

### **Section 3: Keyword Research for Google Ads - Overview:**

In this section of the course, I'm going to cover what is a keyword and understanding the intent behind one. Really, really important as if you target keywords with not a lot of high buyer intent behind them, you're going to find it quite difficult to actually make some money when it comes to running Google Ads. I'm also going to cover the three methods you can use to come up with keyword ideas to target. I'm going to show you how to organize your keywords by themes, which is going to make your life so much easier. And I'm going to explain what we call keyword match types in great detail. And lastly, we're also going to cover what we call negative keywords.

So without further ado, let's dive into this section.

### **Section 3: What Is A Keyword & Understanding The Intent Behind One:**

What is a keyword? A keyword is simply a search phrase that you wish to bid on in a Google ads auction. So remember Google ads, every time you bid on a keyword, you already say essentially entering an auction and competing against other advertisers. To be successful, you need to figure out exactly what your potential customers would search for in Google to find your website, the service, or the products that you offer. For example, if we follow suit from the same website, HSD Online, you can see they have so many different products. If we stick with our fan example, we've got domestic fans, you've got ceiling fans, desk fans and so on. So each one of these individual products would potentially be something that the customers would search for. So as a result, a potential keyword for that website would be a ceiling fan, as this website offers ceiling fans.

Now each keyword has its own intent behind it, so it's time to understand keyword intent. Keyword intent, sometimes known as search intent, represents the user's purpose for the search. So I have two keywords below. I have, "Are ceiling fans worth their money?" and I have, "Best ceiling fan." These are two completely different keywords and they have completely different intents behind them. Someone's searching for, "Are ceiling fans worth their money?" they're not really sure whether ceiling fans are right for them. They're still trying to justify it to themselves, "Is it really worth the money? Should I be buying a fan?" and so on.

The second keyword, "Best ceiling fan," this person already knows that they need a ceiling fan and now they're just looking for the best ceiling fan that they can buy. So this keyword has a much higher buyer intent and will be more profitable if you target this keyword as part of your Google ads campaign. We have the AIDA chart on the right-hand side of the screen. So, A stands for attention, I stands for interest, D stands for desire, and A stands for action. So when it comes to finding keywords that are going to make you the most money, you're going to want to target keywords that are further down the AIDA funnel.

If you target keywords at the top of the funnel, such as attention and interest, such as a keyword like, "Are ceiling fans worth their money?" you're not going to see that many conversions. Why? Because these people are more interested in your product and they don't have the desire or the action to buy it at present. Hence the keyword actually being a question. It's good to note as well that there are two different types of keywords. You have a short-tail keyword and you have a long-tail keyword. Short-tail keywords are much more general search queries consisting of one or two words, while long-tail keywords consist of two to five or even more words.

Here's an example of a short-tail keyword; ceiling fan. Here's an example of a long-tail keyword; best ceiling fans with bright lights. Typically speaking, long-tail keywords convert a lot better than short-tail keywords, and the main reason why is because they are more specific, so the customer knows exactly what they're looking for. If someone goes onto Google and they type in, "Best ceiling fans with bright lights," when they land on your website, which is all about ceiling fans with bright lights, the chances of them converting and actually buying one of your products is going to be quite high, that's if your prices are competitive. But essentially, long-tail keywords convert a lot better than short-tail keywords.

Now do bear in mind, that when I say long-tail keywords, I'm talking about long-tail keywords that have high buyer intent behind them, so essentially keywords that are further down the AIDA funnel. The AIDA funnel will help you a lot when it comes to determining are you targeting the right keyword? So now we know what a keyword is and we understand the intent behind a keyword, it's time to actually dive into a bit of keyword research. I'm going to show you exactly how you can find keywords to target for your website. I'll see you in the next video.

### **Section 3: How To Find Keywords To Target - Related Website URL:**

Welcome back. In this video, I'm going to show you one method you can utilize to find keywords you can target for your website.

So as you can see, I'm in my Google Ads account, I have my campaign set up, and I have my ad group set up as well under my campaign, so I've got Domestic Fans, this is our campaign, and then within that campaign, we have our first ad group, which, at present, is just called Ad Group 1, as that is the name we gave that ad group when we set up our Google Ads account.

If you skipped out the videos in the first section because you already have a Google account set up, then simply, all you need to do to get to the screen we're on right now is simply create a new campaign.

So if you don't know how to create a new campaign, all you need to do is go to All Campaigns at the top, and then click this button right here that says New Campaign, and then just follow the process we went through in the previous section of the course to get to the screen we're going to be on now.

So essentially, let's go through this now. So let's go to our campaign, which is all about Domestic Fans, and just to confirm, we're going to be using this website as an example throughout the whole course, as we build out a real and live Google Ads campaign. So we'll go in with the fan category, and we simply pick Domestic Fans as our main campaign. So as a result, we have Domestic Fans, and within Domestic Fans, we have our ad group.

Let's go into our ad group and actually rename this right now, so let's go to Domestic Fans, go to Ad Groups, and this will view all of our Ad Groups, which you only have one, as we created one in the setup process, and I'm simply going to click this Edit icon and give that the name of the Ad Group which you want to target.

So we're going to start off with the top one, which I believe was a ceiling fan. So it is indeed, let's open that in a new tab. So what I'm going to do is rename this ad group to Ceiling Fans. The reason why is because this whole ad group, all the keywords inside this ad group, all the ads are all going to be about ceiling fans.

So now we have our ad group called Ceiling Fans, so let's go into our ad group and add some keywords. So once you are within your ad group, you now have the opportunity to add some

keywords. So as you can see at the moment, it says you don't have any enabled keywords, so to add some keywords, all we need to do is click this button right here. This will now open a screen like this. So what you can do is simply enter your keywords, such as ceiling fans and best ceiling fans and so on, but that's not the best thing to do, as there's a lot of guesswork involved in that and I wouldn't actually recommend that at all.

