

Google Ads for Keyword Planner – free access

Ποιος είναι ο κύριος διαφημιστικός σας στόχος;

Οι διαφημίσεις που εστιάζουν σε έναν συγκεκριμένο στόχο σας βοηθούν να επιτύχετε τα αποτελέσματα 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
- Δινητικοί πελάτες
- Επισκεψιμότητα ιστοτόπου
- Μελέτη στοιχείων προϊόντων και επωνυμιών
- Αναγνωρισιμότητα επωνυμίας και προσέγγιση χρηστών
- Πρώθηση 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 displays the Google Ads 'All campaigns' interface. The top navigation bar includes the Google Ads logo, 'All campaigns', and icons for SEARCH, REPORTS, TOOLS & SETTINGS (highlighted with an orange box), BILLING, and a help/notification icon. The left sidebar shows navigation options: Overview, Campaigns (selected), Settings, Less, Locations, Change history, Performance targets, and Campaign groups. The main content area is titled 'Campaigns' and shows a graph with a y-axis from 0 to 2. Below the graph, there's a filter for 'Campaign status: All but removed' and an 'ADD FILTER' button. A blue '+' button is visible next to the graph. The 'Tools & Settings' dropdown menu is open, showing options: SETUP, MEASUREMENT, BULK ACTIONS, SHARED LIBRARY, PLANNING (highlighted with an orange box), Performance Planner, Keyword Planner (highlighted with an orange box), Reach Planner, and Ad Preview and Diagnosis. The bottom of the interface shows a summary row with 'Total: Account', '€0.00/day', and a 'Status' section.

Google Ads for Keyword Planner

Keyword ideas

Ideas settings: Locations: Greece and United Kingdom Language: English Search networks: Google Last 12 months Nov 2019 - Oct 2020

Search: argan oil, organic argan oil

DOWNLOAD KEYWORD IDEA

Broaden your search: + shampoo + organic oil + hair oil + natural moisturiser + skin moisturizer + beauty elixir + argan moisturizer

REFINE KEYWORDS

ADD FILTER 899 keyword ideas available

| <input type="checkbox"/> Keyword | ↓ Avg. monthly searches | Competition | Top of page bid (low range) | Top of page bid (high range) | Competition (indexed value) |
|---|-------------------------|-------------|-----------------------------|------------------------------|-----------------------------|
| Keywords that you provided | | | | | |
| <input type="checkbox"/> argan oil | 10K – 100K | High | €0.18 | €0.53 | 100 |
| Keyword ideas | | | | | |
| <input type="checkbox"/> argane oil | 10K – 100K | High | €0.18 | €0.53 | 100 |
| <input type="checkbox"/> argan | 1K – 10K | High | €0.29 | €0.92 | 82 |
| <input type="checkbox"/> argan oil for face | 1K – 10K | High | €0.28 | €2.16 | 99 |
| <input type="checkbox"/> pure argan oil | 1K – 10K | High | €0.21 | €0.69 | 100 |
| <input type="checkbox"/> argan hair oil | 1K – 10K | High | €0.30 | €1.45 | 100 |
| <input type="checkbox"/> argan moroccan oil | 1K – 10K | High | €0.23 | €5.23 | 100 |
| Keywords that you provided | | | | | |
| <input type="checkbox"/> 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



Keyword Stats 2020-12-08 at 11_07_42 ☆ 📁 ☁

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|----|--------------------------------------|----------|-----------------|-------------|----------------------|-----------------|-----------------|------------------|-----------------|-----------------|--------|
| 1 | Keyword Stats 2020-12-08 at 11_07_42 | | | | | | | | | | |
| 2 | 01 November 2019 - 31 October 2020 | | | | | | | | | | |
| 3 | Keyword | Currency | Avg. monthly se | Competition | Competition (indexed | Top of page bid | Top of page bid | Ad impression sl | Organic impress | Organic average | In acc |
| 4 | argan oil | EUR | 50000 | High | 100 | 0.18 | 0.53 | | | | |
| 5 | organic argan oil | EUR | 500 | High | 100 | 0.24 | 0.84 | | | | |
| 6 | argan | EUR | 5000 | High | 82 | 0.29 | 0.92 | | | | |
| 7 | josie maran argan oil | EUR | 500 | High | 97 | 0.13 | 0.64 | | | | |
| 8 | argan oil for face | EUR | 5000 | High | 99 | 0.28 | 2.16 | | | | |
| 9 | argan oil for skin | EUR | 500 | High | 99 | 0.25 | 0.96 | | | | |
| 10 | pure argan oil | EUR | 5000 | High | 100 | 0.21 | 0.69 | | | | |
| 11 | best argan oil for hair | EUR | 500 | High | 99 | 0.13 | 0.71 | | | | |
| 12 | josie maran whipped argan c | EUR | 50 | High | 97 | | | | | | |
| 13 | argan hair oil | EUR | 5000 | High | 100 | 0.30 | 1.45 | | | | |
| 14 | burt's bees cleansing oil | EUR | 500 | High | 99 | 0.28 | 1.36 | | | | |
| 15 | best argan oil | EUR | 500 | High | 99 | 0.16 | 0.79 | | | | |
| 16 | josie maran body butter | EUR | 50 | High | 98 | | | | | | |
| 17 | argan oil price | EUR | 50 | High | 93 | 0.14 | 0.42 | | | | |
| 18 | argan oil serum | EUR | 500 | High | 100 | 0.26 | 1.18 | | | | |
| 19 | best argan oil for face | EUR | 500 | High | 100 | 0.35 | 1.50 | | | | |
| 20 | argan oil for acne | EUR | 500 | High | 98 | | | | | | |
| 21 | the ordinary argan oil | EUR | 500 | High | 99 | 0.20 | 0.89 | | | | |
| 22 | argan oil for beard | EUR | 500 | High | 100 | 0.15 | 0.49 | | | | |
| 23 | argan oil amazon | EUR | 500 | High | 100 | 0.10 | 0.13 | | | | |
| 24 | babyliss pro argan oil | EUR | 50 | High | 80 | | | | | | |
| 25 | shea moisture argan oil | EUR | 500 | High | 100 | 0.15 | 0.79 | | | | |
| 26 | argan oil treatment | EUR | 500 | High | 99 | 0.31 | 0.71 | | | | |
| 27 | acure argan oil | EUR | 50 | High | 92 | | | | | | |
| 28 | 100 argan oil | EUR | 500 | High | 100 | 0.24 | 0.86 | | | | |

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