

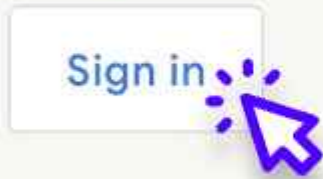
Performing Keyword Research for Google Ads



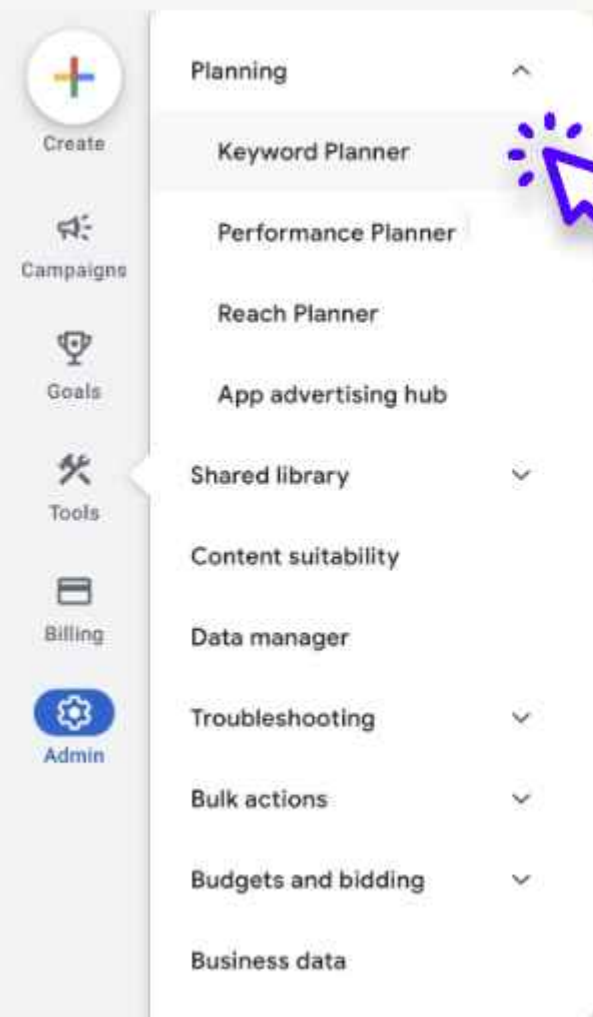
STEP 1

ACCESS GOOGLE ADS AND KEYWORD PLANNER

Google Ads



Log in to Google Ads: Head to ads.google.com and log in to your account.



Navigate to Keyword Planner:

In the toolbar, click on “Tools & Settings,” then select “Keyword Planner” under the “Planning” section.

STEP 2

DISCOVER NEW KEYWORDS

Enter products or services closely related to your business




Enter a site to filter unrelated keywords 

Start with Seed Keywords:

Enter up to 10 relevant keywords related to your business or website.

Use a Competitor's

Website: Alternatively, enter the URL of a competitor's website to discover keywords related to their content.



Get results

Click “Get Results”: Google will generate a list of suggested keywords based on your input.

STEP 3

ANALYZE KEY METRICS

Avg. monthly searches
1M – 10M
10K – 100K

Monthly Search Volume:

Review how often each keyword is searched in a month.

Competition
Medium
High
Medium

Competition: Check the competition level—“Low,” “Medium,” or “High”—to gauge how difficult it may be to rank for those terms.

Top of page bid (low range)	Top of page bid (high range)
\$2.28	\$8.70
\$7.30	\$22.88
\$2.33	\$8.00


Bid Range: Look at the estimated cost-per-click (CPC) to appear in the top ad positions for each keyword.

STEP 4

FILTER AND REFINE KEYWORDS

Filter by Search Volume: Filter out keywords with fewer than 100 searches per month for greater relevance.

Top of page bid ×

Apply 

Remove Low-Value

Keywords: Set a minimum bid to exclude keywords with little advertising value.



Add Negative Keywords:

Identify keywords that are irrelevant or likely to attract unqualified clicks, and add them as negative keywords.

STEP 5

GROUP KEYWORDS BY INTENT

Group Keywords into Themes:

Sort your keywords into groups based on the user's intent (informational, navigational, or transactional).

Set Up Ad Groups: These groups will form the basis of your ad groups in your campaign.



10 selected

Plan ▾

New ad group ▾

Broad match ▾

Create new ad group

Cancel

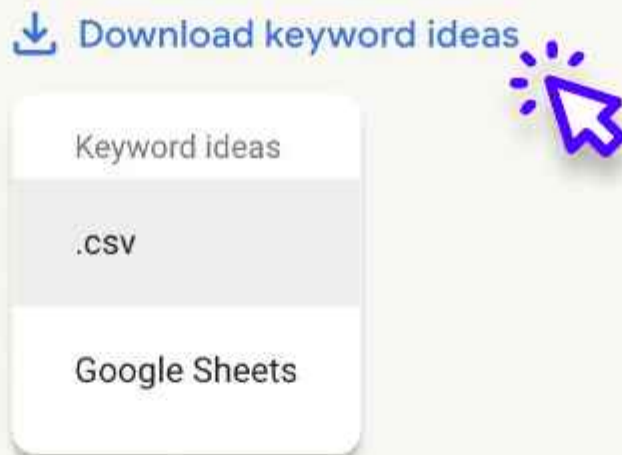
Create



STEP 6

SAVE AND EXPORT

Download the List: Export your keyword research as a CSV or Google Sheet to share with your team or use for campaign setup.



If you need any assistance or prefer to have experts handle it, Propaganda Solutions is here to help.

Contact us today!