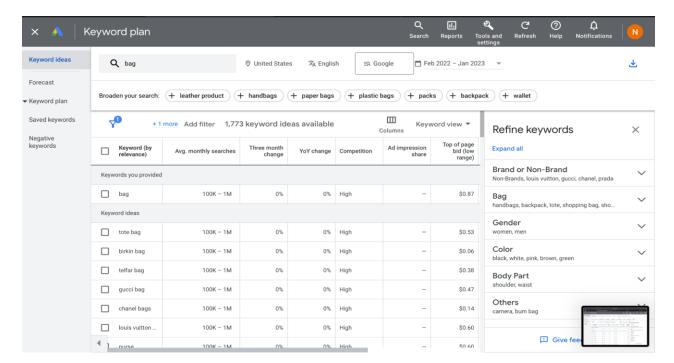
- GOAL: Use Google's Keyword tool to do some research on your upcoming role as a digital marketer for BUHI, a bag business which focuses on fashion-forward bags such as backpacks, purses, duffles, luggage and more (see website homepage below).
- Step 1: Search the seed word, "bag."
- Step 2: Determine the information that the keyword planner provides.
- Step 3: Determine the top 10 keywords that Google keyword planner provided after your search.
- Step 4: Examine the refine keywords in beta section. Make any recommendations for better words to use in order to establish quality keywords on your digital platform.

February 29, 2023

SEO Google Ads Keyword Planner

The Google Key planner provides a monthly average search which is at 100,000 to 1 million, as shown. The next segment is the three-month change, which tells if there is more popularity than 3 months ago. This figure is 0. The 0 YOY stands for the change over the previous month for the search team, which has not changed since the previous month. The competition for this search is high, which means there is a lot of traffic for the search term. The top page bid is 87 cents, which is how much per search term a person would pay for being on the first page. The second number is the \$3.33, which is the amount the average person paid to be on the first page of results of google per view.



The top ten keywords that Google keyword planner provided following my search are as follows: tote bag, birkin bag, telfar bag, gucci bag, chanel bags, louis vuitton bag, purse, louis vuitton purse, prada bag, and backpacks. These words can be helpful for SEO marketers because they would be able to target a more precise audience. It would be beneficial to include these words in your search engine optimization names. When creating a campaign, these extra words should be used to increase the success of the campaign.

In order to establish quality words, it might be wise to include the brand of the bag. It is also important to include the gender, male or female, related to the type of bag you are selling to narrow the search. Another way in which you can get a quality SEO is to include the color of the bag. Lastly, it is important to include the body part that the bag utilizes. This way your SEO can be specific. My suggestion for a better optimized SEO would be "Women's Brown Gucci shoulder strap."