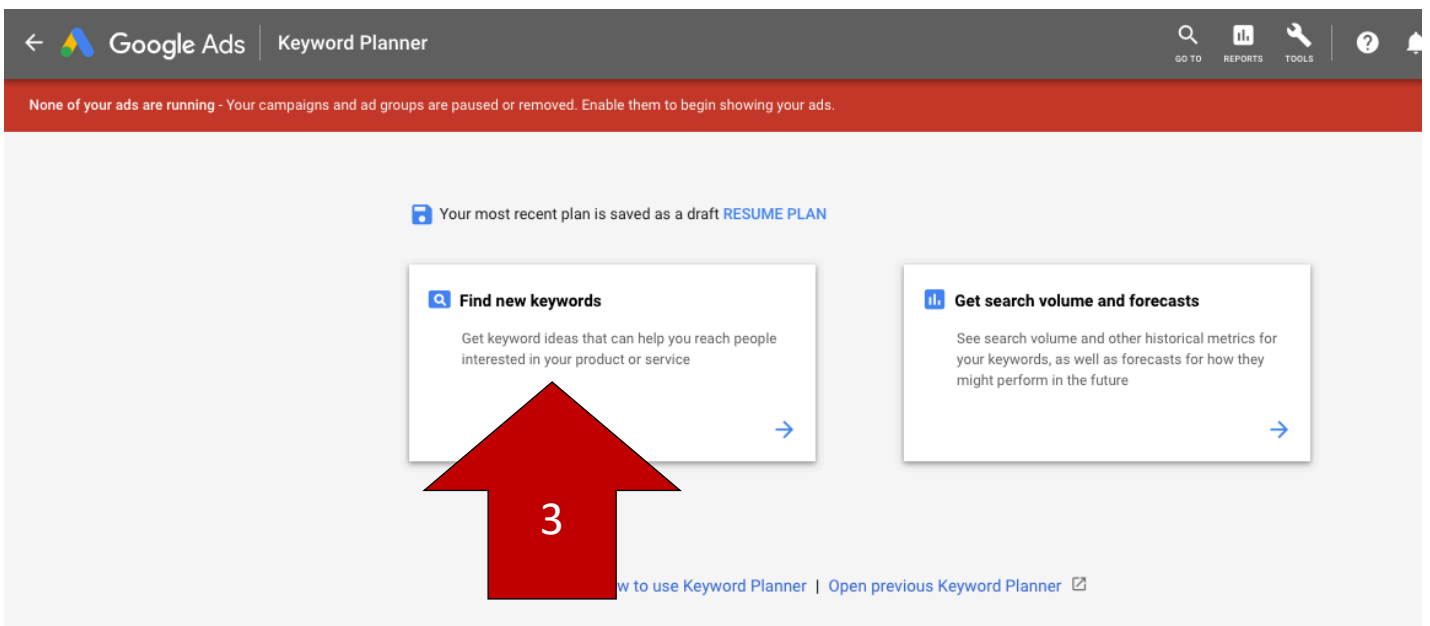
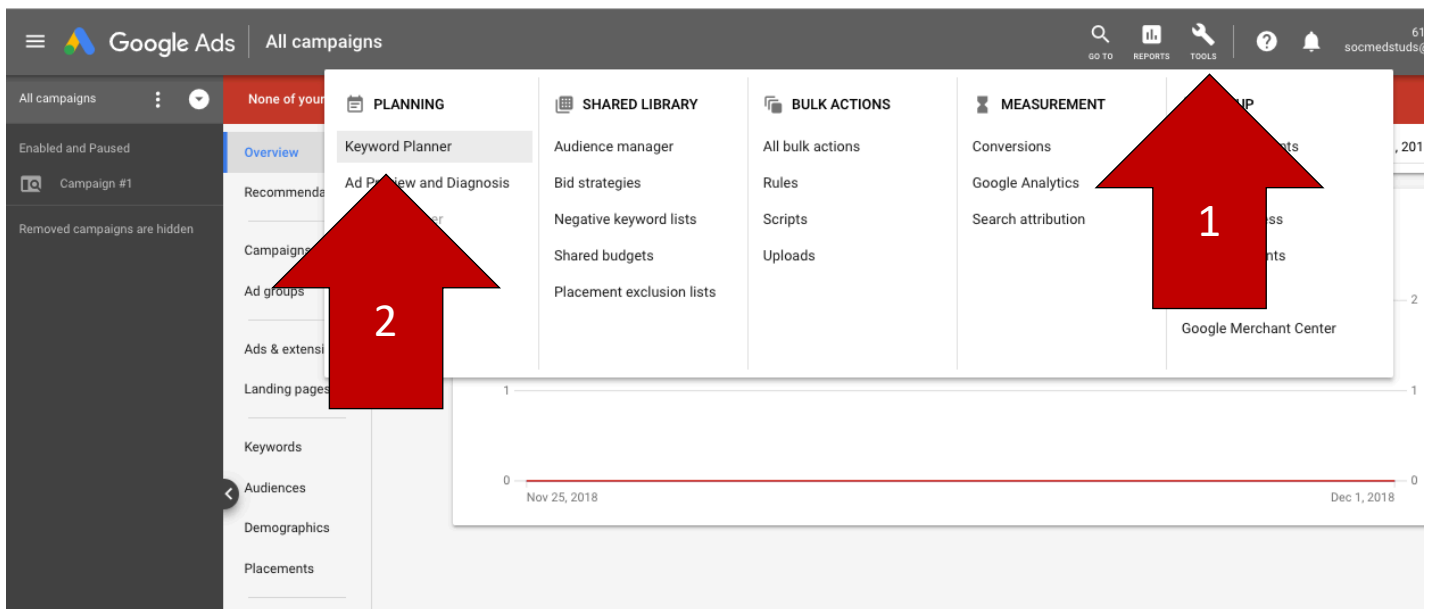