What I'm going to show you in this video is extremely powerful and very easy to do. If you look to the right-hand side of the page, we have this option right here, get keyword ideas. Enter a related website. So what we can do is actually go over to our website, find our page, which is related to our ad group, so it's going to be ceiling fans, which is the one I have open already here. We can simply take this URL, control C, go back to Ad Words and paste that in, control V, and then click enter, and now, what Google is going to do, it's going to analyze our URL and pick loads of relevant keywords which it believes is relevant to this URL.

So as you can see, it's found ceiling fans, outdoor ceiling fans, ceiling fans with lights, white ceiling fans, and tons and tons of different ideas. So what you can do is actually go through these keywords and just add any of them you think are going to be applicable. You could go for ceiling fans and give that a plus. You will now add it to your keyword list. You can go with ceiling fans with lights, and ceiling fans with a remote. The idea is just to go through the keywords and pick which ones you believe are relevant to you.

Now do bear in mind, you can enter any URL here. You don't just have to enter your website URL. For example, if one of the keywords you are targeting is going to be ceiling fans, then instead of just using your website, you can actually go over to Google and type in ceiling fans, go down to the website number one in organic, so the ones that aren't paying for ads. So let's take this website right here. We can copy this URL, copy link address, go back to Google Ads and then paste in that URL, and then Google will tell you all the keywords which are relevant to that URL, which then you can then pick and choose from if you want to include it in part of your Google Ads campaign.

And as you can see, we now have some new keywords. We have ceiling fan blades, we have contemporary ceiling fans and so on and so on. So you can literally rinse and repeat this to get tons of keyword ideas.

So what I'm going to do is simply add some more keywords. I'll go for ceiling without lights, outdoor ceiling, outdoor fan, modern, you've got a cheap ceiling fan, which is quite interesting,

large ceiling fans, ceiling fan price, which is probably not a good one actually, as someone who types in ceiling fan price, they just want to know the price of a fan. They're not dedicated to buying one, so let's take that off and then click See More and get some more ideas. So we have ceiling fans for sale, cool ceiling fans, hunter ceiling fans, I'm not sure that actually is, but it sounds good. We've got modern again. You can keep on scrolling down just to find more keywords which you believe are going to be relevant.

And like I said, you can easily rinse and repeat this. So you can go back to Google, and instead of taking the website in position one in organic, you can take the one in position two, go back to Google Ads and remove the other one, paste in a new URL and then click Enter, and it'll give you more and more keywords. So let me add a few more keywords just very quickly. We've seen these ones already. We've got a bedroom, let's add that one. We've seen core, we've got the kitchen. We've got, oh, we've got a remote control fan. Let's put that one in as well. We've got fan design, not really relevant to our ceiling fans. We've got low-profile ceiling fans, large ceiling fans and so on. So hopefully you get the point of what I'm trying to get across here. This method is super powerful to get tons of keyword ideas.

So once you finish compiling all of your keywords and you're happy with your list, do not go ahead and click Save. I repeat, do not go ahead and click Save. What we want to do is literally compile a big list of all of these keywords on a spreadsheet where we're going to format them, and then upload them to Google in one go. This is going to make your life so much easier, and allow you to keep your Google Ads account nice and tidy and organized.

So what I'm going to do is copy all of these keywords, control-C, go over to my spreadsheet, which I'm going to upload as a downloadable resource for you, so don't worry about that. And I'm simply going to paste all of the keywords I found in the keyword column.

So for now, you can ignore the column that says themes. For now, we simply want to build a massive list of all the keywords that we can target for one of our product categories. And once we've done that, I'm going to go through how we can categorize our keywords, all by thematically related themes. But for now, the main goal is just to get a big list of relevant keywords.

So in the next video, I'm going to run you through another method you can utilize to find keywords, and we're simply going to add those new keywords to this list, and keep building it up and building it up.

### **Section 3: How To Find Keywords To Target - Keyword Planner:**

Another method we can utilize to find tons of keyword ideas for our website is to use Google's Keyword Planner tool. So let me come up with this from the previous video, let's click cancel. We don't need to add these keywords right now. Like I said, the main aim of this section is just to get loads of keywords on a spreadsheet and then go through the data after. So to access your Keyword Planner tool, you simply need to go over to the top where it says tools and settings. Now, you can do this from any page you're on, wherever it's an overview, whether it's your campaign or your ad group.

You simply need to go over to tools and settings, and then under the planning section, you want to go to Keyword Planner. So let's give that a click now, and now you can see we have two options, discover new keywords or get search volume and forecasts. So as we're looking to get more keyword ideas, we want to go for the first option, discover new keywords. Once you give that a click, you're going to have two options once again, Start With Keywords or Start With A Website. So we've just done this option already in the previous video. So let's start with keywords. So the best thing to do is type in a broad keyword. So as our ad group is about ceiling fans, I'm simply going to type in ceiling fans.

There's a box below your keyword, which says to include the brand name in the results. So this all depends on what you're targeting and what you're trying to market. If you're marketing a product, which is predominantly dominated by large brands, then what you're going to find is a lot of the keywords you discover are going to have brands in them. For example, if your company sells mobile phones, then you might want to untick this option as a lot of the keyword ideas you're going to get are all going to be based around Apple and Samsung, as them two companies obviously dominate the mobile phone sector. So what I'm going to do for now is leave ceiling fans ticked, but again, it comes down to preference and your keyword, whether you should tick or untick this option. So once you've confirmed your keyword, you simply need to click Get Results.

Google is now going to search its whole database and find tons of keywords which are related to ceiling fans that you can target for your campaign. What's really good about the Google Keyword Planner tool is that it gives you an estimate of the average cost per click to be at the top of page one. So for example, we have this keyword right here, Hunter ceiling fans. This keyword gets searched roughly 100 to 1000 times per month. The competition for this keyword is high, which means there are a lot of other companies also bidding on the keyword, Hunter

ceiling fans. If we go to the right-hand side of the page, we can see the top of page bid, which is the low range, is roughly 18 pence per click and the top of page bid, so to be at the top of page one for this keyword, you're roughly going to spend the 67 pence per click.

