

Keyword Research

Discovering opportunities to improve search visibility

JOFF CRABTREE, DIGITAL SOLUTIONS ADVISOR



BUSINESS STATION

DIGITAL SOLUTIONS

Australian Small Business
Advisory Services

AN AUSTRALIAN GOVERNMENT INITIATIVE

SEO stands for "search engine optimization."

It's the practice of increasing both quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as "organic") search engine results.



Short term pain. Long term gain.

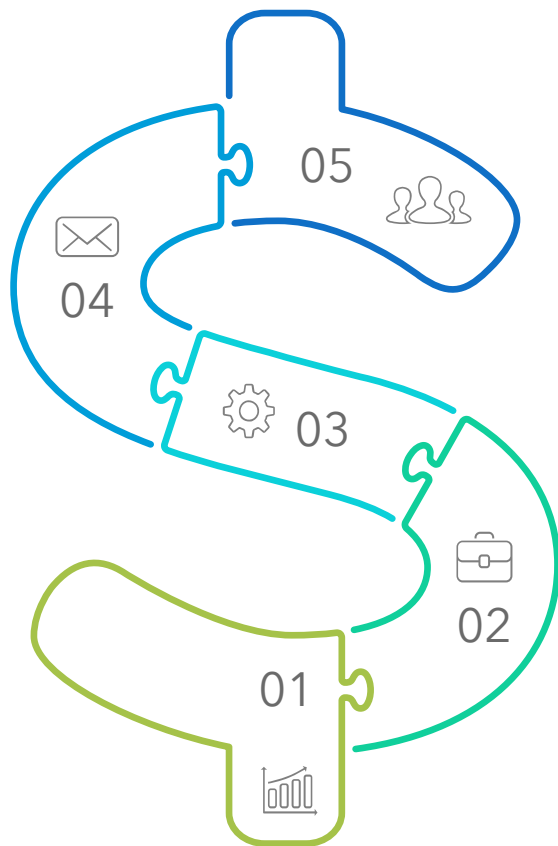
SEO might seem like 'too much work' or something to 'get to later' but it's **20x** more effective at driving website traffic than any other marketing activity and continues to pay results over time



Be authentic.

"Black hat" techniques to try and trick Google into better ranking are a good way to close the doors to your business and annoy your customers





BENEFITS OF SEO

1

Higher search rankings

2

Increased organic traffic

3

Increased brand awareness and authority

4

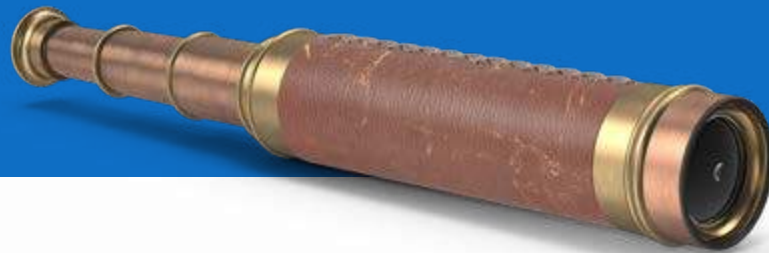
Increase in number of leads and sales

5

Lasting results

SEARCH ENGINE OPTIMISATION

Where do you start SEO?



Company Goals

What your company is trying to accomplish this quarter or this year or this month.

Marketing Goals

How marketing is going to contribute to achievement of those company goals



SEO Goals

How does SEO contribute to marketing goals

SEO Performance

Identify specific performance metrics to measure and improve.



SEO Review



CHANNEL

Review by
channel in
Google Analytics

What channels are
driving traffic to your
website?



LANDING PAGE

Review by
landing page in
Google Analytics

What content is driving
traffic to your website?



KEYWORD

Review keywords
in Google Search
Console

What were your visitors
looking for in search
results?



DEVICE

Review mobile vs
desktop in
Google Analytics

What device were they
using to search for this?

SEARCH ENGINE OPTIMISATION

SEO Management



RANK

Has your
position in
search changed?

Tracking search positions
help measure the visibility
of your brand in search



BRAND

What is your
share of voice
for key terms?

Measuring share of voice
helps measure
competitive advantage



SEARCH VOLUME

Has there been
higher search for
relevant terms?

Identifying search trends
and outliers helps guide
strategic content planning



BACKLINKS

Where do most
referrals come
from?

Identifying referral traffic
helps grow partnerships
and identify influencers

SEARCH ENGINE OPTIMISATION

Keyword research

A keyword research plan will help you understand the language of search engines and how to plan for you to get the best results possible.

Keyword research will:

- Help you understand the language of your target audience
- Help you plan your search engine optimization strategy
- Help you plan an effective content strategy



Keyword research strategy



HIGHLY COMPETITIVE

Competitive keywords that many brands/business try to rank for



TOO BROAD

Terms that are way too broad, and not relevant or focused enough to what you offer



TOO NICHE

Terms that are too specialised, which nobody searches for

Think like your customer

Describe how your customers think of your product or service category

hiking boots



what are the best
hiking boots

Don't anticipate actual search queries. Keywords that are too specific can be limiting.

Be specific but not too specific

Use the right amount of details

Chocolate cake
recipes



recipes

Don't be overly general. General keywords don't surface what people actually search for

