps  
meditation video

meditation chair  
meditation cushion  
meditation cd  
meditation stones

meditation cushion  
meditation for fidgety skeptics  
meditation pillow  
meditation books  
meditation beads  
meditation bowl  
meditation chair  
meditation bench  
meditation mat  
meditation bell

meditation music  
meditation for beginners  
meditation for sleep  
meditation for anxiety  
meditation quotes  
meditation music for sleep  
meditation for kids  
meditation techniques  
meditation music relaxation  
meditation classes

meditation  
meditation cushion  
meditations marcus aurelius  
meditation beads  
meditation pillow  
meditation ring  
meditation chair  
meditation bowl  
meditation balls  
meditation bracelets





# Ubersuggest

# Ubersuggest

Looking for more keyword ideas?

Type in a keyword below to start generating more suggestions.

meditation|

Web



English / Unit...



LOOK UP



# Ubersuggest

950 Keyword Ideas Found For meditation

## KEYWORD SUGGESTIONS

I want to see keyword suggestions from

- ☒ Google Keyword Planner
- ☒ Google Suggest

## FILTER RESULTS

Find Keywords Within Search Results

e.g. new

GO

[Clear All Filters](#)



























## NEGATIVE KEYWORDS

Put your negative keywords in this box, one keyword per line

<input type="checkbox"/>	KEYWORD	SEARCH VOLUME	CPC	COMPETITION
<input type="checkbox"/>	a good meditation	10		
<input type="checkbox"/>	a guide to meditation	20	\$ 4.61	0.74
<input type="checkbox"/>	a guide to mindfulness	10	\$ 0.02	0.6
<input type="checkbox"/>	about meditation	110	\$ 3.48	0.16
<input type="checkbox"/>	all about meditation	70	\$ 0.63	0.17
<input type="checkbox"/>	alpha meditation	140	\$ 4.03	0.06
<input type="checkbox"/>	anusura yoga	1600	\$ 0.24	0.03
<input type="checkbox"/>	art of meditation	170	\$ 2.63	0.08
<input type="checkbox"/>	as a meditation	10		
<input type="checkbox"/>	asanas	6600	\$ 0.94	0.16
<input type="checkbox"/>	ashtanga	4400	\$ 2.57	0.02
<input type="checkbox"/>	awareness meditation	210	\$ 2.32	0.14
<input type="checkbox"/>	basic meditation	720	\$ 2.09	0.16
<input type="checkbox"/>	basic meditation for beginners	20		0.14
<input type="checkbox"/>	basic meditation guide	40		0.21
<input type="checkbox"/>	basic meditation techniques	50	\$ 4.95	0.18





























# Ubersuggest

<input type="checkbox"/>	KEYWORD 	SEARCH VOLUME 	CPC
<input type="checkbox"/>	about meditation	 <b>110</b>	
<input type="checkbox"/>	accredited mindfulness courses	 <b>10</b>	
<input type="checkbox"/>	accredited mindfulness training	 <b>140</b>	
<input type="checkbox"/>	acem meditation	 <b>140</b>	
<input type="checkbox"/>	advanced meditation course	 <b>10</b>	
<input type="checkbox"/>	all about meditation	 <b>70</b>	
<input type="checkbox"/>	art of meditation	 <b>170</b>	
<input type="checkbox"/>	ashram retreat	 <b>70</b>	
<input type="checkbox"/>	bali meditation classes	 <b>20</b>	
<input type="checkbox"/>	basic meditation	 <b>720</b>	
<input type="checkbox"/>	basic meditation techniques	 <b>50</b>	
<input type="checkbox"/>	become a mindfulness teacher	 <b>30</b>	
<input type="checkbox"/>	become a mindfulness trainer	 <b>10</b>	
<input type="checkbox"/>	beginner buddhist retreats	 <b>90</b>	




# Ubersuggest

<input type="checkbox"/>	beginners guide to meditation		<b>480</b>	
<input type="checkbox"/>	benefits of meditation		<b>14800</b>	
<input type="checkbox"/>	best buddhist retreats		<b>10</b>	
<input type="checkbox"/>	best buddhist retreats in the world		<b>10</b>	
<input type="checkbox"/>	best guided meditation		<b>1600</b>	
<input type="checkbox"/>	best guided meditation cd		<b>70</b>	
<input type="checkbox"/>	best meditation		<b>720</b>	
<input type="checkbox"/>	best meditation cd		<b>90</b>	
<input type="checkbox"/>	best meditation center in india		<b>10</b>	
<input type="checkbox"/>	best meditation courses		<b>10</b>	
<input type="checkbox"/>	best meditation retreats		<b>210</b>	
<input type="checkbox"/>	best meditation retreats for beginners		<b>20</b>	
<input type="checkbox"/>	best meditation retreats in asia		<b>10</b>	
<input type="checkbox"/>	best meditation retreats in india		<b>10</b>	
<input type="checkbox"/>	best meditation retreats in the us		<b>110</b>	
<input type="checkbox"/>	best meditation techniques		<b>260</b>	