This is really handy to know if you know your profit margins and how much you sell your products for. Maybe it's a fixed price. You can really dive into the data and determine is this a price you can afford to pay for a click? Is this a price you can afford to pay for a click, and so on. But essentially, as you can see with the Keyword Planner tool, we have tons and tons of keyword ideas. We actually have over 1000 keyword ideas in total, which is crazy as I just typed in one keyword. Now, as you can imagine out of these 1068 keywords that people had discovered, not all of them are going to be applicable to your website. So instead of simply just clicking a keyword and then go and add it to one of your campaigns and your ad groups, it's far better to download all of the keywords you see here, add them to your keyword research template and then sort the keywords out by thematically related themes.

So don't worry about what that means now. I'm just giving you a good overview of the whole process, and we're going to go through that in great detail once we found all of our keywords anyway. So to download all the keywords, what you want to do is go to the left and simply tick this box, and then go to the right-hand side of the screen at the top and click download keyword ideas. You have two options to download your keywords. You can go for CSV or Google Sheets. I always like to go for CSV, but if you do use Google Sheets, then feel free to select Google Sheets. So I'm going to go for a CSV file and that's now going to download all of these 1068 keywords. So once you've downloaded the file and you've opened it, it's going to look something like this. There's going to be tons of data on here.

However, as we're only trying to get keyword ideas at present, all we need to focus on is the actual keywords. So as I said, there are over 1000 different keywords to look at for ceiling fans, and for the purpose of this training video, I'm only going to copy, let's say, the first 50, or maybe even the first 100. This will make sure our spreadsheet doesn't get too long and take us too long to go through all of the data. So I'm going to copy up here 100. Actually have 97 selected. So I need to go down three more, so let's go for this one and go back up.

I now have 100 keywords selected, so I'm going to copy that and simply add it to our main keyword research template. Paste. So again, these are all keywords related to ceiling fans. We are going to have duplicates here, which isn't a problem at all as we're going to remove these later on down the line. So just to summarize what we've done so far is we've used two different methods to find tons of keyword ideas for one of our categories on our website. So now let me show you another method. There are so many methods you can utilize. I really want to make

sure I cover all aspects of keyword research just to make sure you can find literally every keyword possible for your website. So let's dive into the next video where I'm going to cover method three, which is going to be using an external tool called SEMrush.

### **Section 3: How To Find Keywords To Target - SEMRush:**

SEMrush is a great tool you can use to find tons of more keyword ideas for your website. So SEMrush is an online tool for digital marketers, it's for people who run Google ads, email marketing, SEOs, and so on and so on. So SEMrush is extremely powerful. It is a paid tool and the prices are pretty expensive to be honest, especially if you're starting out, they start from \$99 per month. However, you can sign up to SEMrush using a free trial, and this will give you access to SEMrush for seven days for completely free. It won't cost you a penny. Now seven days is more than enough time to action everything I'm going to teach you in this course, which to be fair, you only really need SEMrush when it comes to doing keyword research.

So my advice to you would be, if you're running on a tight budget or maybe just don't fancy spending a hundred dollars, which I don't blame you because I don't either. I'd simply sign up for SEMrush using a free trial, carry out all of your keyword research and then simply cancel your subscription before you reach the seven days. This way you won't get charged, but you can still take benefit of the full features of SEMrush. And believe me it is extremely, extremely powerful. Just one thing to bear in mind is that when you do sign up for the free trial, you do have to enter your credit card information. So just be sure that you do set a reminder to cancel. Otherwise, you will get charged automatically.

So I highly recommend you sign up and get full access for at least seven days because it's extremely powerful. And then after that, just simply cancel if you don't want it. But essentially once you signed up for SEMrush, you want to make sure you're on the dashboard tab. And then once you're on the dashboard tab, you simply want to plug in one of the keywords you're targeting. So for me, it's going to be ceiling fans and simply click search.

So SEMrush has a really powerful keyword research tool built into it, and it gives you tons and tons of information. You can also filter your keyword data by country as well, which is what I really like to see as it gives you a really good insight on exactly what people are searching for, based on what country they're in. For example, right now we're looking at all of the information for ceiling fans on the database in the United States. However, we can click the drop-down menu and go to the United Kingdom, Australia, Germany, France, Spain, and any other country

you choose. So for ceiling fans, it has a global monthly search volume of over 525,000. That is a lot of searches every single month. So what that means, is every month there are over 525,000 people who all go into Google and type in the keyword ceiling fans. So if you scroll down and look at keyword variations, you can see we have lots and lots of keywords.

If you remember correctly, in the last video for the Google keyword planner tool, we actually had around 106,000 different keywords whereas with SEMrush, we're now getting 154,000 keywords. So we get more keyword ideas. This is the reason why you want to use multiple keyword research processes, combine them all together to get a big master list of all the keywords you can target. So let's click this button right now, view all 154,000 keywords. And look at all of the keyword ideas SEMrush is suggesting to us. And as you can see, once the page loads we have all of our keywords down here, white ceiling fan, bladeless ceiling fan, ceiling fan wiring, tons and tons of different keyword ideas. If you look at the top, we have volumes. So how many times this keyword gets searched for every single month. We have the general trend of that keyword. So if a keyword trend is going down, then it's a good indication that maybe that keyword isn't as popular anymore.

We have KD which stands for keyword difficulty, you can completely ignore this. This is based on ranking in Google, in the organic section. We have the average CPC as well. So the amount you're going to spend per click, do bear in mind these numbers you're seeing here on the CPC are just averages. So try not to take them for literally how they are. But one of my favorite things about SEMrush is that it sorts the keywords by categories. Now you're probably thinking, okay Josh, this is really good, but why is it any better than the keyword planner tool? The reason why I'm such a big fan of SEMrush is because it sorts the keywords by themes as well. So as you can see, we have a theme for lights, a theme for hunters, a theme for remotes.