Use multiple keywords or phrases

Use the right amount of details

short stories, mystery short
stories, mystery author



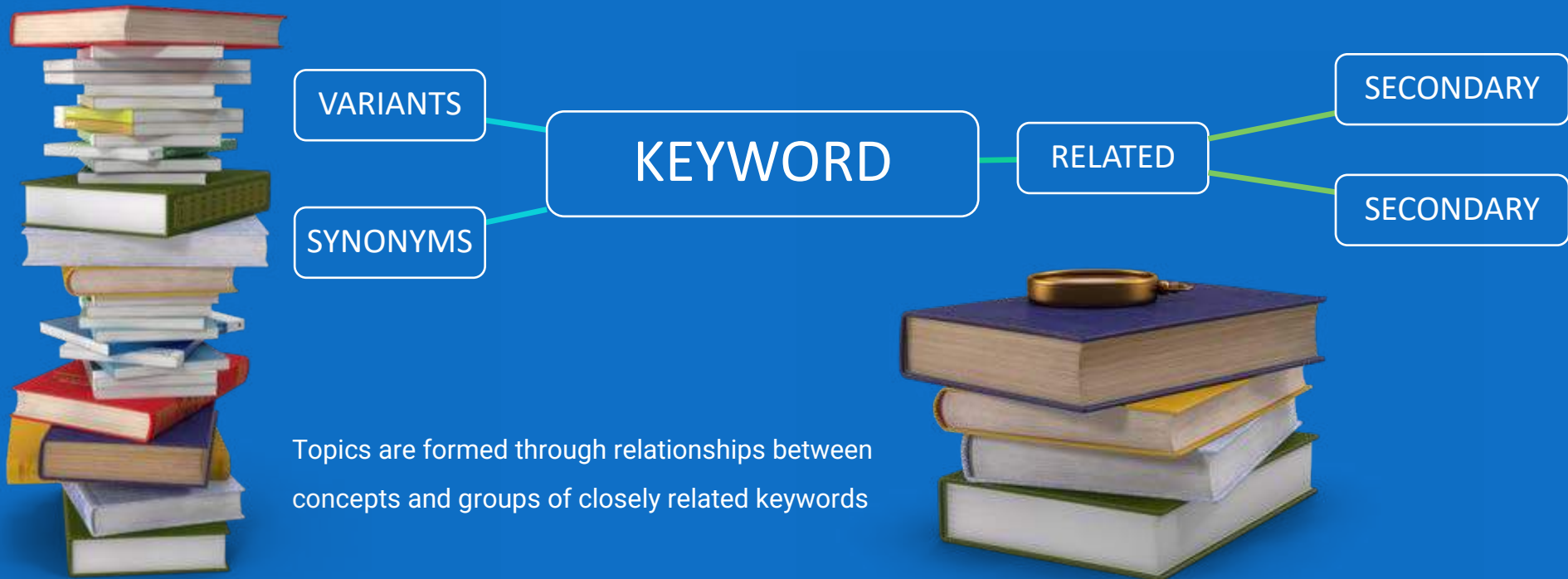
short stories, mystery,
author

Don't be overly general. General keywords don't surface what people actually search for

Websites don't rank for keywords – *pages* do.

Many websites receive more organic traffic to pages other than the homepage, so it is important to diversify your website's pages by optimizing each for uniquely valuable keywords

SEO Clustering and Grouping



Cornerstone content

Being restricted to one keyword a page might lead thin content that isn't particularly useful

Valuable information may get spread across multiple pages, reducing potential authority of each page

Site architecture may become larger than necessary making it harder for content to appear in search

,A single high-ranking page can show up in a larger number of results pages.

Identify relevant search queries related to a given topic and use queries as your H2 headings.

Review featured snippets in search results for broadening search context and topic clusters



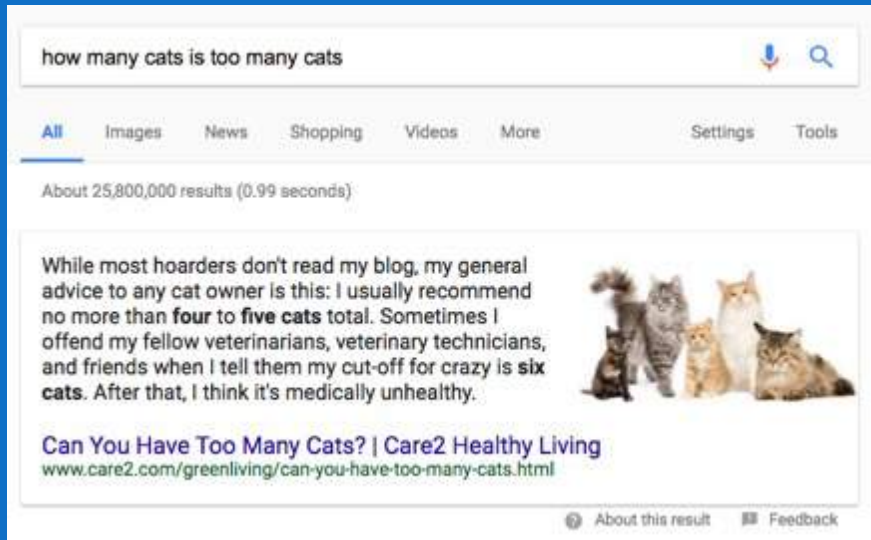
SEARCH ENGINE OPTIMISATION

Step by step keyword research process

KEYWORD RESEARCH PROCESS

1

Enter a relevant question into your search engine



SEARCH ENGINE OPTIMISATION

Step by step keyword research process

KEYWORD RESEARCH PROCESS

1

Enter a relevant question into your search engine

2

Select the most relevant “People also ask” query

People also ask

How much square footage do you need for a cat? ▾

How do you introduce cats? ▾

How many cats can you have in your home? ▲

While the proposal would allow for up to 8 cats per household, for every dog living in the house — up to a maximum of **three** — one cat would have to be removed. So, for example, someone could theoretically keep 7 cats, and 1 dog, 6 cats, and 2 dogs, or 5 cats and 3 dogs.

New By-Law Would Allow as Many as 8 Cats Per Household i

www.am980.ca/2014/05/22/19110/

Search for: How many cats can you have in your home?

How many cats there are in the world? ▾

How many dogs are you allowed to have? ▾

How many animals can you have in your home? ▾

SEARCH ENGINE OPTIMISATION

Step by step keyword research process



KEYWORD RESEARCH PROCESS

1

Enter a relevant question into your search engine

2

Select the most relevant "People also ask" query

3

Find suggestions with low-value featured snippets

SEARCH ENGINE OPTIMISATION

Step by step keyword research process



SEO Minion

Offered by: <https://seominion.com>

★★★★★ 502

Search Tools

100,000+ users



Scraper

Offered by: dvhtn

★★★★★ 359

Developer Tools

100,000+ users

KEYWORD RESEARCH PROCESS

1

Enter a relevant question into your search engine

2

Select the most relevant "People also ask" query

3

Find suggestions with low-value featured snippets

4

Compile a list of "People also ask" questions

SEARCH ENGINE OPTIMISATION

Step by step keyword research process

KEYWORD PLANNER

Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help

[Go to Keyword Planner](#)

