

**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 term, 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 screenshot displays the Google Ads Keyword Planner interface. At the top, the search term is 'bag' for the United States in English, covering the period from February 2022 to January 2023. Below the search bar, there are suggestions to broaden the search with terms like 'leather product', 'handbags', 'paper bags', 'plastic bags', 'packs', 'backpack', and 'wallet'. The main table shows 1,773 keyword ideas available. The table columns include: Keyword (by relevance), Avg. monthly searches, Three month change, YoY change, Competition, Ad impression share, and Top of page bid (low range). The 'Keywords you provided' section lists 'bag' with 100K-1M monthly searches, 0% change, 0% YoY change, High competition, and a top bid of \$0.87. The 'Keyword ideas' section lists several related terms like 'tote bag', 'birkin bag', 'telfar bag', 'gucci bag', 'chanel bags', and 'louis vuitton ...' with similar search volumes and competition levels. On the right side, there is a 'Refine keywords' panel with expandable sections for 'Brand or Non-Brand', 'Bag', 'Gender', 'Color', 'Body Part', and 'Others'. A small inset window is visible in the bottom right corner of the screenshot.

| Keyword (by relevance) | Avg. monthly searches | Three month change | YoY change | Competition | Ad impression share | Top of page bid (low range) |
|------------------------|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|
| bag                    | 100K - 1M             | 0%                 | 0%         | High        | -                   | \$0.87                      |
| tote bag               | 100K - 1M             | 0%                 | 0%         | High        | -                   | \$0.53                      |
| birkin bag             | 100K - 1M             | 0%                 | 0%         | High        | -                   | \$0.06                      |
| telfar bag             | 100K - 1M             | 0%                 | 0%         | High        | -                   | \$0.38                      |
| gucci bag              | 100K - 1M             | 0%                 | 0%         | High        | -                   | \$0.47                      |
| chanel bags            | 100K - 1M             | 0%                 | 0%         | High        | -                   | \$0.14                      |
| louis vuitton ...      | 100K - 1M             | 0%                 | 0%         | High        | -                   | \$0.60                      |

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.”