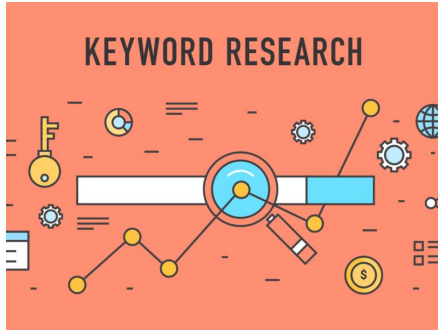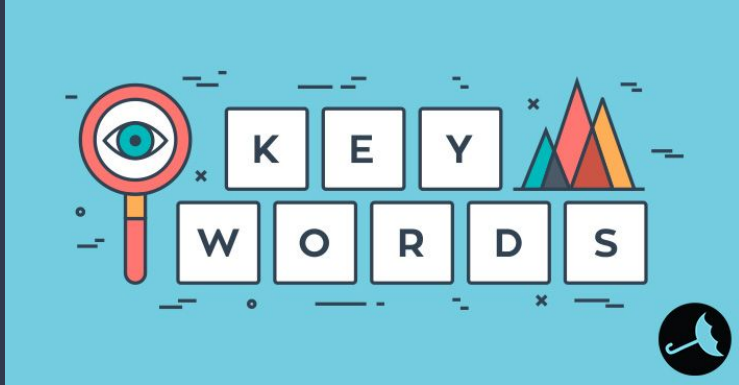# How to do <u>basic</u> keyword research for Google Ads?

With Ilya Gurman

What are keywords?

- Keywords are **ideas** and **topics** that define what your content is about.
- In our world, keywords are **terms** (Can be 1 word, sentence, a question) that potential customers will be searching for, and which will **make your Google Ad appear** on their search results.

What is Google Keyword research, and why it's important?

- Keyword research means, finding the keywords for your product that:
● Are **directly related** to what you are trying to sell/promote.
● Will cost you **minimal $$** per click.
● Will represent **purchase intent**
● Will yield the **best Ad CTR** (Ad click through rate)

Why is it important?

● Keywords are the beating-heart of every google ad. It's the very connection between the audience seeing your ad, and the product you are trying to affiliate for.
● According to statistical data analysis, the keywords chosen **represent 60% of how successful a campaign is**.

5 Basic Steps for Google Keyword Research

1) Profiling of customer.
2) Set 5-10 seed/base keywords.
3) Expand each seed keyword to a spreadsheet list.
4) Add another column for <u>negative</u> keywords.
5) Build your Google Ad Groups.

1)   Profiling of customer.

- Who is my customer?
- Gender? Age?
- Interests?
- Economic status?
- Job? Professions?
- Education?
- What is he looking for?
- What isn't he looking for?
- What is the most likely question / term he'll type into Google, to get his desire?

● Write it down on a paper/note. Keep that profile in your head while researching your keywords and through all steps of constructing your campaigns.

2) Set 5-10 seed/base keywords.

- Base keywords are the very basic search terms that your profiled customer might be searching for.
- Each product/campaign must have 5-10 general words, with minimal articles. This will be the base for your keyword list.

GOOD 'rule of thumb' numbers:

- 20-50 keywords per ad group.
- At least 3 ad groups per campaign.
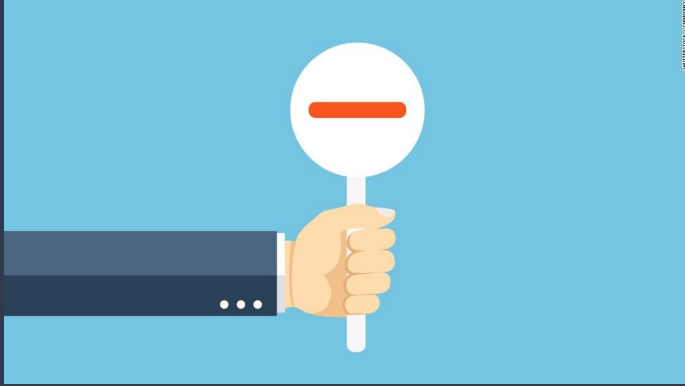- At least 100 keywords per campaign.

3) Expand each seed keyword to a spreadsheet list.

- Start a spreadsheet and use a keyword research tool to expand each of them to minimum 20 additional keywords.
- Tools:
- **Google Keyword Planner**
- **Keywordtool.io**
- **Keyword Sheeter**

Each column of your spreadsheet will represent an **ad group**.

4) Add another column for <u>negative</u> keywords.

Negative keywords let you exclude search terms from your campaigns and help you focus on only the keywords that matter to your customers. Better targeting can put your ad in front of interested users and increase your return on investment (ROI).

● As you run your Ads, you will find more and more keywords which are basically budget-wasters, which you want to disregard from your search.

5) Build your Google Ad Groups.

- Now you have 5-10 ad groups ready, you add them to your campaign (or start a new one).
- You can either make an ad (or two) for each ad group, relevant to this keyword group, or you can make a general ad (or two), copy it and paste it on all ad groups.
- Remember, budgets are controlled on the campaign level, so no need to worry about 'wasting money' for having more ad groups/ads/keywords, if something, it saves you money.

Optimisation

- As the clicks come in, track conversions and check the performance of your keywords, to grow some and disregard others.