summer apparel

Get ideas

Sneakers

Bathing suits

Jeans shorts

KEYWORD RESEARCH PROCESS

1

Enter a relevant question into your search engine

2

Select the most relevant "People also ask" query

3

Find suggestions with low-value featured snippets

4

Compile a list of "People also ask" questions

5

Use a keyword research tool to refine keywords



Keyword research to identify opportunities

Long tail keywords





Fat head

Top 100

Top 500

Top 1000

Top 10,000



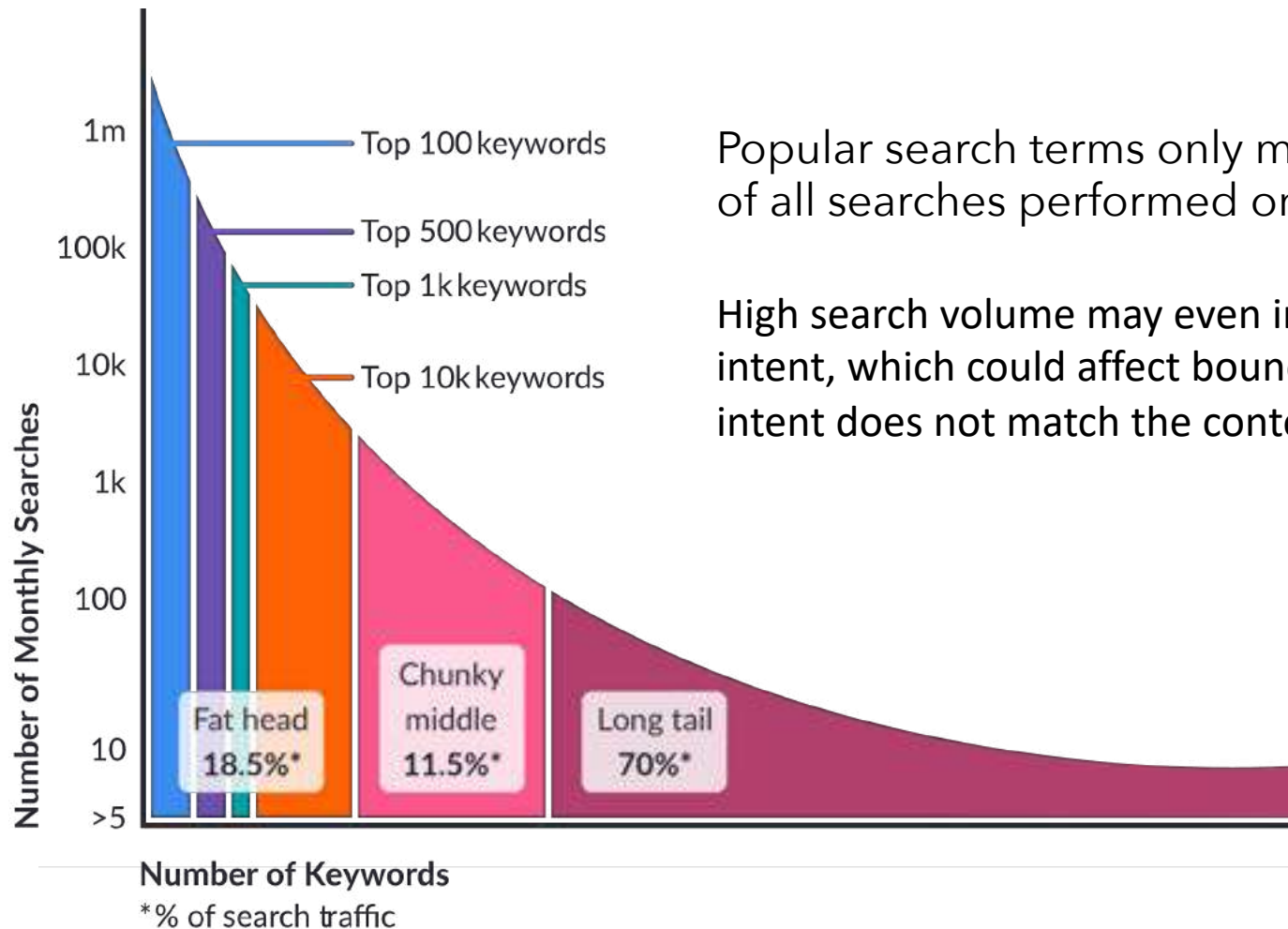
Chunky middle

It's not worth your time and effort to
just take the middle ground



Long tail

Niche terms specific to your target
audience needs



Popular search terms only make up a fraction of all searches performed on the web

High search volume may even indicate ambiguous intent, which could affect bounce rate if the user intent does not match the content you provide

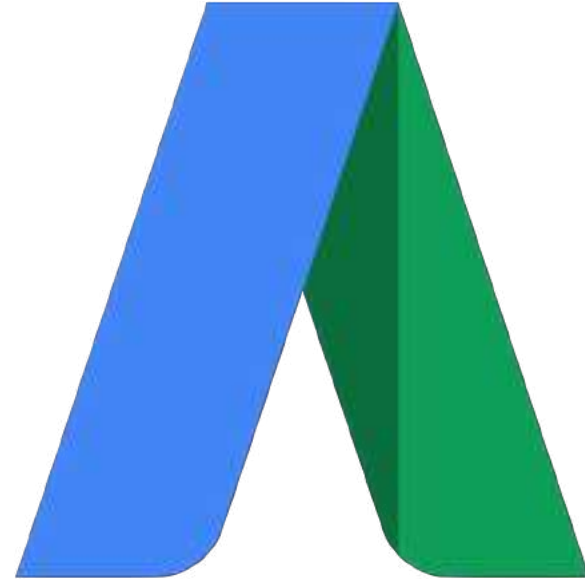
Walk-through of my keyword research process

STEP BY STEP



Keyword Planner

FREE keyword research tool in Google Ads
platform to develop keyword plan



[Contact us](#)[Sign in](#)[Get started](#)

Start advertising now

Create your first ad now. You can apply your coupon after you start.

You will receive your coupon by email within one minute.

[Start now](#)

Call to get set up by a Google Ads specialist

 **1800 721 768***

Mon-Fri, 9am-6pm AEST

The Google logo in its multi-colored font.

online flower delivery



Ad • example-business.com

Florist Services - Get Bouquets Delivered

Anniversaries, birthdays, and more. Free delivery on orders over \$25.

What's your main advertising goal?



Get more calls



Get more website sales or sign-ups



Get more visits to your physical location



Get more brand awareness with video views

Next

Are you a professional marketer? [Switch to Expert Mode](#)

Live chat



Do you need advice on creating your ad? Google Ads consultants are here to help.

Are you a professional marketer? [Switch to Expert Mode](#)



Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



Product and brand consideration

Encourage people to explore your products or services



Brand awareness and reach

Reach a broad audience and build awareness



App promotion

Get more installs, interactions and pre-registration for your app



Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships



Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

[Create an account without a campaign](#)

BACK

CONTINUE



Need help?

Call for free ad setup help at 1800 994 786



Brand awareness and reach

Reach a broad audience and build awareness






App promotion

Get more installs, interactions pre-registration for your app

Create an account without a campaign

Confirm your business information

This information will be used to create your account. You can't change these settings later, so choose carefully.