So what I mean by theme is I mean lots of thematically related keywords. So if I click the theme for the hunter, you can see that SEMrush is now going to filter through all of those keywords and only show me the keywords which are relevant to the theme of hunter. So hunter ceiling fans, hunter ceiling fan remotes, hunter low-profile ceiling fans. These are all keywords to do with the theme of hunter, which for those who don't know, a hunter ceiling fan is a type of ceiling fan. So if you remember correctly, what I said a couple of videos ago is the main aim is to get tons of keyword ideas on our main spreadsheet, like so, and then sort out our keywords by themes. So the fact that you can have your keywords already sorted out by themes on SEMrush is going to save us tons of time. And it's the reason why I'm such a big fan of this tool.

So once you're on this page, you can either download all of these keywords or you can download keywords by theme. Now downloading keywords by theme, like I said, is going to

save you so much time. So I highly recommend you pick a theme and download those keywords and then add it to your spreadsheet. Now do bare in mind that if you are a local business, then the keyword research process should be a little more straightforward than what we're doing now. As local business keywords are typically made up of two components, which is a service and a location. So plumber and London. So your main keywords are going to be plumber London, London plumbers, a plumbing company in London and so on. And so on. However, if you are operating an e-commerce store or a larger website, then this is by far the best way to find out all of those keywords.

So what I'm going to do now is download all of the keywords and let's go for the outdoor theme. So let's click outdoors, and you can see that in total we have 4,239 keywords, which are all relevant and come under the theme of outdoor. You can actually see how many keywords you have by looking at this number right here. So for the purpose of this course, I don't want to download too many keywords. I want to keep it nice and straightforward. So what I'm going to do is find a keyword theme that doesn't have that many keywords in it. So maybe hanging, let's have a look at hanging keywords. That has 838 keywords. So once this data has now loaded, I'm simply going to export all the keywords, which are related to the hanging theme. So I'm going to go for CSV.

This is now going to download a file, which looks exactly like this. So let me give this an open. So once you open the spreadsheet, it's going to look like this. We have quite a lot of data and quite a lot of columns on the spreadsheet. However, we only need the first column, which is all to do with keywords. So let me copy the first 100 keywords. Oh, I've gone past it right there. There you go, 100 keywords. We can see that as a hundred as we have the countdown here. So I'm simply going to copy all of these hanging-related keywords, go back to my main keyword research spreadsheet. And I simply scroll to the bottom and then paste in all of those keywords.

So once I've done that, I can now close this spreadsheet as it's not really needed. And I can start working on my main spreadsheet. So what I'm going to do in the next video is I'm going to show you exactly how we can filter through all of these keywords and categorize them by themes. Which is going to make our life so much easier when it comes to creating your ad groups and creating your actual ads. I'll see you in the next video.

### **Section 3: How To Organise Your Keywords By Themes:**

In this video, I'm going to show you how you can thematically categorize all of your keywords, which as I mentioned in the last video, is going to make your life a whole lot easier when it comes to adding your keywords in your Google Ads account. However, before we do that, what we need to do is remove the duplicate keywords. So as you can see, we have ceiling fans right here, we've got ceiling fans up there, as well. So the reason why we have the same keyword mentioned multiple times is because this list you're looking at right now is our master file, which has a list of keywords from multiple sources. So as a result, naturally, you're going to have an overlap with some of your keywords.

So first things first, let's remove the duplicate keywords. So to do that, you want to select the whole column and then simply go over to conditional formatting, then go to highlight cell rules and then scroll down to duplicate values and give that a click. And then simply click okay. And now what's going to happen is that every keyword that is a duplicate is going to be highlighted in red. So what I like to do is select the whole column and then go to data and then sort that by A to Z. So that's going to sort all the keywords in alphabetical order, and that way we can easily see which keywords are duplicates. For example, row number 29 and number 30 are both duplicates. So what I want to do is simply delete one of the keywords, and now that's going to get rid of the red highlight, as that keyword is no longer a duplicate. So I'm going to go through the whole list now and remove all of the duplicate keywords and speed up the video, so you don't have to wait for me to do it.

And just like that, I've now removed all of the duplicate keywords. It's good to note, as well, that I did do some further keyword research and actually added some more keywords to this research tab, just so I have a decent keyword size list, which means when I go through the data, it should be a little bit easier for you to understand, as I'm going to give you more examples. But essentially, it's the same keyword list. I've just added in more keywords by using the same keyword processes I've already shown you in the last two videos.

So the next thing to do, once you remove the duplicate keywords, is to remove the unwanted keywords onto a separate tab. So what I mean by the unwanted keywords is literally any keyword which you believe is not a good fit for your website. So if I scroll down, let's see if I can find any unwanted keywords. I do scroll really fast. Apologies about that. We've got some keywords right here. So how big of a ceiling fan for a 12 by 12 room? Let's make it a bit longer so you can see all the keywords. How big of a room for a 52 ceiling fan? How does a ceiling fan cool a room? So these types of keywords are what are called question-based keywords. Now, if you remember what I said in the video on keywords and keyword intent, these keywords, in regards to the item model, is going to be pretty low down in the funnel. Someone who types in, how does a ceiling fan cool a room, what this tells us is that this person isn't quite sure they need a ceiling fan. So the search term they search for in Google is actually a question.

So as a result, I don't want this person to see my Google ad, because if they do, they could potentially click my ad, cost me money, and then they might not even buy a fan. So what I want to make sure I do is target keywords that have a high buyer intent. This keyword, how does a ceiling fan cool a room, this has really low buyer intent, but instead of just deleting this keyword from our list, what I want to do is move these unwanted keywords onto a separate tab called negative keywords. So I'm going to go through what a negative keyword is in a couple of videos later down the line, so don't worry about that. But just for now, all we need to know is that we need to move all of these keywords onto another tab called negative keywords.

So what I'm going to do is simply go back to the top of this column. I'm going to add a filter, and I'm simply going to tell Excel to show me all the keywords which contain the word how, as every keyword that has the word how in it indicates it's going to be more of a question, which means it's going to have low buyer intent. So as you can see, I've done my filter like so, and as a result, I now have all of my keywords which contain the word how. So what I'm going to do now is copy all of these keywords and simply copy it over onto the negative keywords tab like so. Once I have it on a separate tab, I am free to delete it from our main master file. So I'm free to delete these now. I don't want to see any of these keywords. The reason why I can delete them now is because I already have the data all stored on another tab.