# Click on search volume – reorders it



KEYWORD	SEARCH VOLUME	CPC	COMPETITION
yoga	450000	\$ 0.89	0.15
meditation	201000	\$ 1.15	0.38
mindfulness	110000	\$ 2.08	0.15
meditation music	110000	\$ 2.23	0.09
how to meditate	60500	\$ 2.08	0.21
guided meditation	60500	\$ 1.88	0.21
transcendental meditation	60500	\$ 1.34	0.21
spiritual	60500	\$ 1.01	0.03
meditate	49500	\$ 1.63	0.15
mindfulness meditation	33100	\$ 2.26	0.18
vipassana	18100	\$ 1.4	0.01
benefits of meditation	14800	\$ 1.24	0.17
relaxation	12100	\$ 0.76	0.07
relaxation techniques	9900	\$ 0.61	0.13
morning meditation	9900	\$ 2.16	0.05
meditation cushion	8100	\$ 1.03	1.0



# Wordstream

[Products ▾](#)[Agencies ▾](#)[Pricing](#)[Blog](#)

## Free Keyword Tool

Discover and export new keywords and performance data to help you succeed in search.



Thousands of searches analyzed **daily**



**\$60,000,000** in AdWords spend graded

WordStream's Free Keyword Tool makes it fast and easy to find the keywords your business needs to drive traffic through organic and paid search.

Get smart keyword recommendations, negative keyword alerts, and more with Wordstream Advisor.

[START MY FREE TRIAL](#)



# Follow the prompts – ‘Manage/AdWords’

WordStream ADVISOR

Dashboard | 20 Minute Work Week | **Manage** ▾ | Leads | Reports <sup>•</sup>


AD PLATFORMS

AdWords

AdWords Campaigns

Campaigns | Ad Groups | Ads | Keywords | Negatives | Targeting | QueryStream | **Keyword Research** | More ▾

+ CREATE NEW CAMPAIGN | Edit ▾



# Wordstream



Manage ▾

Leads

Reports ●



## AdWords Campaigns

Campaigns


Ad Groups


Ads

Keywords

Negatives

Targeting

 QueryStream

 Keyword Research

More ▾

Enter a Keyword or URL:



meditation |

Industry:

All ▾

Country:












All





# Wordstream - Keyword suggestions

+ ADD AS KEYWORD

<input type="checkbox"/>	Keyword		Google Search Volume .....	Competition .....
<input type="checkbox"/>	mindfulness		550,000	High
<input type="checkbox"/>	meditate		135,000	High
<input type="checkbox"/>	transcendental meditation		110,000	High
<input type="checkbox"/>	guided meditation		110,000	High
<input type="checkbox"/>	yoga asanas		74,000	High
<input type="checkbox"/>	mindfulness meditation		60,500	High
<input type="checkbox"/>	benefits of meditation		40,500	High
<input type="checkbox"/>	chakra meditation		22,200	High
<input type="checkbox"/>	buddhist meditation		22,200	High
<input type="checkbox"/>	meditation techniques		14,800	High
<input type="checkbox"/>	yoga meditation		14,800	High



# Competition

- The number of advertisers worldwide bidding on each keyword
- Relative to all keywords across Google
- You can see whether the competition for a keyword idea is low, medium, or high



# Competition

- Competition does not relate to the organic search results in Google but is related to # of advertisers bidding for that keyword
- Google indicates it as 'high', 'medium', and 'low'



# Competition

- It shows how competitive a keyword is
- Generally, if the keyword has 'high' competition then the advertiser has to bid higher and higher to win the high ad position eg the keyword CPC will be higher.



# Competition

- If the keywords has low competition ie less advertisers are bidding on those keywords (less people want it)
- Sometimes, you get no competition for your own brand as no other advertiser is bidding over your brand



# More information here

- <https://support.google.com/adwords/answer/2472679?hl=en>



# Recommendation: explore each tool

- Do you prefer one over another?
- Use your existing business as a testing ground
- Try using different words and see what comes up



# Case study: keyword – ‘Meditation’

- Check out Wordstream: free 7 day trial
- Business: meditation teacher
- Objective: choose 10 keywords to use in our tags, titles, headlines etc.
- Note: not PPC – don't cover pay per click





# Target audience

- CEOs and executives
- Parents
- Pregnant women
- Beginners



# The objective

- Take the gigantic list of keyword ideas
- Find the sweet spot: high volume, low competition
- Trim the words down to a handful that make the most sense for your website
- Use them in your keywords



# Where do most searches start?



meditation|



Google Search

I'm Feeling Lucky














# Step 1: Compile your list in Excel

- Create a list of keywords: 100+
- What you'll get will most likely be short or vague words
- Not a high quality keyword just yet



# Wordstream - Keyword suggestions

+ ADD AS KEYWORD

<input type="checkbox"/>	Keyword		Google Search Volume *****	Competition *****
<input type="checkbox"/>	mindfulness		550,000	High
<input type="checkbox"/>	meditate		135,000	High
<input type="checkbox"/>	transcendental meditation		110,000	High
<input type="checkbox"/>	guided meditation		110,000	High
<input type="checkbox"/>	yoga asanas		74,000	High
<input type="checkbox"/>	mindfulness meditation		60,500	High
<input type="checkbox"/>	benefits of meditation		40,500	High
<input type="checkbox"/>	chakra meditation		22,200	High
<input type="checkbox"/>	buddhist meditation		22,200	High
<input type="checkbox"/>	meditation techniques		14,800	High
<input type="checkbox"/>	yoga meditation		14,800	High