	Billing country
Australia	
	Time zone
(GMT+08:00) Perth Time	
	Currency
Australian Dollar (AUD A\$)	

- ☐ Yes, send me performance tips, promotional offers, surveys, and invitations to try new features
- ☐ No, don't send me performance tips, promotional offers, surveys, and invitations to try new features

SUBMIT

CANCEL



Need help?

Call for free ad setup help at **1800 737 615**
9am to 6pm AEST, Mon - Fri
[More help options](#)

Congrats! You're all done.

Explore your account



Resources



Download the mobile app

Manage ads while you're on the go
[Android app](#) | [iOS app](#)



Learn more

Get answers to your questions
[Visit the Help center](#)



Contact us

9am to 6pm AEST, Mon - Fri
1800 737 615

All campaigns

Overview

Overview

All time Mar 3, 2022

Removed campaigns are hidden

Campaigns

Campaign status: All Ad group status: All Add filter

No matching campaigns

Settings

Change history

+ New campaign

Feedback

Show less

Locations

Performance targets

Campaign groups

Let's start by creating a new campaign and ad groups for your business.

A campaign is a set of related ad groups used to organize categories of products or services that you offer. [Learn more](#)

+ New campaign



Is the navigation menu easy to use?

Yes No

Get the Google Ads mobile app



Search



Reports



Tools and
settings



Refresh



Help



Notifications

585-515-0913

joffcrabtree@gmail.com



All time

Mar 3, 2022



Feedback

os for your

Overview

Campaigns

Settings

Change history

Show less

Locations

Performance targets

Campaign groups

PLANNING

Performance Planner

Keyword Planner

Reach Planner

Ad Preview and Diagnosis

App advertising hub NEW

SHARED LIBRARY

Audience manager

Bid strategies

Negative keyword lists

Shared budgets

Location groups

Placement exclusion lists

Asset Library NEW

BULK ACTIONS

All bulk actions

Rules

Scripts

Uploads

MEASUREMENT

Conversions

Google Analytics

Attribution

SETUP

Business data

Policy manager

Access and security

Linked accounts

Global site tag

Preferences

Google Merchant Center

BILLING

Summary

Documents

Transactions

Settings

Promotions

All campaigns

Overview

Campaigns

Settings

Change history

Show less

Options



PLANNING

Performance Planner

Keyword Planner

Reach Planner



SHARED LIBRARY

Audience manager

Bid strategies

Negative keyword lists



B

All bu

Rules

Script



Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform

PLANS CREATED BY YOU

PLANS SHARED WITH YOU



ADD FILTER



COLUMNS

<input type="checkbox"/>	Plan	Status	Last modified ↓	Forecast period
--------------------------	------	--------	-----------------	-----------------

Find new keyword ideas, get search volumes, and create a plan

Discover new keywords



START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business

Try "meal delivery" or "leather boots"

English (default) Australia

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business

[Learn more](#)

Enter a domain to use as a filter

https://

Using your site will filter out services, products, or brands that you don't offer

GET RESULTS

PLANS CREATED BY YOU

PLANS SHARED WITH YOU



ADD FILTER



COLUMNS



Plan

Status

Last modified

Forecast period

Find new keyword ideas, get search volumes, and create a plan

Discover new keywords

START WITH KEYWORDS

START WITH A WEBSITE

Enter products or services closely related to your business



|Try "meal delivery" or "leather boots"

Keyword ideas

Forecast

▼ Keyword plan

Saved keywords

Negative
keywords

🔍 business

Broaden your search:

+ employment

+ sales

+ mar



Exclude adult ideas



ADD FILTER

38 keywo



**Keyword (by
relevance)**

Avg. monthly searches

Three month
change

Google Ads

Keyword plan

Search

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loffcrab

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

business

Western Australia, Australia

English

322

Google

Google and search partners

Broaden your search:

+ employment

+ sales

+ marketing

+ finance

+ management

Exclude adult ideas

ADD FILTER

38 keyword ideas available

COLUMNS

Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided								
<input type="checkbox"/> business	1K - 10K	0%	0%	Low	-	A\$1.83	A\$5.96	
Keyword ideas								
<input type="checkbox"/> google my b...	1K - 10K	0%	0%	Low	-	A\$6.50	A\$1,095.32	
<input type="checkbox"/> google busin...	1K - 10K	0%	0%	Low	-	A\$2.04	A\$1,095.32	
<input type="checkbox"/> google my	10 - 100	0%	0%	Low	-	-	-	
<input type="checkbox"/> my business	100 - 1K	+900%	+900%	Low	-	A\$3.64	A\$20.63	
<input type="checkbox"/> business for ...	1K - 10K	0%	0%	Medium	-	A\$0.24	A\$2.80	
<input type="checkbox"/> google busin...	100 - 1K	0%	0%	Low	-	A\$4.45	A\$1,095.32	
<input type="checkbox"/> my business ...	10 - 100	0%	0%	Low	-	A\$2.52	A\$14.16	
<input type="checkbox"/> accountant n...	1K - 10K	0%	0%	Medium	-	A\$4.47	A\$13.10	
<input type="checkbox"/> plumbing co...	10 - 100	0%	0%	Low	-	A\$14.06	A\$51.21	
<input type="checkbox"/> tailor shop a...	10 - 100	0%	0%	Low	-	A\$14.06	A\$51.21	

To get more detailed statistics, run a campaign.

Refine keywords

EXPAND ALL

Brand or Non-Brand

Non-Brands, google, businesses

Others

mybusiness

GIVE FEEDBACK



Search



Reports

📍 Western Australia, Australia

🌐 English

2022



Google

Google and search partners

+ marketing

+ finance

+ management

keyword ideas available



COLUMNS

Month
change

YoY change

Competition

Ad impression
share

Top of page
bid (low
range)

Top of page
bid (high
range)

Account status

Location

Western Aus

Matches	Reach	
Western Australia, Australia state	2,200,000	TARGET
Perth, Western Australia, Australia city	2,140,000	
Bunbury, Western Australia, Australia city	70,000	
Mandurah, Western Australia, Australia city	127,000	
Kalgoorlie - Boulder, Western Australia, Australia city	20,000	
Geraldton, Western Australia, Australia city	30,000	
Albany, Western Australia, Australia city	23,000	
Busselton, Western Australia, Australia city	41,000	
Rockingham, Western Australia, Australia city	60,000	
Karratha, Western Australia, Australia city	—	
⚠ Limited reach ⓘ		




