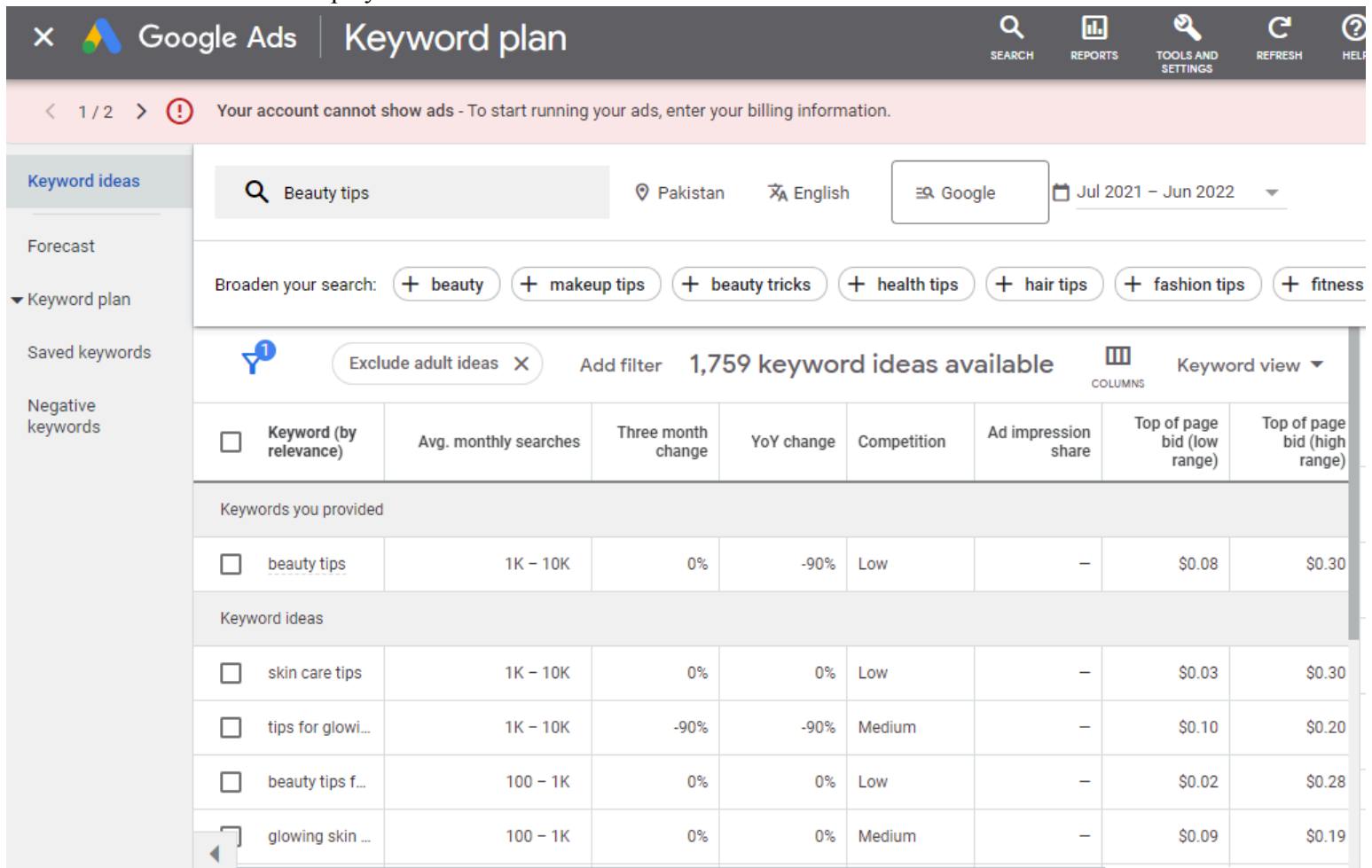


Digiskills SEO Exercise No 1

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.



The screenshot shows the Google Ads Keyword Planner interface. The search term is "Beauty tips" for the location "Pakistan" and language "English". The results show 1,759 keyword ideas available. The table below lists the top results:

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
☐ beauty tips	1K – 10K	0%	-90%	Low	—	\$0.08	\$0.30
Keyword ideas							
☐ skin care tips	1K – 10K	0%	0%	Low	—	\$0.03	\$0.30
☐ tips for glowi...	1K – 10K	-90%	-90%	Medium	—	\$0.10	\$0.20
☐ beauty tips f...	100 – 1K	0%	0%	Low	—	\$0.02	\$0.28
☐ glowing skin ...	100 – 1K	0%	0%	Medium	—	\$0.09	\$0.19

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.

Keyword plan

SEARCH

REPORTS

TOOLS AND SETTINGS

REFRESH

HELP

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1 / 2

>

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Your account cannot show ads - To start running your ads, enter your billing information.

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

Beauty tips

Pakistan

English

Google

Jul 2021 - Jun 2022

+

beauty

+

makeup tips

+

beauty tricks

+

health tips

+

hair tips

+

fashion tips

+

fitness

2

Exclude adult ideas

X

Competition: Low

X

Add filter

CLEAR FILTERS

SAVE

CLOSE

☐ Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords you provided							
☐ beauty tips	1K - 10K	0%	-90%	Low	-	\$0.08	\$0.30
Keyword ideas							
☐ skin care tips	1K - 10K	0%	0%	Low	-	\$0.03	\$0.30
☐ beauty tips f...	100 - 1K	0%	0%	Low	-	\$0.02	\$0.28
☐ healthy hair t...	100 - 1K	0%	0%	Low	-	\$0.09	\$0.17
☐ tips for glowi...	100 - 1K	-90%	-90%	Low	-	-	-

Task 3:

- 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**”.
- Take the screenshot of the result and paste it into the word document.

Keyword ideas

Forecast

▼ Keyword plan

Saved keywords

Negative
keywords

 Beauty tips

 Pakistan

 English

 Google

 Jul 2021 – Jun 2022

Broaden your search: [+ beauty](#) [+ makeup tips](#) [+ beauty tricks](#) [+ health tips](#) [+ hair tips](#) [+ fashion tips](#) [+ fitness tips](#)



Exclude adult ideas 

Competition: Low 

Keyword text contains skin care 

 CLEAR FILTERS

 SAVE

 CLOSE

Add filter

☐ Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
☐ skin care tips	1K – 10K	0%	0%	Low	—	\$0.03	\$0.30
☐ daily skin car...	100 – 1K	-90%	-90%	Low	—	\$0.03	\$0.19
☐ natural skin ...	10 – 100	+900%	0%	Low	—	\$0.07	\$0.75
☐ winter skin c...	100 – 1K	0%	0%	Low	—	—	—
☐ skin care tips...	10 – 100	0%	0%	Low	—	—	—
☐ skin care tips...	100 – 1K	0%	0%	Low	—	\$0.06	\$0.21
☐ oily skin care...	10 – 100	0%	0%	Low	—	\$0.07	\$0.37