



# Content outline

Title: What is Google Keyword Planner

## Target market(s)

Manager and directors of companies who want to know what it is for, not necessarily for technical people or consultants, this is not going to be a guide.

**Important** to mention somewhere the article that we, Handshake Links, are specialists in keyword research.

## Key points

- Functionalities:
  - Research keywords
  - Get historical statistics and traffic forecasts
- Building a keywords list
  - (Refer to this url: <https://support.google.com/adwords/answer/2453981?hl=en-GB>)
  - Also add the following recommendations:
    - Start with specific keywords such as
      - “price of cars in manchester” is more specific than “cars in manchester”
      - Specific keywords are easier to rank and the conversion is higher when clients type specific sentences
  - Include also the following (in your own words):
    - “All of this research has already been done by companies that have ads in place. If you search for “price of cars in manchester” you will see some ads. Those companies have done the research for you, you can get some ideas from there as well”
- Mention that Google clients can organize their keywords into groups and analyze the results of each group as well as each keywords, when they publish ads
- Mention, at the bottom of the article, that there are books, tutorials (will be linked to this url <https://www.entrepreneur.com/article/301169> ), certification training and consultants specialized in Adwords.
- Mention the new features launched recently (see <https://searchengineland.com/adwords-keyword-planner-update-appears-rolling-new-interface-292814> )
- List some alternatives to Google Keyword Planner (like this one <https://www.squirrly.co/alternatives/google-keyword-planner/> )

**Company:** Handshake Links

**Website:** <https://site.handshakelinks.co.uk/link-building-service>

**Desc:** Link Building British Company



- Add others if you can find (Keywordtool.io)

## Length of article

500+ words

## Structure of document

- Strategies
- Features
- New version launched
- Alternatives

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