CANCEL SAVE

Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. [Learn more](#)

Gift Finder

A case study approach to keywords



 gift wrap, wrap, gift packaging, packaging, gift

Broaden your search:


+ product packaging


+ packaging solution

+ gift products

 Australia and Western Australia, Australia

 English

 Google and search partners

 Feb 2021 – Jan 2022

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

Search

Reports

Tools and settings

Refresh

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985-515-0913

jeffcrabtree@gmail.com

Google Ads

Keyword plan

gift wrap, wrap, gift packaging, packaging, gift

Australia and Western Australia, Australia

English

Google and search partners

Feb 2021 – Jan 2022

Keyword ideas

.CSV

Google Sheets

Broaden your search:

+ product packaging

+ packaging solution

+ gift products

+ compostable

+ gift wrapping services

+ banners

+ packing

Exclude adult ideas

ADD FILTER

5,071 keyword ideas available

Keyword view

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> steam gift card	10K – 100K	-90%	0%	High	—	A\$0.41	A\$1.61	In Plan: Saved
<input type="checkbox"/> personalised gifts	10K – 100K	0%	0%	High	—	A\$0.61	A\$1.64	In Plan: Saved
<input type="checkbox"/> gifts for her	10K – 100K	0%	+900%	High	—	A\$0.51	A\$1.74	In Plan: Saved
<input type="checkbox"/> anniversary gifts	10K – 100K	0%	0%	High	—	A\$0.48	A\$1.78	In Plan: Saved
<input type="checkbox"/> father's day gifts	10K – 100K	-90%	0%	High	—	A\$0.45	A\$2.12	In Plan: Saved
<input type="checkbox"/> gift ideas	10K – 100K	-90%	0%	High	—	A\$0.67	A\$2.37	In Plan: Saved
<input type="checkbox"/> gifts for mom	1K – 10K	-90%	0%	High	—	A\$0.67	A\$2.24	In Plan: Saved
<input type="checkbox"/> gift box	10K – 100K	0%	0%	High	—	A\$0.67	A\$1.94	In Plan: Saved
<input type="checkbox"/> christmas gift ideas	10K – 100K	-90%	0%	High	—	A\$0.69	A\$1.73	In Plan: Saved
<input type="checkbox"/> secret santa	10K – 100K	-90%	0%	Low	—	A\$0.09	A\$0.45	In Plan: Saved
<input type="checkbox"/> christmas gifts	10K – 100K	-90%	0%	High	—	A\$0.79	A\$1.90	In Plan: Saved
<input type="checkbox"/> personalized gifts	1K – 10K	0%	0%	High	—	A\$0.59	A\$1.72	In Plan: Saved
<input type="checkbox"/> apple gift card					—	A\$0.79	A\$1.67	In Plan: Saved
<input type="checkbox"/> people play gift card						A\$0.01	A\$0.04	In Plan: Saved

5,071 keywords added to your plan

VIEW SAVED KEYWORDS

UNDO

X



Search



Reports



Tools and
settings



Refresh



Help



Notifications

585-515-0913

joffcrabtree@gmail.com



Search partners



Feb 2021 – Jan 2022



+ banners

+ packing

Keyword ideas

.CSV

Google Sheets

WORD IDEAS

KEYWORDS



COLUMNS

Keyword view



Ad impression
share

Top of page bid
(low range)

Top of page bid
(high range)

Account status

Google Ads

Keyword plan

Forecast

Keyword plan

Saved keywords

Negative keywords

gift wrap, wrap, gift packaging, packaging, gift

Australia and Western Australia, Australia

English

Google and search partners

Feb 2021 - Jan 2022

DOWNLOAD KEYWORD IDEAS

Broaden your search:

+ product packaging

+ packaging solution

+ gift products

+ compostable

+ gift wrapping services

+ banners

+ packing

REFINE KEYWORDS

Exclude adult ideas

ADD FILTER

5,071 keyword ideas available

COLUMNS

Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
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<input type="checkbox"/> christmas gift ideas	10K - 100K	-90%	0%	High	-	A\$0.69	A\$1.73	In Plan: Saved
<input type="checkbox"/> secret santa	10K - 100K	-90%	0%	Low	-	A\$0.09	A\$0.45	In Plan: Saved
<input type="checkbox"/> christmas gifts	10K - 100K	-90%	0%	High	-	A\$0.79	A\$1.90	In Plan: Saved
<input type="checkbox"/> personalized gifts	1K - 10K	0%	0%	High	-	A\$0.59	A\$1.72	In Plan: Saved
<input type="checkbox"/> apple gift card					-	A\$0.79	A\$1.67	In Plan: Saved

Report downloaded to Sheets

OPEN SHEET



















DISMISS

	1K – 10K	-90%	0%	High	
	10K – 100K	0%	0%	High	
	10K – 100K	-90%	0%	High	
	10K – 100K	-90%	0%	Low	
	10K – 100K	-90%	0%	High	
	1K – 10K	0%	0%	High	

Report downloaded to Sheets

[OPEN SHEET](#)

[DISMISS](#)

-  Cut 
-  Copy 
-  Paste 
-  Paste special 
-  Insert 2 rows above
-  Insert 2 rows below
-  Delete rows 1 - 2
-  Clear rows 1 - 2
-  Hide rows 1 - 2
-  Resize rows 1 - 2
-  Conditional formatting
-  Data validation
-  View more row actions 

Three month change	YoY change	Competition	Competition (index)	Top of page bids
0%	0%	High	100	0.47
0%	0%	High	68	0.83
0%	0%	High	100	0.83
0%	0%	High	99	0.81
0%	0%	High	94	0.70
0%	0%	High	100	0.29
0%	0%	High	100	0.91
0%	0%	Low	5	0.61
0%	0%	Medium	54	0.28
-90%	0%	High	99	0.56
0%	0%	High	100	0.66
9900%	0%	High	100	0.81
0%	0%	High	100	0.39
-90%	0%	High	96	0.41
0%	0%	High	100	0.61
0%	900%	High	100	0.51
0%	0%	High	100	0.48
-90%	0%	High	100	0.45
-90%	0%	High	100	0.67
-90%	0%	High	100	0.67
0%	0%	High	100	0.67
-90%	0%	High	67	0.69

Gift Wrap Keyword Research ☆ 📁 ☑

File Edit **View** Insert Format Data Tools Extensions Help Last edit was seconds ago

ChromeFileEditViewHistoryBookmarksProfilesTabWindowHelp

docs.google.com/spreadsheets/d/1FxeiY55CM5zDGIR3wHPj4_V3roBpJi9lMmR6Ld8w/edit#gid=12756227