Now, it's a good idea to clear your filter and actually go through the rest of your keywords, as you might see some other keywords which also aren't relevant. So the keywords we remove at present, it's just going to be all the keywords with the word how. However, we can have a lot of keywords, as well, that are also questions that start with the word what. So let's go back to my main tab, go to the filter right here. Again, if you don't know how to add a filter on your keywords, I'll show you exactly how to do that step by step. I did go through that a pretty bit fast in the first instance. But essentially, you need to make sure you're on the data tab. You want to click the whole column, and then go to filter and then click the arrow and make sure you choose the word contains.

So I've already done it for how, so I'm going to do what, see if there are any keywords that say what. And as you can see, there are quite a few keywords here. So what size ceiling fan for a living room? Again, these are keywords with low buyer intent. So I want to get these moved across to the negative keyword list, like so. Now they're copied across. I can delete them. I want to clear my filter. I want to have another look through the keywords, just to make sure I don't see any more. Can you hang, can you hang a ceiling? Okay, so this is a different type of keyword we can add. Can you hang a ceiling fan? Again, low buyer intent. People are just trying to find out about the product. Can you do this? I only want to target people who are ready to buy my

product, because if I target just those people, then the conversions from our overall campaign is going to be a lot higher. So let's add that filter again. Let's go to the top, click the arrow and then go to contains, and then put in the word can. And as you can see, we now have all the keywords which contain the word can. So let's copy all of these keywords, go over to negative keywords, and paste them in like so. So let's go back to that and delete that now.

So essentially, it's the same process for all of your keywords. You want to go through your list and just figure out what keywords aren't relevant to your business, and then simply remove them onto a negative keyword list. So for the purpose of this training video, let's just imagine I've gone through the whole list and I've now removed all of my keywords that aren't relevant, over to the negative keyword list.

The next thing you need to do is go through your keywords and see if you can spot any keyword themes. What I mean by keyword themes is keywords that are all similar in some way or another. So for example, we have a keyword here, a three-blade ceiling fan with light. We have a 42 ceiling fan with lights, 42-inch ceiling fan with light, 52 ceiling fan with light, and 52-inch ceiling fan with light. So you can see, light appears quite a lot. So as a result, one of my keyword themes is going to be light, as all of these keywords have a relation to the word light. So that is going to be the main theme for me. If we keep scrolling down and see what other things we can come across, we've got lights, we've got fans, which is pretty generic. We've got a ceiling fan dimension room. We've got room again. We've got room, room, room, lots of room. So I think I'm going to go to the top and add another theme for the word room, like so.

Let's scroll down and see what else we have. We've got lights, we've got remote, potentially, the remote control could be another one. We've got lights, we've got rooms again, which I've already covered. We've got living rooms. Quite a lot of keywords for room and light, which is interesting to see. Let's scroll down and see what other keywords we have. We've got hanging in a ceiling, hanging ceiling fan. Lots of interesting searches here. People were Googling hanging ceiling fans from plastic boxes. Quite interesting. We've got Houzz, and Home Depot. Okay, so essentially, as you can see, the whole process I'm trying to do here is literally going through all of my keywords and see if I can spot any similar themes.

So I noticed a remote control came up. So I'm going to go to the top and simply add that as another theme. And I do believe that is enough themes for now, just for the purpose of this training video. So once you've categorized your main themes, you could have one theme, you could have 50, there's no right or wrong answer. You simply need to go through all of your keywords and list out the most obvious themes.

So once you've done that, the next step is to create a tab for each theme you just found. So the first theme for me is going to be light. So what I'm going to do is create a new tab. Let's move the tab to the end, and I'm going to rename this tab lights, and I'll put ceiling fans, ceiling fans light, and then I'm simply going to go back to my main master file, click my filter, choose the word contains, and simply put in my theme, which is going to be light. And now it's going to show me all of the keywords which are related to the theme of light. So what I want to do is copy all of these themes, or keywords, sorry, and go over to this tab and simply paste them in like so. Let me just zoom in a little bit, so you can see all these keywords, like so, and I'll put in keywords at the top, like so, and I'll double click that so you can see all the keywords. And I simply want to do the same thing for all of my other themes, as well.

So let's come off that and clear those filters. The next theme is going to be for the room. So let's go back to that, contains one, contains the word room. This is now going to show me all of my keywords, all to do with the theme room. So let's copy all of these keywords again and simply paste that back on another tab, which this tab is going to be called ceiling fans room, so ceiling fans room, like so, and paste that up there. Control V, for some reason didn't seem to copy. Let's do that again. Control C, go back to that Control V. There we have all of our keywords, and I'll put in the word keyword at the top, as well, bold that, and we'll zoom in as well on that. So what we're doing right now is simply putting all our keywords which are thematically related all on one tab, which is going to make it so easy when it comes to adding all of these keywords into our Google Ads account and in its separate ad groups.

Now, once you've created all of your tabs for all of your themes, it's always a good idea just to go through the tabs and look at the keywords and just see if there are any more keywords you forgot to remove, or maybe ones that you just originally missed off. It's a lot easier to review your data when you're looking on a separate tab for your keywords, as all the keywords you're looking at on these individual tabs are going to be related to that theme, so you can very easily spot ones that shouldn't be there. For example, we have a 12 by 12 room ceiling fan. That is a good keyword. We have a 44-inch ceiling fan room size, which if you think about the intent behind this keyword, if someone Googles 44-inch ceiling fan room size, then essentially what they're trying to figure out is what size room can a 44-inch ceiling fan provide sufficient coverage? So this probably isn't a keyword you want to target. So what I'm going to do is copy this keyword and put it on a negative keyword list.

So make sure you do spend some time going through all of your keyword themes and make sure you don't have any keywords on your tabs, which you shouldn't have, as it's only going to make your life a little bit harder when it comes to creating your Google ads. So once you've

cleaned up your keyword research spreadsheet, you do not want to go ahead and copy these keywords straight into your Google Ads account. What you want to do is add the correct keyword match types. So I'm going to go through keyword match types in the next video and explain every single thing you need to know. I'll see you there.