# Put them in an Excel spreadsheet

<a href="#">meditate</a>	135,000	High
<a href="#">transcendental meditation</a>	110,000	High
<a href="#">guided meditation</a>	110,000	High
<a href="#">yoga asanas</a>	74,000	High
<a href="#">mindfulness meditation</a>	60,500	High
<a href="#">benefits of meditation</a>	40,500	High
<a href="#">chakra meditation</a>	22,200	High
<a href="#">buddhist meditation</a>	22,200	High
<a href="#">meditation techniques</a>	14,800	High
<a href="#">yoga meditation</a>	14,800	High
<a href="#">meditation for anxiety</a>	14,800	High
<a href="#">zen meditation</a>	12,100	High
<a href="#">daily meditation</a>	9,900	High
<a href="#">tm meditation</a>	8,100	High
<a href="#">yoga and meditation</a>	5,400	High
<a href="#">meditation exercises</a>	2,900	High
<a href="#">yoga poses</a>	301,000	High
<a href="#">sleep meditation</a>	110,000	High
<a href="#">pranayama</a>	74,000	High
<a href="#">zen buddhism</a>	27,100	High
<a href="#">mindfulness exercises</a>	18,100	High
<a href="#">morning meditation</a>	18,100	High
<a href="#">relaxation meditation</a>	14,800	High
<a href="#">meditation retreat</a>	12,100	High
<a href="#">mantra meditation</a>	9,900	High
<a href="#">healing meditation</a>	9,900	High
<a href="#">mindfulness based stress reduction</a>	9,900	High
<a href="#">meditation center</a>	8,100	High
<a href="#">guided mindfulness meditation</a>	5,400	High
<a href="#">walking meditation</a>	5,400	High
<a href="#">breathing meditation</a>	5,400	High
<a href="#">kabat zinn</a>	5,400	High
<a href="#">insight meditation</a>	4,400	High
<a href="#">meditation room</a>	4,400	High



# Case study: meditation

- Majority of online searches are for short, one-to-two word terms
- Competition for these phrases is high
- Literally millions of results for them



# Case study: meditation

- Even if you do rank highly for 'Meditation' visitors probably won't convert into paying customers as quickly as someone who searches for something more specific





# Case study: meditation

- 'Meditation' and 'Meditation Teachers' are hotly contested keywords
- Would take a while to rank for these keywords
- How do you get found when it's a competitive term?



# Search: 'Meditation teachers'



meditation teachers



All Videos Images News Shopping More Settings Tools

About 16,800,000 results (0.60 seconds)

## Meditation Teachers | Learn To Meditate | englewoodhealth.org

[www.englewoodhealth.org/meditation](https://www.englewoodhealth.org/meditation)

Register Today For Classes At The Graf Center. Instruction For Meditation.  
Our Services · For Patients & Visitors · Schedule A Test · Find A Doctor

## Meditation Teacher Training - Melbourne Meditation Centre

<https://melbournemeditationcentre.com.au/meditation.../meditation-teacher-training/>

Learn to teach meditation and mindfulness under the guidance of Melbourne Meditation Centre Director, Matt Young. ... The course is practical and experiential, fully accredited and focuses on teaching you how to present meditation and mindfulness in a gentle, user-friendly style that ...

## Meditation Association of Australia

[meditationaustralia.org.au/](https://meditationaustralia.org.au/)

The national peak body representing meditation and meditation teachers. Find a meditation teacher or a registered meditation teacher-training course.

[Teacher training](#) · [About Membership](#) · [Membership Criteria](#) · [Events](#)

## Find a teacher - Meditation Association of Australia

[meditationaustralia.org.au/find-a-teacher/](https://meditationaustralia.org.au/find-a-teacher/)

The registered meditation teachers listed on our website are full members of Meditation Australia, have agreed to abide by our Code of Ethics and Conduct, and ...

## 9 Meditation Teachers You Should Know - Sonima

[www.sonima.com/meditation/meditation-teachers/](https://www.sonima.com/meditation/meditation-teachers/)

Jan 21, 2016 - As you progress in contemplative practice, you'll want some expert guidance. The following meditation teachers are a good place to start.

## Meditation Teacher Training - Australian Yoga Academy

[australianyogaacademy.com/meditation-teacher-training/](https://australianyogaacademy.com/meditation-teacher-training/)

We are excited to offer the most comprehensive teacher training program available in Australia. Focused on developing the teacher's personal practice and ...






















# What is the user intent?

- Does someone searching for 'meditation' want to enrol in a course, buy an app or attend a yoga class?
- Does a meditation teacher really have a chance at gaining a new customer if she ranks for a phrase with such vague intent?