Activity – Google’s Keyword Planning Tool

To find keywords for your website, Google Business Listing, or online ads, why not leverage the top U.S. search engine’s brain?

Here’s how you would use the Google Ads Keyword Planner tool to find relevant keywords in your area, by town, city, state, or county.

- Go to <https://ads.google.com/>
- Enter your Gmail Account information.
 - If you do not have a Gmail account, you’ll need to create one. They are free.
- If you’ve never created a Google Ads account before, you’ll need a credit card handy. It won’t be billed, but it must be entered.
- Complete the rest of the login credentials needed, such as website address, billing info., etc.
- Once complete, use the following screens to find keywords.



Once you've entered a few, long-tail terms, such as Best Bergen County Plumber, and have clicked enter, you'll be presented with a list of terms, their average monthly searches, and competition.

Tip: Competition is how much other people are using the term. The higher the ranking the harder it will be to get found online for that term/phrase. Consider low to medium competition when looking at the average monthly searches.

Before you commit to these terms, check the location in the top, left corner of the screen. Is it the location you want? If not, click on it and change it to the city, town, county, or state where you're trying to focus your search.

You can also export the list using the Download icon above the chart on the right side. I export this information in to Excel so I can sort it, delete the rows I don't want, and keep a variety of listings for reference.

Example Search Results

Ad group ideas		Keyword ideas		Columns ▾		Dow
Keyword (by relevance)		Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad imp	
social media marketing services		880	Medium	\$14.86		
online marketing agency		720	Medium	\$17.92		
internet marketing services		880	Medium	\$16.92		
social media services		720	Medium	\$10.71		
social media marketing companies		2,400	Medium	\$15.28		
online marketing company		1,300	Medium	\$21.33		
seo firm		1,000	Medium	\$23.76		
what is social media marketing		880	Medium	\$8.98		
social media optimization		590	Medium	\$16.14		
seo marketing		2,900	Medium	\$24.29		
marketing firms		2,900	Medium	\$12.62		
digital marketing company		1,300	Medium	\$18.10		

Show rows: **30** ▾ 1 - 30 of 700 keywords