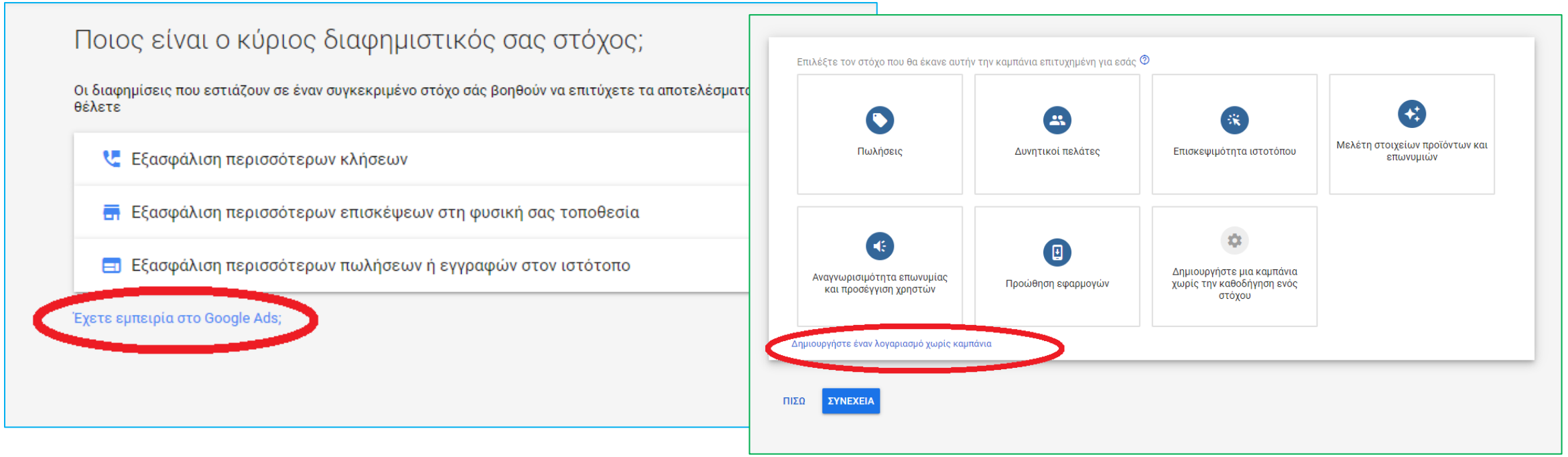
Google Ads for Keyword Planner – free access



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

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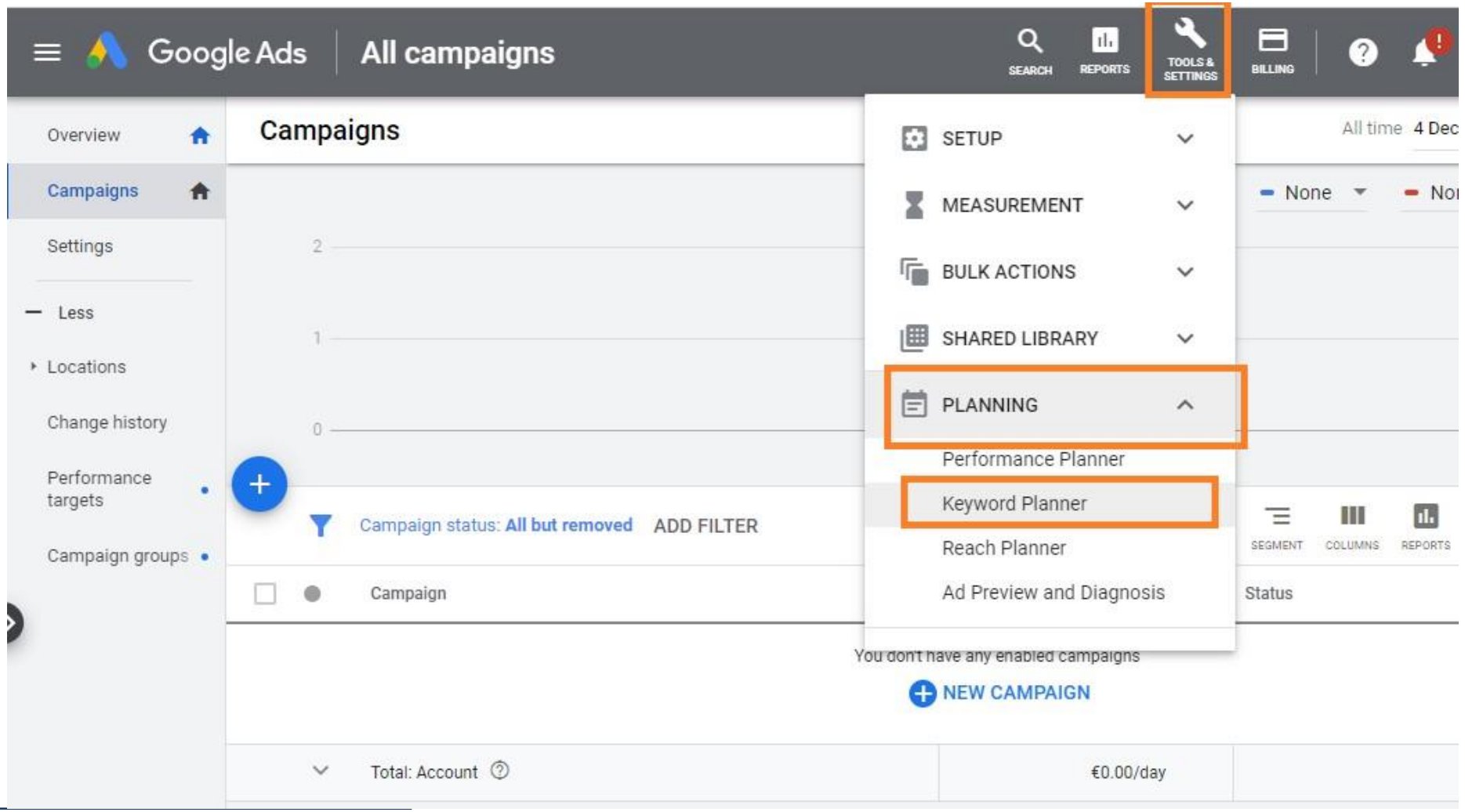