Gift Wrap Keyword Research

FileEditViewInsertFormatDataToolsExtensionsHelpLast edit was seconds ago

100%123Default (Arial)10

	Category															
	Keyword	Category	Avg. monthly s	Three month c	YoY change	Competition	Competition (in	Top of page bid	Top of page bid	Ad impression	Organic impres	Organic averag	In account?	In plan?	Searches: Feb	
3	wrap		50000	0%	0%	High	68	0.83	3.49					Y		
4	gift packaging		5000	0%	0%	High	100	0.83	4.27					Y		
5	packaging		5000	0%	0%	High	99	0.81	2.27					Y		
6	gift		50000	0%	0%	High	94	0.70	2.45					Y		
7	gifts for men		50000	0%	0%	High	100	0.29	1.24					Y		
8	gift card		50000	0%	0%	High	100	0.91	2.98					Y		
9	vanilla gift card		5000	0%	0%	Low	5	0.61	1.37					Y		
10	roblox gift card		50000	0%	0%	Medium	54	0.28	1.15					Y		
11	amazon gift card		5000	-90%	0%	High	99	0.56	3.37					Y		
12	mother's day gifts		50000	0%	0%	High	100	0.66	2.17					Y		
13	valentines day gifts		50000	9900%	0%	High	100	0.81	2.14					Y		
14	visa gift card		50000	0%	0%	High	100	0.39	1.71					Y		
15	steam gift card		50000	-90%	0%	High	96	0.41	1.61					Y		
16	personalised gifts		50000	0%	0%	High	100	0.61	1.64					Y		
17	gifts for her		50000	0%	900%	High	100	0.51	1.74					Y		
18	anniversary gifts		50000	0%	0%	High	100	0.48	1.78					Y		
19	father's day gifts		50000	-90%	0%	High	100	0.45	2.12					Y		
20	gift ideas		50000	-90%	0%	High	100	0.67	2.37					Y		
21	gifts for mom		5000	-90%	0%	High	100	0.67	2.24					Y		
22	gift box		50000	0%	0%	High	100	0.67	1.94					Y		
23	christmas gift ideas		50000	-90%	0%	High	67	0.69	1.73					Y		
24	secret santa		50000	-90%	0%	Low	4	0.09	0.45					Y		
25	christmas gifts		50000	-90%	0%	High	100	0.79	1.90					Y		
26	personalized gifts		5000	0%	0%	High	100	0.59	1.72					Y		
27	apple gift card		50000	0%	900%	High	95	0.79	1.67					Y		
28	google play gift card		5000	0%	0%	High	95	0.81	2.94					Y		
29	wrapping paper		50000	-90%	0%	High	100	0.46	1.22					Y		
30	gift ideas for women		50000	-90%	0%	High	100	0.33	1.74					Y		
31	birthday gifts for her		5000	0%	0%	High	100	0.68	2.09					Y		
32	gift ideas for men		50000	-90%	0%	High	100	0.23	1.32					Y		
33	gifts for dad		5000	-90%	0%	High	100	0.23	1.81					Y		
34	valentines day gifts for him		50000	9900%	0%	High	100	0.62	1.67					Y		

Gift Wrap Keyword Research

Gift Wrap Keyword Research

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1	Keyword	Category	Avg. monthly s	Three month c	YoY change	Competition	Competition (in	Top of page bid	Top of page bid	Ad impression	Organic impres	Organic average	In account?	In plan?	Searches: Feb
2	wrap		50000	0%	0%	High	68	0.83	3.49					Y	
3	gift		50000	0%	0%	High	94	0.70	2.45					Y	
4	gifts for men		50000	0%	0%	High	100	0.29	1.24					Y	
5	gift card		50000	0%	0%	High	100	0.91	2.98					Y	
6	mother's day gifts		50000	0%	0%	High	100	0.66	2.17					Y	
7	valentines day gifts		50000	9900%	0%	High	100	0.81	2.14					Y	
8	visa gift card		50000	0%	0%	High	100	0.39	1.71					Y	
9	steam gift card		50000	-90%	0%	High	96	0.41	1.61					Y	
10	personalised gifts		50000	0%	0%	High	100	0.61	1.64					Y	
11	gifts for her		50000	0%	900%	High	100	0.51	1.74					Y	
12	anniversary gifts		50000	0%	0%	High	100	0.48	1.78					Y	
13	father's day gifts		50000	-90%	0%	High	100	0.45	2.12					Y	
14	gift ideas		50000	-90%	0%	High	100	0.67	2.37					Y	
15	gift box		50000	0%	0%	High	100	0.67	1.94					Y	
16	christmas gift ideas		50000	-90%	0%	High	67	0.69	1.73					Y	
17	christmas gifts		50000	-90%	0%	High	100	0.79	1.90					Y	
18	apple gift card		50000	0%	900%	High	95	0.79	1.67					Y	
19	wrapping paper		50000	-90%	0%	High	100	0.46	1.22					Y	
20	gift ideas for women		50000	-90%	0%	High	100	0.33	1.74					Y	
21	gift ideas for men		50000	-90%	0%	High	100	0.23	1.32					Y	
22	valentines day gifts for him		50000	9900%	0%	High	100	0.62	1.67					Y	
23	mother's day gift ideas		50000	0%	-90%	High	100	0.68	2.29					Y	
24	housewarming gifts		50000	0%	0%	High	100	0.27	2.11					Y	
25	father's day gift ideas		50000	0%	0%	High	88	0.53	2.74					Y	
26	christmas stocking		50000	-90%	0%	High	100	0.19	0.68					Y	
27	gift hampers		50000	-90%	0%	High	100	0.99	3.58					Y	
28	coles gift card		50000	0%	0%	High	82	0.72	5.97					Y	
29	woolworths gift cards		50000	0%	0%	High	97	0.43	2.51					Y	
30	afterpay gift cards		50000	0%	-90%	High	94	0.86	2.51					Y	
31	bubblewrap		50000	0%	0%	High	100	0.36	2.20					Y	
32	package boxes		50000	0%	0%	High	99	0.84	2.75					Y	
33	secret santa		50000	-90%	0%	Low	4	0.09	0.45					Y	