### **Section 3: Everything You Need To Know About Keyword Match Types:**

Keyword match types. Keyword match types are probably the most important element when it comes to keyword research. So keyword match clients tell Google how much freedom they have when pairing your keywords with search terms. Now there's a big difference between a keyword and a search term. A keyword is a keyword you enter in your Google Ads account, so that is a keyword you want to bid on as part of the Google Ads Auction. And the search term is what the user would search for in Google to see your ad, and obviously click it, and then land on your landing page. So it's really important you know the difference between a keyword and a search term.

So keyword match types apply to the keywords that you add in your Google Ads account. Now there are four different types of keyword match types we can use. We can use broad match modifiers, phrase match, and exact match keywords. Now the only difference between each match type, when you enter it in your Google Ads account, is going to be the symbol you use when you enter the keyword.

So if we look at the top row, broad match, the symbol is literally none. There is no symbol when you want to add a broad match keyword. For example, if I want to use a keyword ceiling fan as a broad match type, all I do is go into my keyword section in my Google Ads account, and I simply type in ceiling fans exactly how you see it right here, ceiling fans. So if I go for a broad match type for the word ceiling fans then that is telling Google, they may show my ad on searches that include misspellings, synonyms, related searches and other relevant variations. All on the keyword I entered, which was ceiling fans.

For example, someone can go over to Google and type in, "do ceiling fans work," and because I had the broad match type, that means my ad is going to show to that customer. And the reason being is that I've gone for a broad match type. So it doesn't really matter what the customer types in, my keyword is a broad match keyword, so Google is going to match my ad broadly against a ton of different search terms. So typically speaking, your broad match type is probably the worst match type you can go for, and it's going to result in you getting tons of clicks on your

ads from people that are probably not even interested in your products. However, if you have a big budget to spend on your Google Ads campaign, and you want to get some more keyword ideas, then the broad match is a good scenario to go for. Just bear in mind, that you're going to get so many clicks as, like I said, Google is going to match our ad broadly against tons of other search terms.

So the second match type we have is a broad match modifier. So the symbol for this is a plus sign. So if you wanted to add a broad match modifier keyword in your Google Ads account, all you need to do is add a plus sign at the front of each word. So if I use the same keyword example, ceiling fans, you can see I've simply added a plus in front of the word ceiling, and I've added a plus in front of the word fans. So what this tells Google is to show my ad to any users who carry out any search terms that include both of these words, ceiling and fan. Now it doesn't matter which way the user types it in, whether they have fans first or ceilings first, as long as both of these words are contained in the search phrase, then Google is going to show my ad to the user.

So when you use a broad match modifier match type, your ads may show on searches that contain the modified term, or a close variation, but not synonyms in any order. For example, someone can go over to Google and type in, "how much are fans that go on the ceiling," and your ad will show to the user. Because the search phrase contains both words, ceiling and fans. It doesn't matter which way the person types the keywords in, as long as both keywords are in a search phrase, then your ad is going to trigger.

So this one is a little bit more strict than a broad match. As with broad matches, you are literally telling Google to show your ad no matter what the person types in, as long as it broadly relates to ceiling fans, then your ad is going to trigger. Whereas with a broad match modifier, you're telling Google to only show your ad if the search term contains both of these words. Again, in any order.

The third match type we have is phrase match. So the symbol for phrase match is simply going to be speech marks, so you need to have your word within a speech mark. So as you can see, I've got the same keyword, ceiling fans, and I have it within a speech mark. So what I'm doing right here is I'm telling Google to only show my ad to people who type in anything that has the word ceiling fans within the search phrase, and those two words need to be in this order.

So someone can go into Google and type in, "best ceiling fans," and as a result, my ad is going to show. If someone goes onto Google and types in, "best fans for the ceiling," then my ad is not going to show because the search term doesn't mention my keyword in the order that I've stated. So phrase match types is a really good match type, and can ensure the clicks you'll get into your ads are going to be highly targeted, as the only people that are going to see your ads are going to be people who are typing the keyword in the phrase that you entered.

The last match type is going to be the exact match, and this is the strictest match type you can have. And the symbol for this one is simply brackets and your keyword is inside your brackets. It's very important that you use this type of bracket and not the curved one. But, essentially, when you use an exact match type, what you are doing is you're telling Google only show your ad when someone types in this exact match keyword, which will be ceiling fans. So someone can go into Google and type in, "best ceiling fans," your ad will not show. Your ad will only show if someone goes onto Google and types in, "ceiling fans," exactly how you've entered it in your Google Ads account.

So understanding the difference between match types is going to make sure you don't unnecessarily spend a lot of money on Google Ads and result in a lot of wasted clicks. Using the right match type is going to save you so much money and ensure your campaign is the most effective.

So typically speaking, whenever you run any Google Ads, you're going to want to start off with the bottom two match types, which is an exact match and phrase match, as these are the strictest rules and give you the most control over exactly who is seeing your ads, and that way you can target the right people. If you do have more budget to spend, and you'd like to experiment and get more keyword ideas, then using a broad match modifier is a great alternative.

So now we know the difference between the match types you can have on your keywords. It's time to go back to our keyword research template, and I'm going to show you how you can very easily and very quickly add the correct symbol to the keywords that you'd like to add to your Google Ads account. I'll see you in the next video.

### **Section 3: How To Add Match Types To Your Keywords Like A Pro:**

In this video, I'm going to show you how you can very easily and very quickly add the match-type symbols to all of your keywords. So, like I said in the last video, adding match-type symbols to your keywords is going to make sure that your ads only trigger searches, which are relevant to what you do. So I've actually got through my keyword research template file and I've actually created two more tabs to cover two more themes. The themes is, Remote Control and Hunter. So if I go on the Remote Control tab, you can see we have four keywords here, which all relate to the keyword theme of Remote Control. And this is exactly the same thing for the keyword theme, Hunter. So if I go back to the theme for the room, and look at all of my keywords, what I essentially want to do before I copy these keywords over into my ads account is add the correct match type symbol to each and every single one of these keywords.