# 'Meditation teachers'

<input type="checkbox"/>	Keyword		Google Search Volume	Competition
<input type="checkbox"/>	how to meditate		135,000	High
<input type="checkbox"/>	meditation for beginners		18,100	High
<input type="checkbox"/>	meditation classes		9,900	High
<input type="checkbox"/>	meditation classes near me		9,900	High
<input type="checkbox"/>	learn to meditate		6,600	High
<input type="checkbox"/>	how to meditate for beginners		5,400	High
<input type="checkbox"/>	how to start meditating		4,400	High
<input type="checkbox"/>	meditation techniques for beginners		3,600	High
<input type="checkbox"/>	how to meditate properly		2,900	High
<input type="checkbox"/>	meditation course		1,900	High
<input type="checkbox"/>	how to meditate at home		1,300	High
<input type="checkbox"/>	meditation teacher training		1,300	Medium
<input type="checkbox"/>	meditation training		1,000	High
<input type="checkbox"/>	meditation instructor		1,000	High
<input type="checkbox"/>	meditation cushion		12,100	Low
<input type="checkbox"/>	meditation pillow		9,900	Low
<input type="checkbox"/>	meditation chair		8,100	Low
<input type="checkbox"/>	meditation books		8,100	Low
<input type="checkbox"/>	meditation bench		2,900	Low



# Create long tail keywords

- Turn short phrases into long tail keywords
- Long tail keywords are longer phrases or keywords related to specific topics
- Difference between 'meditate' and 'how to choose a meditation teacher' is big



# Create long tail keywords

- A person looking up the long tail phrase most likely wants to learn how to choose a teacher
- A person looking for 'meditation' might just be wondering what it is or what kinds of meditation exist



# ‘How to choose a meditation teacher’

- Although the search volume for ‘the long tail’ of search may be lower, the conversion rate is higher
- People using these keywords are ready to buy



# 'How to choose a meditation teacher'

- Turn short search terms into long tail keywords
- Drives quality traffic to your website
- Find the sweet spot between a high volume of monthly searches and low competition





# 'How to choose a meditation teacher'

Enter a Keyword or URL:



how to choose a meditation teacher|

Industry:

All

+ ADD AS KEYWORD

<input type="checkbox"/>	Keyword		Google Search Volume .....	Competition .....
<input type="checkbox"/>	meditation for beginners		18,100	High
<input type="checkbox"/>	meditation classes		9,900	High
<input type="checkbox"/>	meditation classes near me		9,900	High
<input type="checkbox"/>	mindfulness training		8,100	High
<input type="checkbox"/>	meditation course		1,900	High
<input type="checkbox"/>	meditation teacher training		1,300	Medium
<input type="checkbox"/>	meditation teacher		1,300	High
<input type="checkbox"/>	meditation training		1,000	High
<input type="checkbox"/>	meditation instructor		1,000	High
<input type="checkbox"/>	mindfulness teacher training		880	Medium
<input type="checkbox"/>	meditation certification		720	Medium
<input type="checkbox"/>	how to teach meditation		320	High
<input type="checkbox"/>	how to become a meditation teacher		320	High
<input type="checkbox"/>	meditation cushion		12,100	Low



# 'Meditation cushion'

Enter a Keyword or URL:



meditation cushion

Industry:

All

+ ADD AS KEYWORD

<input type="checkbox"/>	Keyword	Google Search Volume	Competition
<input type="checkbox"/>	zafu	1,500,000	High
<input type="checkbox"/>	meditation pillow	9,900	Low
<input type="checkbox"/>	meditation chair	8,100	Low
<input type="checkbox"/>	zabuton	5,400	Low
<input type="checkbox"/>	meditation mat	2,400	Low
<input type="checkbox"/>	meditation seat	1,600	Low
<input type="checkbox"/>	meditation supplies	1,000	Low
<input type="checkbox"/>	zafu meditation cushion	1,000	Low
<input type="checkbox"/>	zafu cushion	880	Low
<input type="checkbox"/>	meditation cushion set	720	Low
<input type="checkbox"/>	best meditation cushion	720	Low
<input type="checkbox"/>	meditation accessories	720	Low
<input type="checkbox"/>	zabuton cushion	480	Low
<input type="checkbox"/>	zafu pillow	320	Low



# What does that tell us?

- Meditation pillow
- Meditation chair
- High search volumes, low competition
- Could our meditation teacher rank for these terms?



# Content pieces

- Title and description tags
- Headlines - H1, H2 etc
- Image tags
- PDFs and links
- Video and blog titles



# Headlines using keywords

- Top 5 **meditation chairs** for beginners
- Meditation for CEOs – What **meditation chair** is best?
- Do **meditation chairs** make a difference?