Keyword	Category	Avg. monthly s	Three month c	YoY change	Cor	je bid	Top of page bid	Ad impression	Organic impres	Organic averag	In account?	In plan?	Search
secret santa		50000	-90%	0%	Low	0.45						Y	
presents		50000	-90%	0%	Low	3.15						Y	
gift shop		50000	0%	900%	Low	2.70						Y	
roblox gift card		50000	0%	0%	Med	1.15						Y	
her gift card		50000	0%	0%	Med	2.28						Y	
vanilla gift card		5000	0%	0%	Low	1.37						Y	
white elephant gift		5000	-90%	0%	Low							Y	
wrap up		5000	0%	0%	Low							Y	
house warming		5000	0%	0%	Low	2.45						Y	
souvenir shop		5000	0%	0%	Low	2.09						Y	
vanilla visa		5000	900%	0%	Low	13.77						Y	
vanilla visa gift card		5000	0%	0%	Low	4.79						Y	
present gift		5000	-90%	0%	Low	12.27						Y	
igp rakhi		5000	0%	0%	Low							Y	
christmas gifts for him		5000	-90%	0%	Low							Y	
aidi gift card		5000	0%	0%	Low	3.60						Y	
funny christmas gifts		5000	-90%	0%	Low							Y	
gift store		5000	0%	900%	Low	3.02						Y	
opal packaging		5000	0%	0%	Low	5.11						Y	
robux gift card		5000	0%	900%	Medium	1.05						Y	
christmas gifts for men		5000	-99%	0%	Medium	2.15						Y	
christmas ideas		5000	-99%	0%	Medium	1.27						Y	
secret santa ideas		5000	-99%	0%	Medium	3.62						Y	
wedding anniversary gifts by year		5000	0%	0%	Medium	2.74						Y	
ikea gift card		5000	0%	0%	Medium	3.47						Y	
christmas gifts 2021		5000	-90%	900%	Medium							Y	
diy christmas gifts		5000	-90%	0%	Medium							Y	
christmas gifts for dad		5000	-90%	0%	Medium	2.74						Y	
secret santa gift ideas		5000	-90%	0%	Medium	4.70						Y	
airbnb gift card		5000	0%	900%	Medium	4.32						Y	
blister pack		5000	0%	0%	Medium	8.57						Y	
traditional wedding anniversary gifts		5000	0%	0%	Medium	0.90						Y	

Gift Wrap Keyword Research

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7:45	vanilla gift card									
	A	B	C	D	E		F	G	H	I
1	Keyword	Category	Avg. monthly s	Three month c	YoY change	Cor	Top of page bid	Ad impression	Organic impres	Organic averag
2	secret santa		50000	-90%	0%	Low	0.45			
3	presents		50000	-90%	0%	Low	3.15			
4	gift shop		50000	0%	900%	Low	2.70			
5	roblox gift card		50000	0%	0%	Med	1.15			
6	her gift card		50000	0%	0%	Med	2.28			
7	vanilla gift card		5000	0%	0%	Low	1.37			
8	white elephant gift		5000	-90%	0%	Low				
9	wrap up		5000	0%	0%	Low				
10	house warming		5000	0%	0%	Low	2.45			
11	souvenir shop		5000	0%	0%	Low	2.09			
12	vanilla visa		5000	900%	0%	Low	13.77			
13	vanilla visa gift card		5000	0%	0%	Low	4.79			
14	present gift		5000	-90%	0%	Low	12.27			
15	igp rakhi		5000	0%	0%	Low				
16	christmas gifts for him		5000	-90%	0%	Low				
17	aidi gift card		5000	0%	0%	Low	3.60			
18	funny christmas gifts		5000	-90%	0%	Low				
19	gift store		5000	0%	900%	Low	3.02			
20	opal packaging		5000	0%	0%	Low	1	1.37	5.11	
21	robux gift card		5000	0%	900%	Medium	56	0.25	1.05	
22	christmas gifts for men		5000	-99%	0%	Medium	49	0.41	2.15	
23	christmas ideas		5000	-99%	0%	Medium	52	0.74	1.27	
24	secret santa ideas		5000	-99%	0%	Medium	60	2.74	3.62	
25	wedding anniversary gifts by year		5000	0%	0%	Medium	53	0.02	2.74	
26	ikea gift card		5000	0%	0%	Medium	54	0.87	3.47	
27	christmas gifts 2021		5000	-90%	900%	Medium	47			
28	diy christmas gifts		5000	-90%	0%	Medium	57			
29	christmas gifts for dad		5000	-90%	0%	Medium	54	0.63	2.74	
30	secret santa gift ideas		5000	-90%	0%	Medium	43	2.07	4.70	
31	airbnb gift card		5000	0%	900%	Medium	62	1.21	4.32	
32	blister pack		5000	0%	0%	Medium	59	2.90	8.57	
33	traditional wedding anniversary gifts		5000	0%	0%	Medium	38	0.02	0.90	

STANDARD

CUSTOM

Reset

Conditional formatting

Alternating colours

Keyword	Category	Avg. monthly s	Three month c	YoY change	Competition	Competition (in	Top of page bid	Top of page bid	Ad impression	Organic impres	Organic averag	In account?	In plan?
amazon gift wrap	Cards and Wrap	500	0%	0%	Low	15	2.74	3.37					Y
woolworths wrapping paper	Cards and Wrap	500	-90%	0%	Low	21	0.50	1.76					Y
wrapping paper coles	Cards and Wrap	500	0%	0%	Low	30							Y
coles gift wrap	Cards and Wrap	500	0%	0%	Low	22							Y
gift wrapping near me	Cards and Wrap	500	0%	0%	Medium	64							Y
christmas tissue paper	Cards and Wrap	500	-90%	0%	Medium	56							Y
brown christmas wrapping paper	Cards and Wrap	500	-99%	0%	Medium	60							Y
wrapping paper gift bag	Cards and Wrap	500	-90%	0%	Medium	36							Y
gift wrap kmart	Cards and Wrap	500	0%	900%	Medium	59							Y
fathers day crafts	Family	5000	0%	900%	Medium	35							Y
christmas presents for mum	Family	5000	-90%	0%	Medium	50	0.67	2.06					Y
mothers day crafts	Family	5000	900%	0%	Medium	45							Y
christmas gifts for sister	Family	500	-99%	0%	Low	26							Y
father's day packaging	Family	500	0%	0%	Low	24							Y
christmas gifts for mom	Family	500	-99%	0%	Medium	52							Y
dads fathers day gifts	Family	500	0%	0%	Medium	63							Y
fathers day gifts from daughter	Family	500	0%	-90%	Medium	47							Y
mother's day 2021 gifts	Family	500	=	0%	Medium	33							Y
mothers day baskets	Family	500	0%	0%	Medium	61							Y
last minute father's day gifts	Family	500	0%	-90%	Medium	61							Y
best father's day gifts 2021	Family	500	0%	=	Low	0							Y
father's day gift ideas 2021	Family	500	0%	=	Low	0							Y
unique father's day gifts	Family	500	0%	-90%	Low	0							Y
mother's day gifts 2021	Family	500	0%	0%	Low	24							Y
mothers day ideas 2021	Family	500	0%	0%	Low	0							Y
awesome mother's day ideas	Family	500	0%	0%	Low	0							Y
mother's day gift ideas for hard to buy	Family	500	0%	0%	Low	29							Y
presents	Generic	50000	-90%	0%	Low	22	0.80	3.15					Y
house warming	Generic	5000	0%	0%	Low	33	0.54	2.45					Y
present gift	Generic	5000	-90%	0%	Low	28	0.55	12.27					Y
parting gift	Generic	500	0%	0%	Low	24							Y
the perfect gift	Generic	500	0%	0%	Low	5	0.47	2.04					Y

