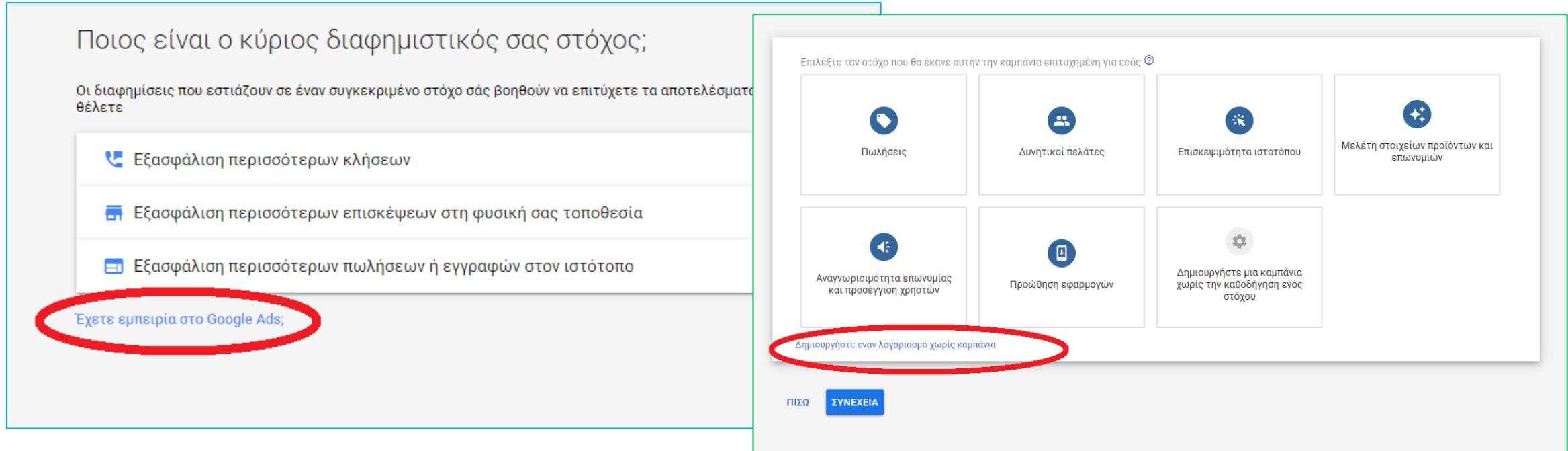


Google Ads for Keyword Planner – free access



Ποιος είναι ο κύριος διαφημιστικός σας στόχος;

Οι διαφημίσεις που εστιάζουν σε έναν συγκεκριμένο στόχο σάς βοηθούν να επιτύχετε τα αποτελέσματα που θέλετε

- Εξασφάλιση περισσότερων κλήσεων
- Εξασφάλιση περισσότερων επισκέψεων στη φυσική σας τοποθεσία
- Εξασφάλιση περισσότερων πωλήσεων ή εγγραφών στον ιστότοπο

Έχετε εμπειρία στο Google Ads;

Επιλέξτε τον στόχο που θα έκανε αυτήν την καμπάνια επιτυχημένη για εσάς ?

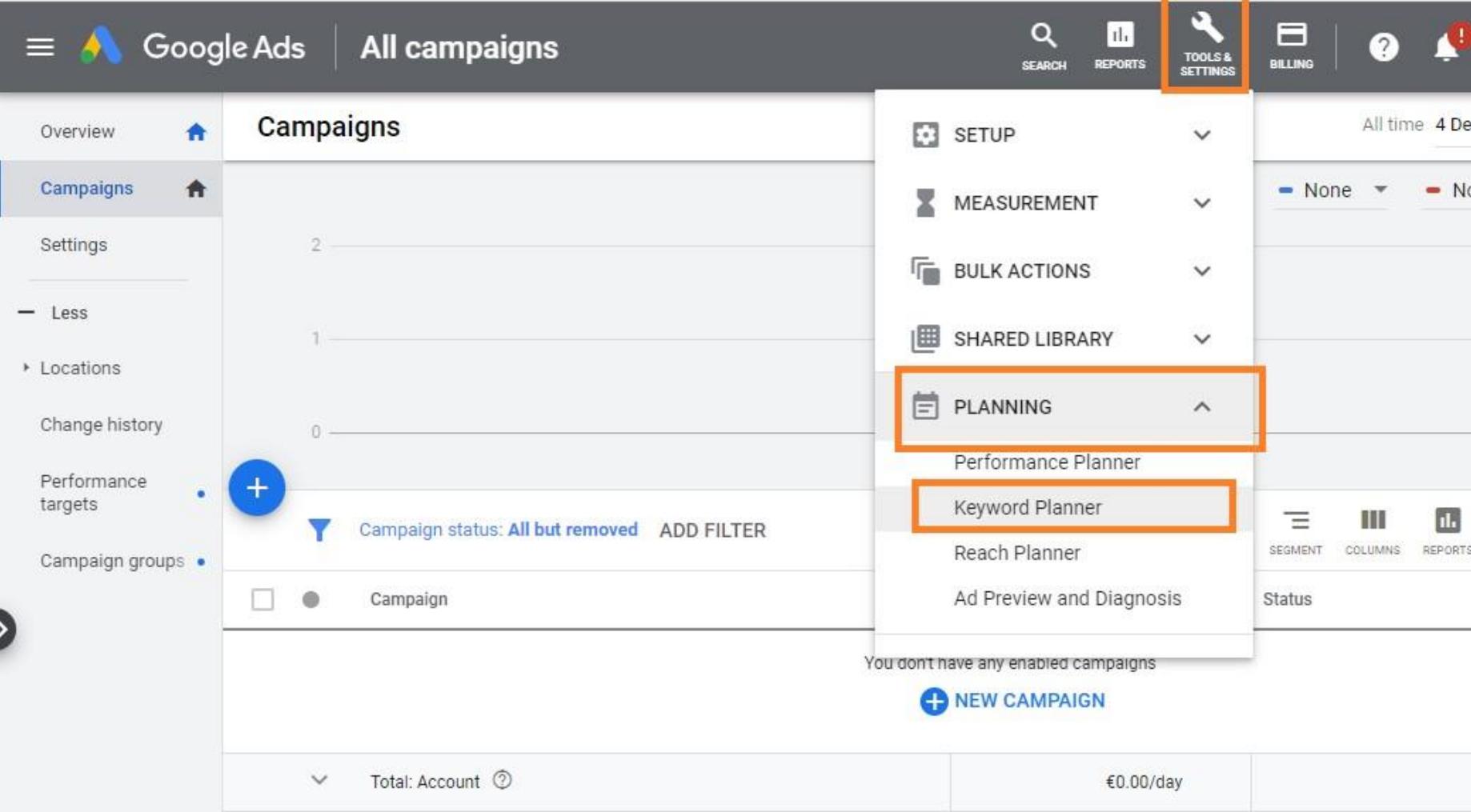
 Πωλήσεις	 Δυνητικοί πελάτες	 Επισκεψιμότητα ιστότοπου	 Μελέτη στοιχείων προϊόντων και επωνυμιών
 Αναγνωρισιμότητα επωνυμίας και προσέγγιση χρηστών	 Προώθηση εφαρμογών	 Δημιουργήστε μια καμπάνια χωρίς την καθοδήγηση ενός στόχου	