# Headlines using keywords

- Top 5 **meditation pillows** for pregnant women
- Where to buy cheap **meditation pillows**
- Best **meditation pillows** for CEOs who travel



# Quality long tail keyword – books

 **AdWords Campaigns**












[Campaigns](#) [Ad Groups](#) [Ads](#) [Keywords](#) [Negatives](#) [Targeting](#) [QueryStream](#) [Keyword Research](#) [More ▾](#)

Enter a Keyword or URL:

Industry:  

All ▾

[+ ADD AS KEYWORD](#)

<input type="checkbox"/>	Keyword		Google Search Volume	Competition
<input type="checkbox"/>	meditation books		8,100	Low
<input type="checkbox"/>	meditation classes melbourne		590	High
<input type="checkbox"/>	mindfulness courses melbourne		140	Medium
<input type="checkbox"/>	mindfulness meditation melbourne		110	High
<input type="checkbox"/>	mindfulness meditation melbourne classes		70	Medium
<input type="checkbox"/>	mindfulness training melbourne		70	Medium
<input type="checkbox"/>	meditation groups melbourne		70	High
<input type="checkbox"/>	mindfulness classes melbourne		50	High
<input type="checkbox"/>	meditation retreat		12,100	High
<input type="checkbox"/>	meditation classes		9,900	High
<input type="checkbox"/>	meditation tips		8,100	High



# Headlines using keywords

- Top 5 **meditation books** for beginners
- **Meditation books** for beginners – what should you be reading?





# How to use Google Keyword Planner

- You need to:
  - create an account to get started
  - commence a PPC campaign to access detailed information
- Here's how to get started if you don't have an account



# Go to [www.google.com.au/adwords](http://www.google.com.au/adwords)

Google AdWords

[Home](#)

[How it Works](#)

[Pricing](#)

[Tools](#)

[Resources](#)

## Get your ad on Google today.

Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

[START NOW](#)

Call to get set up by our AdWords Specialists: [1800 988 571](tel:1800988571)\*



# Click on 'Tools'

Google AdWords

[Home](#)

[How it Works](#)

[Pricing](#)

[Tools](#)

[Help](#)



## Get your ad on Google today.

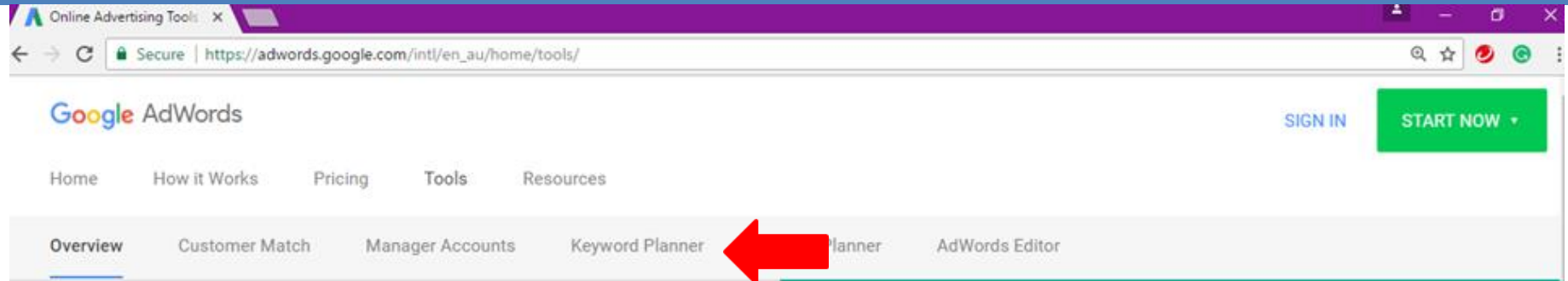
Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call.

[START NOW](#)