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
	Keyword	Category	Avg. monthly s	Three month c	YoY change	Competition	Competition (in	Top of page bid	Top of page bid	Ad impression	Organic impres	Organic averag	In account?	In plan?	
117	best packaging	Packaging	500	0%	0%	Medium	53	1.78	8.60					Y	
118	plastic bag supplier	Packaging	500	-90%	-90%	Medium	61	1.16	2.96					Y	
119	packaging supplier	Packaging	500	0%	900%	Medium	48	1.20	3.20					Y	
120	gift shop	Retail	50000	0%	900%	Low	16	6.87	2.70					Y	
121	souvenir shop	Retail	5000	0%	0%	Low	18	0.59	2.09					Y	
122	gift store	Retail	5000	0%	900%	Low	27	0.88	3.02					Y	
123	gift store near me	Retail	500	0%	0%	Low	27							Y	
124	gift wrap store	Retail	500	0%	0%	Low	10							Y	
125	wrapping paper shop	Retail	500	0%	900%	Low	14							Y	
126	teddy day	Seasonal	500	0%	0%	Low	15							Y	
127	diwali gifts	Seasonal	500	-99%	0%	Medium	34							Y	
128	monogrammed	SPECIFIC	5000	0%	0%	Medium	48	1.03	6.12					Y	
129	note cube	SPECIFIC	5000	0%	0%	Medium	65	1.20	7.14					Y	
130	gift finder	SPECIFIC	500	0%	900%	Medium	59	0.38	1.08					Y	
131	wrapping presents	Tutorial	5000	-90%	0%	Medium	58							Y	
132	wrapping christmas presents	Tutorial	5000	-90%	0%	Medium	55							Y	
133	wrapping odd shaped gifts	Tutorial	500	-90%	0%	Low	0							Y	
134	wrap cylinder gift	Tutorial	500	-90%	0%	Low	4							Y	
135	wrapping wine bottles	Tutorial	500	0%	900%	Medium	59							Y	
136	wedding anniversary gifts by year	Wedding	5000	0%	0%	Medium	53	0.02	2.74					Y	
137	traditional wedding anniversary gifts	Wedding	5000	0%	0%	Medium	38	0.02	0.90					Y	
138	wedding anniversary years	Wedding	500	900%	900%	Low	29	0.02	0.12					Y	
139	traditional anniversary gifts	Wedding	500	900%	900%	Medium	60	0.02	0.72					Y	
140	4th wedding anniversary	Wedding	500	0%	0%	Medium	56							Y	
141	35th wedding anniversary	Wedding	500	0%	-90%	Medium	66	0.33	2.18					Y	
142	15 year anniversary	Wedding	500	0%	0%	Medium	57							Y	
143	traditional anniversary gifts by year	Wedding	500	0%	0%	Medium	50	0.02	1.55					Y	
144	4 year wedding anniversary	Wedding	500	0%	-90%	Medium	61	0.02	0.04					Y	
145	reddit secret santa	Xmas	500	-90%	-90%	Low	0							Y	
146	secret santa	Xmas	50000	-90%	0%	Low	4	0.09	0.45					Y	
147	christmas presents for boyfriend	Xmas	5000	-90%	0%	Medium	58	0.59	4.19					Y	
148	christmas gifts for him	Xmas	5000	-90%	0%	Low	25							Y	

Key Takeaways

General Search

General and related search terms that did not fall into topic clusters

Gifts and Wrapping Paper

Search for a particular type of product specific to business

Gift Cards

Gifting to someone with a niche interest, or not sure what to get someone as a gift.

Perhaps small enough to be sent through mail at low cost?

Family & Friends

Suggestions to help find the perfect gift for that special someone

Weddings

Specific searches for wedding and anniversary gifts

Seasonal Events

Specific searches based on seasonal trends, such as Christmas



Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform

PLANS CREATED BY YOU

PLANS SHARED WITH YOU



ADD FILTER



COLUMNS



Plan

Status

Last modified ↓

Forecast period

Find new keyword ideas, get search volumes, and create a plan

Get search volume and forecasts



Enter or paste your keywords, one word or phrase per line, or separated by commas

 Upload a file

GET STARTED

PLANS CREATED BY YOU

PLANS SHARED WITH YOU



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COLUMNS



Plan

Status

Last modified ↓

Forecast period

Find new keyword ideas, get search volumes, and create a plan

[How to use Keyword Planner](#)

[New feature announcements](#)

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

Draft plan

Plan from Mar 3, 2022, 6 PM, GMT+08:00

Bid strategy

Maximize clicks

Just saved



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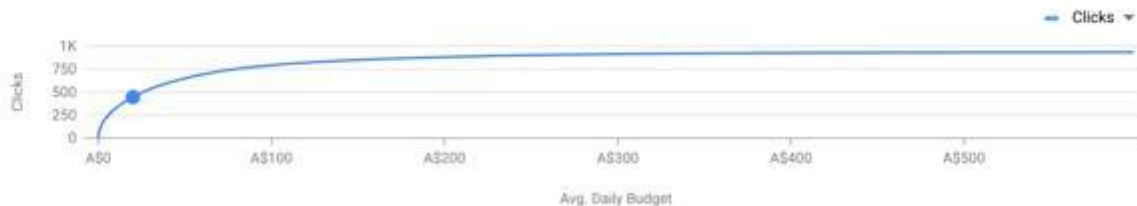
Western Australia, Australia

All languages

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Apr 1 - 30, 2022

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Cost

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CTR

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Avg. CPC

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columns



Keyword

Ad group

Clicks

Impressions

Cost

CTR

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