Δημιουργήστε έναν λογαριασμό χωρίς καμπάνια

ΠΙΣΩ ΣΥΝΕΧΕΙΑ

Instructions here: <https://ahrefs.com/blog/google-keyword-planner/>

Google Ads for Keyword Planner



The screenshot shows the Google Ads interface with the following details:

- Header:** Google Ads | All campaigns
- Top Navigation:** SEARCH, REPORTS, TOOLS & SETTINGS (highlighted with an orange box), BILLING, ?, and a notification bell.
- Left Sidebar:** Overview, Campaigns (selected), Settings, Less, Locations, Change history, Performance targets, and Campaign groups.
- Middle Section:** Campaigns table with columns for Name, Status, and Actions. It shows 2 campaigns: 1 Enabled and 1 Pending review.
- Bottom Section:** Campaign status: All but removed, ADD FILTER, and a NEW CAMPAIGN button.
- Right Sidebar:** A dropdown menu under TOOLS & SETTINGS with sections: SETUP, MEASUREMENT, BULK ACTIONS, SHARED LIBRARY, and PLANNING (highlighted with an orange box). The PLANNING section contains sub-options: Performance Planner, Keyword Planner (highlighted with an orange box), Reach Planner, and Ad Preview and Diagnosis.
- Bottom Right:** Status section with SEGMENT, COLUMNS, and REPORTS buttons.

Google Ads for Keyword Planner

The screenshot shows the Google Ads Keyword Planner interface. The search term 'argan oil, organic argan oil' is highlighted in a green box in the search bar. The results table has columns for Keyword, Avg. monthly searches, Competition, Top of page bid (low range), Top of page bid (high range), and Competition (indexed value). The 'Avg. monthly searches' column is also highlighted in a green box. The results are categorized into 'Keywords that you provided' and 'Keyword ideas'.

Keyword	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)	Competition (indexed value)
argan oil	10K - 100K	High	€0.18	€0.53	100
argane oil	10K - 100K	High	€0.18	€0.53	100
argan	1K - 10K	High	€0.29	€0.92	82
argan oil for face	1K - 10K	High	€0.28	€2.16	99
pure argan oil	1K - 10K	High	€0.21	€0.69	100
argan hair oil	1K - 10K	High	€0.30	€1.45	100
argan moroccan oil	1K - 10K	High	€0.23	€5.23	100
organic argan oil	100 - 1K	High	€0.24	€0.84	100

Google Ads for Keyword Planner

- **Average Monthly Searches:** Filters keywords based on average monthly searches for selected dates. Keywords with extremely high search volume (generally 10,000+ average monthly searches) are more difficult to compete for, with a higher suggested bid. If you're just starting your campaign, focusing on keywords with mid-level search volume may help you avoid spending too much of your budget on too few keywords.
- **Suggested Bid:** Allows you to see keyword options that could help you stay in better control of your budget. Your suggested bid is calculated by taking into account the cost-per-click (CPC) that other advertisers are paying for keywords with the same location and Search Network settings you've selected.
- **Ad Impression Share:** The number of times people will see your ad, divided by the total number of searches that matched your keyword exactly in the last month for your selected location and network.
- **Organic Impression Share:** The percentage of times a page from your website showed up in a regular, unpaid web search for a keyword.
(Note: this is only available if you've [joined your Google Analytics account to your Google Ads account](#).)
- **Organic Average Position:** Shows how pages from your website rank in regular, unpaid searches compared to pages from other websites.
(Note: this is only available if you've [joined your Google Analytics account to your Google Ads account](#).)
- **Competition:** Lets you filter keywords by how difficult it will be to receive a top position with them. You can filter by high, medium, and low difficulty. For small businesses, it's generally recommended to filter for medium to low difficulty, as these tend to have a lower suggested bid, so you can make more of your budget.

Google Ads for Keyword Planner