

## Introduction

This document walks through using the Google Keyword Planner to uncover the best keywords for your business.

Identifying 'target keywords' is a key starting point for SEO activities that eventually will attract sales leads to your website.

Google provides the Keyword Planner as a resource in the AdWords pay per click advertising system, so to use it you will need to an AdWords account.

This document was originally published in 2011 and frankly not much has changed in target keyword selection strategies since then :0)

## Before you use the Keyword Planner

### Create an AdWords account

If you don't already have an AdWords account you'll need to do this:

- You'll need to use a Google ID  
Don't have one ? Ask for our separate guide on doing just that.
- Got a Google ID ?
  - Go to [adwords.google.com](http://adwords.google.com)
  - Login using your Google ID
  - Don't bother creating an AdWords campaign etc

### Accessing the Keyword Planner

Find the keyword planner by:

- Searching in Google for *keyword planner*
- Selecting **Tools | Keyword Planner** from the top menu in your AdWords account

### Preparing for keyword research

Research Tips:

- Determine the **geographic region** where your clients are  
Cities are used more often than regions and states
- **Avoid jargon** are *absolutely certain* your clients use it
- Be cautious with **plurals** and singular forms
- Typically, regionalised searches are: **<search term> <region>**
- American spelling and terms are creeping into our language
- Think about what your **clients would search for** rather than what you would  
Ask for our guide *Discovering your Target Keywords* for help on doing that.
- Start researching 'broad terms' then drill down to more and more specific keywords
- Don't make any assumptions about what people search for

## Using the Keyword Planner

There are 3 simple steps to starting the keyword research:

- Search
- Review
- Refine

### Search using a 'seed' term

Click **Search for new keywords using a phrase, website or category** to open the input panel

Enter your starting or 'seed' search term, select the client location and click Get Ideas

### 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

For example, flowers or used cars

Enter seed keywords here

Your landing page


www.example.com/page


Set target region here


Your product category


Enter or select a product category

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 


[Get ideas](#)

## Review Results





When results are returned select the **Keyword Ideas** tab to review them

### Review tips

- Mouse over the question marks for information about each column
- Mouse over the chart ICON for searches over last 12 months
- Click the column headings to sort by that column
- Download the data to Excel for a more detailed review

Search Terms	Avg. monthly searches <a href="#">?</a>	Competition <a href="#">?</a>	Suggested bid <a href="#">?</a>	Ad impr. share <a href="#">?</a>	Add to plan
online marketing	 70	High	AUS\$11.23	-	»

Show rows  1 - 1 of 1 keywords | < < > > |

Keyword (by relevance)	Avg. monthly searches <a href="#">?</a>	Competition <a href="#">?</a>	Suggested bid <a href="#">?</a>	Ad impr. share <a href="#">?</a>	Add to plan
internet marketing	 30	High	AUS\$14.42	-	»
marketing	 390	Low	AUS\$12.43	-	»
web marketing	 10	Medium	-	-	»
marketing online	 10	High	-	-	»

## Refine

Use new search terms you have identified to change the search criteria then rerun the search and refine.

### Refine Tips

- Use the filtering tools to exclude irrelevant terms