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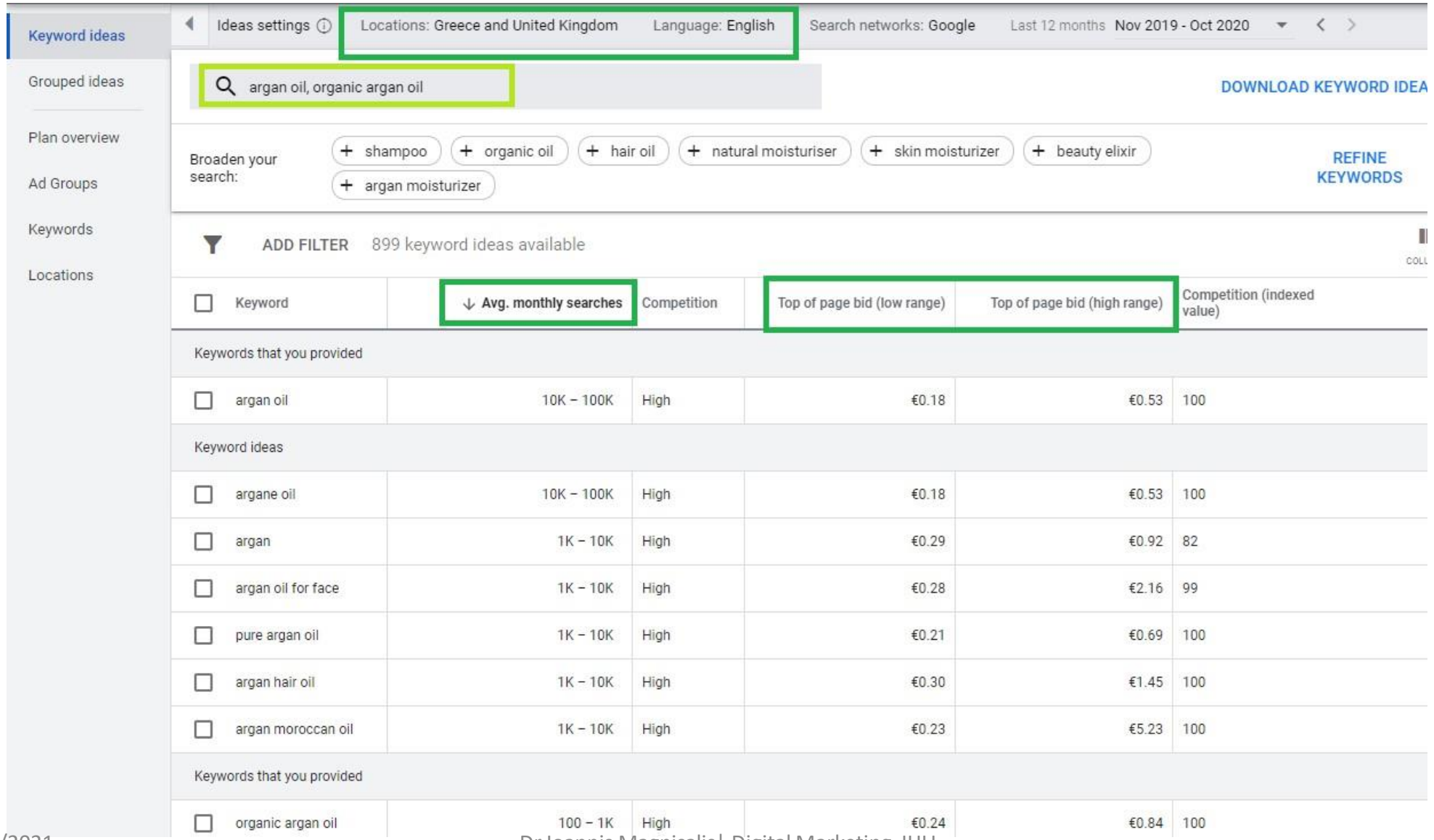

Google Ads for Keyword Planner

- **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.