Call to get set up by our AdWords Specialists: [1800 988 571](tel:1800988571)\*

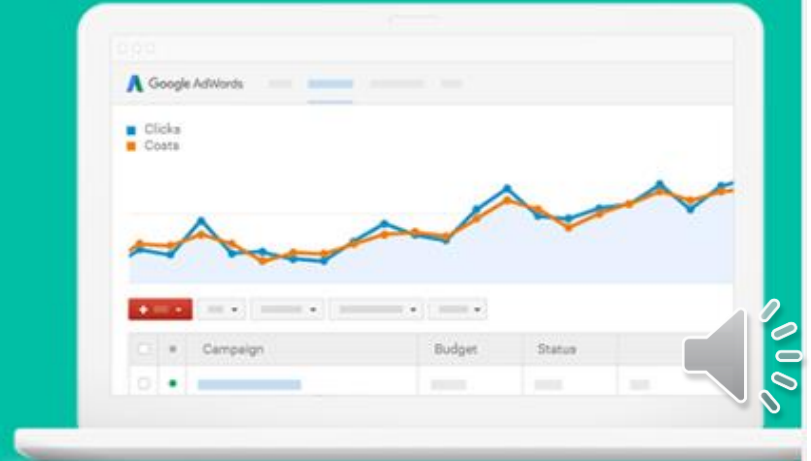


# Click on 'Keyword Planner'

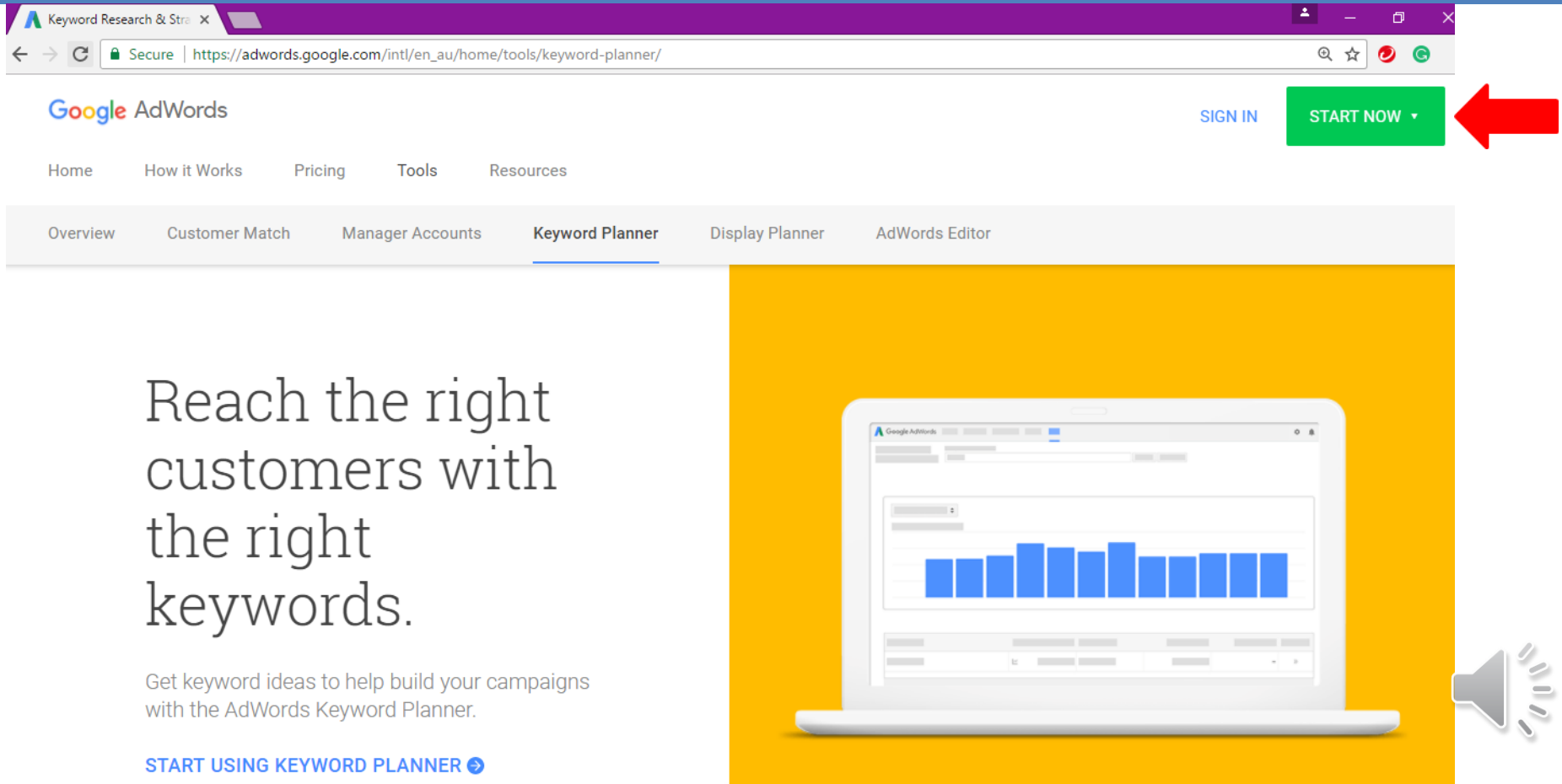


Do more with  
your ads.

Discover additional tools that can make your  
AdWords strategy even more effective.



# Click on 'Start Now'



The image is a screenshot of a web browser displaying the Google AdWords Keyword Planner interface. The browser's address bar shows the URL [https://adwords.google.com/intl/en\\_au/home/tools/keyword-planner/](https://adwords.google.com/intl/en_au/home/tools/keyword-planner/). The page header includes the Google AdWords logo, a 'SIGN IN' link, and a green 'START NOW' button with a dropdown arrow. A large red arrow points to this button. Below the header is a navigation menu with links: Home, How it Works, Pricing, Tools, and Resources. A secondary menu below that includes Overview, Customer Match, Manager Accounts, Keyword Planner (which is underlined), Display Planner, and AdWords Editor. The main content area on the left has the text 'Reach the right customers with the right keywords.' and 'Get keyword ideas to help build your campaigns with the AdWords Keyword Planner.' Below this is a link 'START USING KEYWORD PLANNER' with an external link icon. On the right, there is a large yellow rectangular area containing an illustration of a laptop displaying a bar chart. A speaker icon is located in the bottom right corner of the image.

Keyword Research & Str... x

Secure | [https://adwords.google.com/intl/en\\_au/home/tools/keyword-planner/](https://adwords.google.com/intl/en_au/home/tools/keyword-planner/)

Google AdWords

SIGN IN

START NOW ▾

Home How it Works Pricing Tools Resources

Overview Customer Match Manager Accounts **Keyword Planner** Display Planner AdWords Editor

Reach the right customers with the right keywords.

Get keyword ideas to help build your campaigns with the AdWords Keyword Planner.

START USING KEYWORD PLANNER ➔

# If you don't have a website

- Click on 'Skip the guided setup'

## Welcome to Google AdWords!

We'll help you sign up and start advertising in just a few steps.  
Experienced with AdWords? [Skip the guided setup.](#)

What is your email address?

