

# What is Google Keyword Planner

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SEO has become an essential part of digital marketing in the online network. However, without the use of proper keywords, your web pages are far from getting ranked on top search engines like Google and Bing.

Although, if you wish to take the easy path of displaying your pages above top ranked ones, you can use Google Adverts. To help you create the perfect advert that'll fetch you high ROI, you can use the Google Keyword Planner.

Google Keyword Planner is a free tool created for those marketers who plan on using adverts. We, Handshake Links, are specialists in keyword research, but we still can't deny the fact of how helpful this tool is.

## Functionalities

The fundamental role of this helpful tool is to enhance your keyword research outcomes and put forward useful stats for each word.

These stats will show you how many searches people have made on a particular keyword or phrase and the level of competition on it. Also, you'll see a forecast of how well the keyword will perform in the future.

By level of competition, we mean how difficult it will be for you to get ranked with it. It basically depends on how popular the keyword is within a specific industry.

## Building a Keyword List

Keywords in your campaign can lead your adverts to show up to your target audience. Here are a few useful tips to create a good keyword list.

- **Think like a Customer**

To start off, jot down all the categories you plan on having for your business. Under each of them, write down phrases and keywords you would use to search for goods and services for that particular category.

- **Be More Precise With Your Choice of Words**

If you wish to target specific customers, shortlist keywords that you can use to target a particular segment of the population. Specific keywords are easier to rank, and the conversion is higher when clients type specific sentences. Specific keywords also mean that your ads will only show up if these

customers use them for a search. E.g., if you sell men's watches, your specific keyword can be men's sports watches. This will only display a particular type of the product you sell. You can also try your specific keywords on Google to see how other companies are running their ads. Use their research for a better idea of how it's done.

On the other hand, if you plan on running an ad to reach as many people as possible, your keywords should be general. However, even though you can expect your ad to show up to more people, it becomes difficult to reach out to your potential customers. Broad keywords also require a higher bid amount due to high competition.

- **Choose the Right Number of Keywords**

If you have similar keywords in your list, add them into a group according to the type of the product or service. It's preferred that your ad should have around 5-20 words. However, all of them should directly link to the theme of the group. These groups will also help you analyze their performance after publishing your ad.

## **Latest Features in the Tool**

In the 2018 update, developers have made changes in the keyword ideas and forecasting features. Keyword ideas now show you total searches of both desktop and mobiles. After the update, with the new forecast feature, you directly get an estimated performance of a particular keyword or phrase with a max CPC. You can change the bid later on as per your choice.

## **Alternatives to Look Out For:**

1. [Squirrly SEO](#)
2. [Keyword Tool](#)
3. [The Hoth](#)

For further help, you can always refer to various books, [tutorials](#), certification training and consultants specialized in Google Adverts.



