



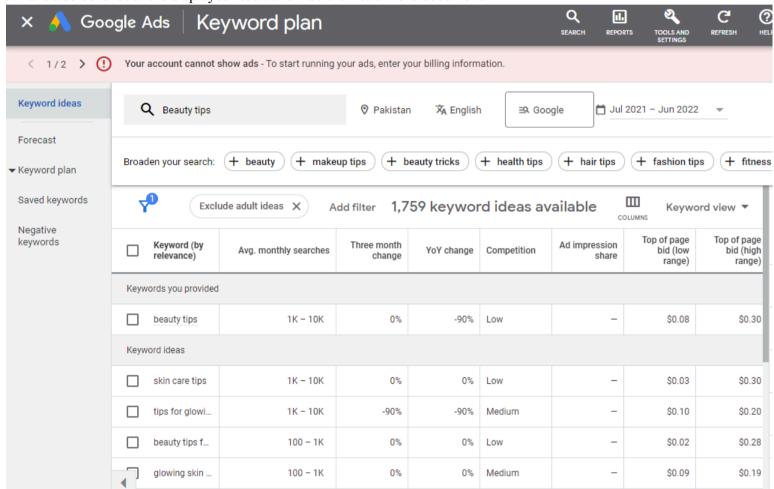




Digiskills SEO Exercise No 1

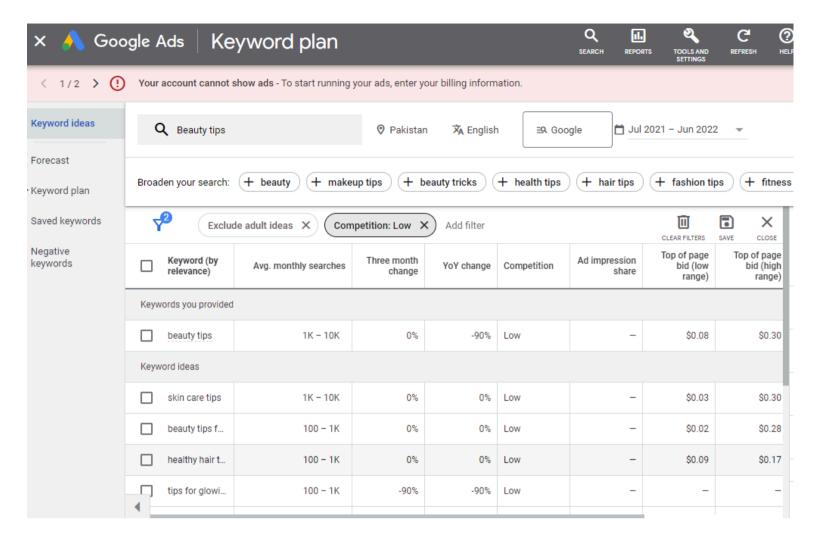
Task 1:

- 1. Open the Google Keyword Planner tool by visiting https://ads.google.com/ . (Sign-up is mandatory)
- 2. Click on Discover New Keywords, write "Beauty tips", and click on "Get Results".
- 3. Take a screenshot of the displayed result and insert it into a word document.



Task 2:

- 1. From the results of Task 1, click on the **Add filter** option.
- 2. Select **competition** and check the **Low** option.
- 3. Take the screenshot, and paste it in the word document.



Task 3:

- 1. Now, apply the **Contain Keyword** filter on the displayed results of Task 2. You can do so by adding the **Keyword**, and then adding the word "**skin care**".
- 2. Take the screenshot of the result and paste it into the word document.