So now there are three different types of symbols I want to add. So there are three types of symbols I want to add. One is going to be the plus symbol, which is a broad match modified. We're going to need speech marks, which is the phrase match, and match type. And then we also need to add brackets, which are going to be the exact match, match type. So essentially every single keyword you see on the left is going to have three different variations of that keyword to include its own different match type. So if you're really good at Excel, you can put together a really complex formula, which is going to say, "Copy this keyword, add the word speech marks. Copy this keyword, and add the word brackets. Copy of this keyword and add the word pluses." And that'd be all your three different match types. However, that is a little bit long-winded and can take a lot of time.

So what I'm going to show you is a free online tool, which is going to copy all of these keywords and add the correct symbol to them automatically for you. So this is the website. It's called Mergewords. So the URL to access this tool is simple, [toptal.com/marketing/mergewords](http://toptal.com/marketing/mergewords). So all you need to do is go over to your keyword research template and pick any one of your themes. I'll use the same theme you're seeing right here for rooms and simply copy all of the keywords you have on there. Command C or control C if you're on windows and then head over to this tool and paste in all of the keywords. And as you can see, we have 65 different keywords in total. So once you've copied your keywords into the tool, the next thing you need to do is click this button right here, where it says extra options.

And now we have a few different options below. We have the word space, minus, plus, custom. We can wrap the text in nothing, in speech marks or brackets. So these are essentially symbols we can add to each and every single one of our keywords. So if I click the word plus, and then go over to merge, you can see it's now copied all of my keywords and has added the word, plus, in front of each word. This is in fact our broad match modified match type. So literally within the space of three seconds, I have now copied all of my keywords and I've added the broad match modified symbol to every single one of them. So what you can do from here is simply copy all of

those keywords, go back to your spreadsheet. And before you paste it into the column, what you want to do, is make sure you have the right format selected, which is going to be this one right here, which says, text.

So once you've done that, you can paste in all of your keywords like so, and now you can see, that we have all of these keywords on our spreadsheet with the broad match modified symbol. So we can go back to the tool and do it exactly the same thing, but instead of going for broad match modification, we can go for our exact match keywords. So let's put the separator back to nothing and let's go of the brackets and then click merge. And as you can see, it's now converted all of our keywords and added the brackets at the end. So let's copy these, go back to our spreadsheet and simply paste these below. That is now all of our broad match modified keywords. And lastly, the ones you want to do is going to be our phrase match keywords. So for the phrase match keywords, for some reason, I'm not sure why you can't actually copy the speech marks over into Excel.

So what we need to do is use a very small formula, which I'm going to show you how we do now. But before I do that, let me just show you the reason why we have to use this formula. If I click the speech marks and then click merge, just to get some of our phrase match keywords, let me copy one of them and go back to Excel. If we paste this keyword into our spreadsheet, it's literally just going to say the keyword and as you can see, our speech marks haven't been copied in. So what I like to do is, only use a tool for the broad match modified and the exact match, match types. For the phrase match, match types you're going to need to use a formula. So the formula is very, very simple. Which is this one right here. It is a backslash, speech mark, at, backslash, speech mark.

Very, very simple. So what we need to do is simply copy our formula, go back to our spreadsheet, select all of our keywords in the first column, and then go to the top and click general, click more number formats, click Custom, and then in the box at the top, remove general and simply paste in that formula. Which to confirm is a backslash, speech marks, at, backslash and speech marks again, and then click, okay. And as you can see, it's now added speech marks to all of our keywords in the first column. So the last thing we want to do is seem to get all of our keywords in the same column. So I'll simply copy all of these and then paste them below our phrase match keywords on the left-hand side. Like so, and then simply delete this column right here as it's no longer needed.

So now we have our keywords in the three different match type variations. And if we wanted to double-check that, we can simply copy all of our keywords and then check how many numbers we have at the bottom. So 195, where we originally had 65. So this tells me that for every single

keyword, we actually have three times now for each individual match type. So the last thing to do once you've created your keywords with the match type symbols is to simply copy your keywords over into your Google ads account. So command C or control C, if you're over on PC, copy all of the keywords and then go over to your Google ads account. Go to campaigns, and you can see this as a campaign we set up earlier on domestic fans. Let's go into that campaign and we should have an ad group for ceiling fans.

So initially when we set up this ad group, I thought it was okay to have one ad group just for ceiling fans. However, as we've done more keyword research, we can actually see that within ceiling fans, we have multiple themes. We have one for light, one for the room, one for remote and one for Hunter. So as a result is going to be a lot more effective and simpler if we create an ad group for each theme, we have. However, there's no way of knowing this until we do the actual keyword research. This is why there's no perfect way to set up a Google ads account. It all comes down to preference. You can have all of these keywords in one ad group if you wish, but just do keep in mind that you create ads for ad groups you have. So if you have all of these themes, all in the same ad group, that means you're going to have tons of different antiques, which aren't really related just because you're trying to satisfy each theme you have within the ad group.

So for ease, what I'm going to do, is go back to my Google ads account, and I'm simply going to rename this ad group ceiling fans room. This way I know all of the keywords in this ad group is related to ceiling fans for the room theme. So let's go into this ad group and then I want to click this bottom right here, plus keywords, or I can click the blue plus icon up here. They both do the same thing. So let's give this a click. And then now what I want to do is simply paste in all of those keywords from my keyword research template file.

So let me go back to my keyword research template file, and then copy those keywords. Go back to Google ads and paste them all in like so, and as you can see, we now have all of our keywords in our ad group. So the next thing to do is to simply click save. This is now going to add all those keywords to our ad group. And we can now move on to the next stage, which is going to be crafting our ad texts for each keyword we want to target. However, before I get into crafting your ad text, I'm going to cover negative keywords, which is extremely important. So I'll see you in the next video.