What is your website?

- ☐ Yes, I want personalised tips and recommendations to improve my ad performance.
- ☐ No, I don't want personalised tips and recommendations to improve my ad performance.

Continue



Get started advertising on Google  
in just a few steps.



# Enter your details to create an account

Create a new Google Account

Name

First

Last

Your email address

support@copyschool.com

Create a password

Confirm your password

Birthday

Day

Month

Year

Mobile phone

 +61

Location

Australia

Next step



# How to use Google Keyword Planner

- Click on 'I agree' on the pop-up
- A confirmation email will be sent to your email address (you will need to click on this to verify your account)
- Once you've done this, you'll be taken to the AdWords home screen (coming up)





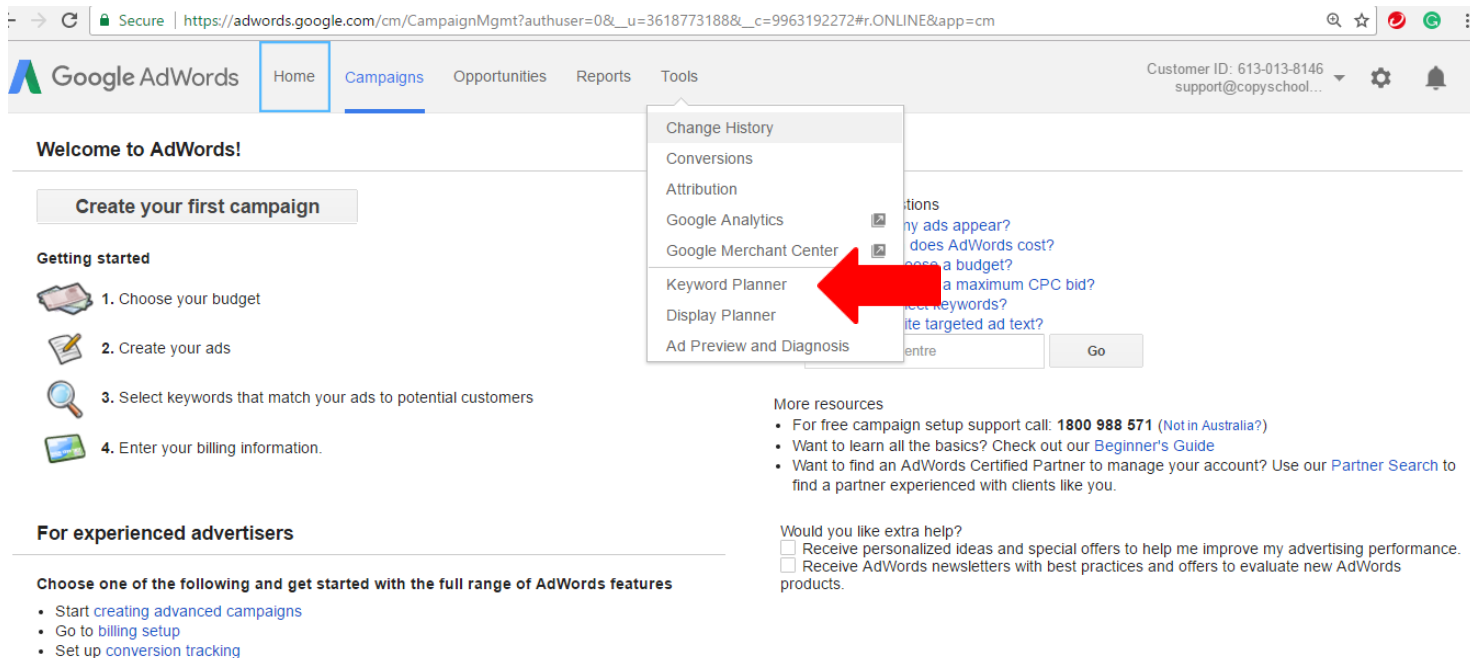
# If you already have an account

- You can skip these steps and go straight to 'login' from the first page we looked at



# You're now logged in

- Click on Tools and then Keyword Planner



The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', 'Reports', and 'Tools'. The 'Tools' menu is open, showing options like 'Change History', 'Conversions', 'Attribution', 'Google Analytics', 'Google Merchant Center', 'Keyword Planner', 'Display Planner', and 'Ad Preview and Diagnosis'. A red arrow points to 'Keyword Planner'. Below the navigation bar, there's a 'Welcome to AdWords!' section with a 'Create your first campaign' button. To the left, under 'Getting started', there's a list of four steps: 1. Choose your budget, 2. Create your ads, 3. Select keywords that match your ads to potential customers, and 4. Enter your billing information. To the right, under 'More resources', there's a list of links: 'For free campaign setup support call: 1800 988 571 (Not in Australia?)', 'Want to learn all the basics? Check out our Beginner's Guide', and 'Want to find an AdWords Certified Partner to manage your account? Use our Partner Search to find a partner experienced with clients like you.' At the bottom, under 'For experienced advertisers', there's a section 'Choose one of the following and get started with the full range of AdWords features' with three bullet points: 'Start creating advanced campaigns', 'Go to billing setup', and 'Set up conversion tracking'. A speaker icon is visible in the bottom right corner.