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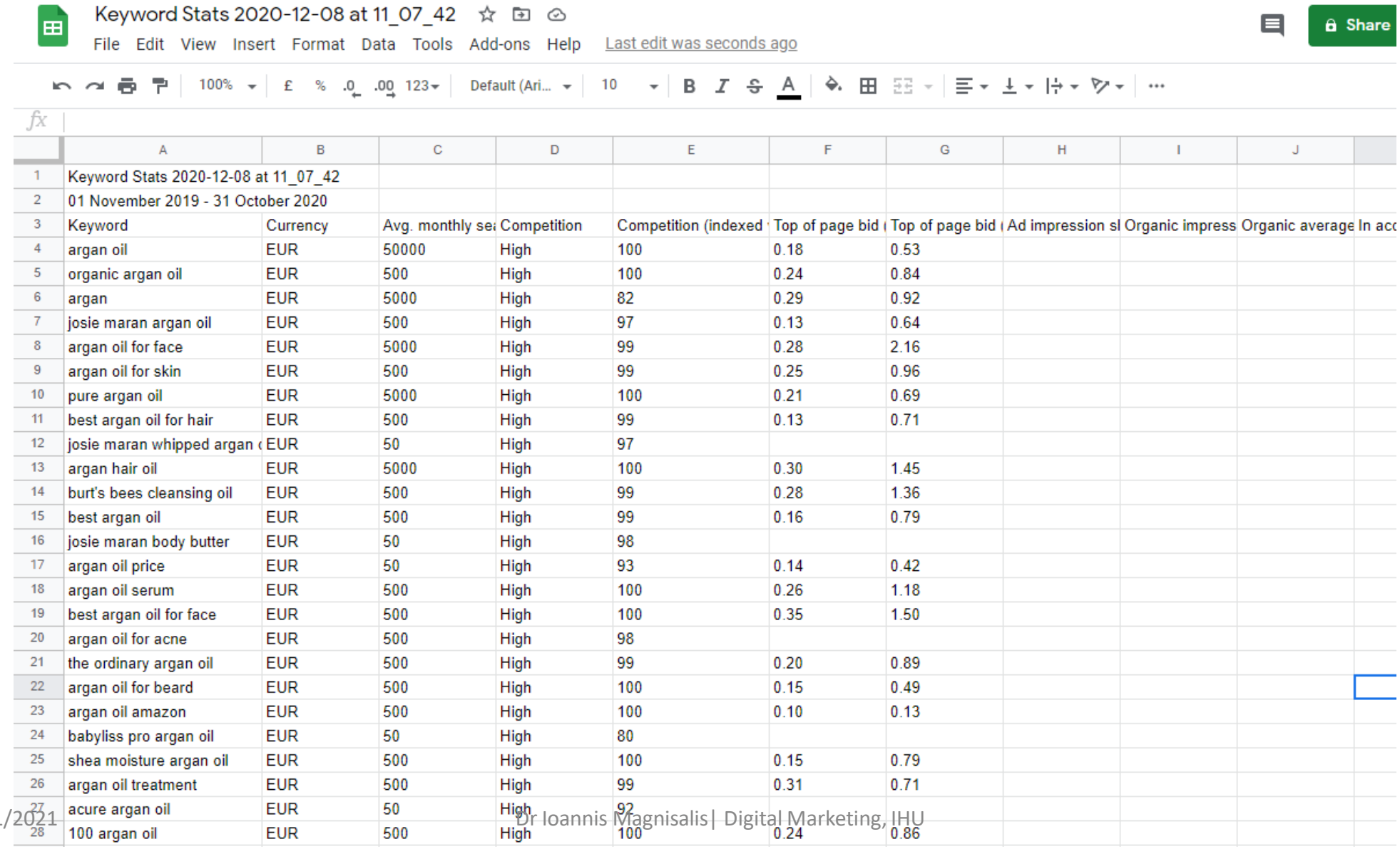

Keyword Stats 2020-12-08 at 11_07_42

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	A	B	C	D	E	F	G	H	I	J
1	Keyword Stats 2020-12-08 at 11_07_42									
2	01 November 2019 - 31 October 2020									
3	Keyword	Currency	Avg. monthly sea	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 (	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				