### **Section 3: The Importance Of Negative Keywords & How To Add Them To Your Account:**

Negative keywords prevent your ad from being triggered by a certain word or phrase. Negative keywords can save you so much money when used correctly. For example, if you only sell luxury products, then you can actually go into your Google ads account and put the word "cheap" as a negative keyword, so whenever someone goes onto Google and searches for something similar to your product and they use the word cheap, Google will ensure your ad does not show to that user, which means straight away, you can block out clicks from people who are looking for a product which you may not offer, which in this instance is going to be a cheap version. Let's go over to the next slide and look at an example of exactly how this works in the real world.

So before I go through the examples, the symbol we use for a negative keyword is the minus symbol. So this would be the symbol you add before the keyword. Now, it can get a bit confusing as you can have different match types for each negative keyword. You could have a broad match negative keyword, you could have a phrase match negative keyword, and you can have an exact match negative keyword as well. It's really important to note that the whole word you enter as a negative keyword is going to become the negative keyword search phrase. So let's look at the top example, the negative keyword for a broad match of cheap ceiling fans. So if someone goes onto Google and they type in "cheap ceiling fans," your ad will not show. It's the same story if someone goes onto Google and types in "ceiling fans cheap," your ad will still not show to the user as a negative keyword is a broad match of all of the words, "cheap ceiling fans." However, if someone goes onto Google and they type in "basic fans," your ad will show to the user. Now, basic could be another term people use to identify a cheap solution, so do bear that in mind.

The second option is going to be a phrase matching a negative keyword. So it would be "brushed metal fans," and you'd have those words within speech marks. So your ad will not show if someone searches for "best-brushed metal fan" or "brushed metal fan price." However, your ad will show if someone types in "metal fan" or "buy a metal fan." As the negative keyword you entered was "brushed metal fan," "metal fan" by itself and "buy metal fans" are perfectly fine to show.

The last match type you can apply to a negative keyword is going to be the exact match. So in this example, we have an exact match negative keyword, which simply says "luxury fans." So if someone goes onto Google and types in "luxury fans," your ad will not show. However, if someone types in "companies that sell luxury fans," your ad can show. The reason being is because the negative keyword you entered is simply just "luxury fans." If you wanted to block out when someone types in anything to do with luxury, then you'd have to enter the word "luxury" as a broad match type.

As a result, when it comes to adding negative keywords to your Google ads account, I recommend you'd go for the first option, which is a broad match. The reason why as a broad match negative keyword covers the most methods that people can use to find your ads. For example, if I did just sell luxury fans and I didn't want anyone to find my ad who types in the word "cheap," then what I would do, I would go over to my Google ads account and I would add the word "cheap" as a negative broad match keyword. Understanding how negative keywords work is super important as, like I said, it's going to save you so much money. So let me head over to my Google ads account and I'll show you exactly how you can add a negative keyword to your account.

So to add a negative keyword, what you need to do is go over to keywords and then simply click negative keywords. So this is a whole section on your Google ads accounts dedicated to adding negative keywords. So to add a negative keyword, all you need to do is click negative keywords here, or you can click the blue plus icon up here as well, and then once you're on this option, you need to select your campaign, so go campaign and then pick the campaign we have, which is domestic fans. It's always important you add negative keywords to your campaign and not to an ad group level. The reason why we want to add negative keywords at the campaign level and not the ad group is because, as you know, an ad group comes under a campaign. So if we add a negative keyword to the campaign, then by default, that's going to include all of our ad groups.

So instead of just sitting here and thinking, "What negative keywords should I put in?" You can actually go back to your keyword research template file and go over to your negative keywords. So these are all the keywords that when we did our initial keyword research, we deemed it not to be relevant to our business. So as a result, if you remember correctly, I said to you, "Don't delete these keywords, keep them on another tab as we're going to use them later on in the course." This is exactly what we're going to use them for. So instead of you spending hours, trying to find out what people search for, and if it's relevant to your business, we've already done that research and we've done the heavy lifting. So now it's just a case of adding these keywords over to our Google ads account, but instead of selecting all the keywords and then copying them over to our ads account, we can actually be a little bit smart about this.

If you remember what I said a couple of minutes ago, we can use a broad match negative keyword, which is going to block out a lot of these keywords. For example, all of these keywords here start the same, "Can you," so the main word we're going to want to block out all of these keywords is going to be the word "can." The reason why is when someone goes onto Google and types in the word "can," it typically leads to a question. Now, we need to ask ourselves, "Do

we want to be showing our ad to users who are going onto Google to type in a question?" The answer is no. The reason being is because these types of people have low buyer intent. They are not in the mood to buy a product and they're actually just looking for some information. So as a result, I'm going to take the word "can," go over to my Google ads account and paste it in like so. I'm going to go back to my list and see if I can find any more negative keywords, "how big," "we've got," "how to hang," and "how to choose." So another word is "how." Typically people will go onto Google and use the word "how," again, they are not really the type of people we want to target. They're quite far down the buyer funnel as they don't have much buyer intent behind the keyword.

And for the purpose of this training course, let's just imagine we sell luxury fans, so what I'm going to do is simply type in a negative keyword of "cheap." Notice how all the negative keywords I'm using are the broad match negative keywords. I'm not putting down any phrase that match negative keywords, such as "cheap fans," and then add in my speech marks. All I'm doing is I'm simply adding it down as a broad match negative keyword.

Now, if you remember correctly, you will remember me saying to you that negative keywords should have a minus symbol. However, when we upload this to Google because Google actually has a whole dedicated section on Google ads for negative keywords, you don't actually need to add the minus symbol. You are more than fine just to go over to your negative keywords and enter them like so.

What I'm going to do is I'm going to upload a downloadable resource to this video, which is going to cover the most common negative keywords that you should probably have in your Google ads account, such as words like "Amazon" and "Walmart" and so on. Because if someone types in those words in the search term, then they are looking for amazon.com or walmart.com. As a result, we don't want our ad to show. So once you've finished adding in all of your negative keywords, you simply need to come down here and click save. And as you can see, Google has now added these three words as a negative broad match keyword.