Secure | [https://adwords.google.com/cm/CampaignMgmt?authuser=0&\\_u=3618773188&\\_c=9963192272#r.ONLINE&app=cm](https://adwords.google.com/cm/CampaignMgmt?authuser=0&_u=3618773188&_c=9963192272#r.ONLINE&app=cm)

Google AdWords Home Campaigns Opportunities Reports Tools Customer ID: 613-013-8146 support@copyschool...

Welcome to AdWords!

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.

More resources

- For free campaign setup support call: **1800 988 571** (Not in Australia?)
- Want to learn all the basics? Check out our [Beginner's Guide](#)
- Want to find an AdWords Certified Partner to manage your account? Use our [Partner Search](#) to find a partner experienced with clients like you.

Would you like extra help?

- ☐ Receive personalized ideas and special offers to help me improve my advertising performance.
- ☐ Receive AdWords newsletters with best practices and offers to evaluate new AdWords products.

# If you need help

- If you need help, try one of these links

## Keyword Planner

Where would you like to start?

### Find new keywords and get search volume data

- Search for new keywords using a phrase, website or category

---

- Get search volume data and trends

---

- Multiply keyword lists to get new keywords

Before you begin



[How to use Keyword Planner](#)

[How to see your organic data](#)

[Building a Display campaign? Try Display Planner](#)



# Begin your search

- To begin, click on 'search for new keywords using a phrase, website or category'



# How to use Google Keyword Planner

## Keyword Planner

Where would you like to start?

### Find new keywords and get search volume data

- ▶ Search for new keywords using a phrase, website or category



- 
- ▶ Get search volume data and trends

- 
- ▶ Multiply keyword lists to get new keywords

## Before you begin

[How to use Keyword Planner](#)

[How to see your organic data](#)

[Building a Display campaign? Try Display Planner](#)



# Enter your search terms

- Enter what you're looking for and click 'Get ideas'



# Example

## Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service


Copywriting  
Copywriting courses

Your landing page

www.copyschool.com

Your product category


Enter or select a product category ▼

Targeting 

All locations 


English 


Google 


Negative keywords 

Date Range 


Show avg. monthly searches  
for: last 12 months 

Customise your search 

Keyword filters 

Keyword options 

Show broadly-related ideas  
Hide keywords in my account  
Hide keywords in my plan

Keywords to include 

Get ideas



# Refine your search

- Narrow it down using locations, filters etc
- Click on the icon [?] next to each section for more information





# Example

## Find new keywords and get search volume data

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

Copywriting  
Copywriting courses


Your landing page

www.copyschool.com

Your product category


Enter or select a product category ▼

Targeting 

All locations 


English 

Google 


Negative keywords 

Date Range 

Show avg. monthly searches  
for: last 12 months 

Customise your search 


Keyword filters

Keyword options 

Show broadly-related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include 

Get ideas



# Your results are now shown

- If you're not a paying customer, you'll get a very broad range of results shown
- If you pay to create an AdWords campaign, your results will be more specific




# Example

## Keyword Planner

[Find Keywords](#)[Review plan](#)



### Targeting <sup>?</sup>

All locations English Google Negative keywords 


### Date Range <sup>?</sup>

Show avg. monthly searches  
for: last 12 months 

### Customise your search <sup>?</sup>

Keyword filters Keyword options 


Show broadly-related ideas  
Hide keywords in my account  
Hide keywords in my plan

Keywords to include 

Ad group ideas

Keyword ideas

Columns ▾

 Download

Add all (634)

Keyword (by relevance)	Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>	Ad impr. share <sup>?</sup>	Add to plan
freelance copywriter	1K – 10K	High	\$5.08	–	»
seo copywriting	1K – 10K	Low	\$7.60	–	»
website copywriting	1K – 10K	Medium	\$7.71	–	»
freelance writing	10K – 100K	Medium	\$4.09	–	»
seo writing	1K – 10K	Low	\$7.28	–	»
advertising copywriter	1K – 10K	Low	\$4.57	–	»
copywriting training	100 – 1K	High	\$5.75	–	»
online copywriting courses	100 – 1K	High	\$5.99	–	»
copywriting courses online	100 – 1K	High	\$6.08	–	»
copywriter website	100 – 1K	High	\$5.65	–	»



# It's a general idea

- If you want to narrow this down, you'll need to start an AdWords campaign
- This will give you a general idea of your competition and how tough it will be to rank for certain keywords



# How to use Google Keyword Planner

- You can go straight here using:  
[https://adwords.google.com/intl/en\\_au/home/tools/keyword-planner/](https://adwords.google.com/intl/en_au/home/tools/keyword-planner/)



# Useful video

- Here's a video you may find useful
- It explains how to use the Google Keyword Planning tool without setting up a campaign:
  - <https://www.youtube.com/watch?v=NAIcO9Uogq0>



This is the end of video 3.2 in the online course:

# **Learn SEO Copywriting**

## **Module 3: Keyword research and planning**

