

# 10 Ways to Find Effective Keywords for Your Google Ads Campaign

Well-executed PPC (pay-per-click) or Google Ad campaigns can be extremely crucial to an advertiser's overall revenue and conversions. After all, is there a better way to look for potential clients and customers than when they search on Google and tell you what they are looking for?

However, since you have to pay for every click you get from ads, an ill-planned PPC or Google Ads campaign may turn out to be much costlier than the revenue it planned on bringing in.

While your target messaging and audience are unique to your business, there are many different tactics and ideas that can help you have consistently effective PPC campaigns. With this help and advice, you will be able to maximize your campaign outcomes and eventual profit in no time.

If you are looking to optimize your PPC and Google Ads campaigns, you can utilize these ten methods mentioned below. However, before we get into specific details, let's understand the basics of effective PPC keywords.

## What is an effective PPC keyword?

When it comes to PPC marketing, the keyword is king. When you use search engines like Google or Bing, you type in the keywords into the search box to find what you are looking for. The results that you see next, whether they are organic results or paid advertisements, are because they are the closest and most relevant results to the words that you typed into the search box. If you want the results you are looking for out of your campaign, you need to leverage specific keywords.

For example, let's say that you're looking for something particular, like a salon company specializing in hair coloring. When you type down 'saloons with hair coloring,' you will find all the saloons near your area that specialize in that service. This is a basic example of the power behind targeting specific keywords.

If you want to succeed in PPC campaigns, you need to ensure that you are bidding on the right keywords. However, you also need to remember that PPC is not just about finding the right keywords. If you want to achieve a high ad ranking at optimum cost, you need to consider relevance as well.

## How to Find Effective PPC Keywords?

Many factors will contribute to your keyword quality score. You can make use of these methods mentioned below that will help you find effective keywords for your Google Ads campaign:

## **1. Use Google Keyword Planner**

Google Keyword Planner is a free tool; however, you need to have a Google Ads account to use this feature. Once you have accessed the planner, you will see two different tools – 'Discover New Keywords' and 'Get Search Volume and Forecasts.'

As the name suggests, 'Discover New Keywords' will help you find new keywords. You first need to enter services and products that are closely related to your business. Once done, a list of keywords that are related to your business will be displayed.

The 'Get Search Volume and Forecasts' is an option you can choose if you already have a predefined list of keywords. All you need to do is type them down and check for their search volume. However, this tool will not help you generate new keywords.

For example, let's say you have a business that sells clothes. The 'Discover New Keywords' option will load some commonly known keywords like 'clothing,' 'fashion,' 'dress,' etc., while the 'Get Search Volume and Forecasts' will help you understand which of these keywords are commonly searched for.

When it comes to SEO-focused keyword research, these tools are more than enough to show you thousands of potential options. This tool has been designed specifically for PPC advertisers, and you will find a lot of features, like keyword bidding, that will help you with your campaigns.

## **2. Scrape Google Search Auto-completions and Recent Searches**

Google Search auto-completion is a search feature that predicts users' queries and provides suggestions based on the user demographics. Google auto-completion sometimes provides funny user habits and has accidentally spoiled many unreleased TV shows, movies, and video games.

However, as PPC marketers, it is suggested that you scrape off of recent searches and Google auto-completion as a tool for finding effective keywords. For instance, Google does not provide returns on the results of the auto-complete searches.

Many factors contribute to this. For starters, auto-complete results continually change due to the web's volatility and how people make use of this feature. At times,

Google does not remove some hot-button suggestions, like potentially controversial search queries. Due to this, recent searches and auto-completions are not exactly reliable, especially when looking for keywords for PPC and Google Ads campaigns.

As an alternative, you can make use of Promonavi's Keyword Planner. Through the use of this helpful tool, all related phrase-match variations and keywords towards Google auto-complete will be conveniently shown to you in a streamlined dashboard.

### **3. Keep an Eye on Google Trends**

Google Trends is a free tool that will help you understand and know what topics are trending in people's minds around the world. You will find all types of events, ranging from local to global, and everything in between.

Google Trends analyzes samples of search data to measure interest in various topics and present it as a graph. Since 2004, the entirety of Google searches have been recorded and updated in real-time.

When it comes to keywords, browsing through the Trending Searches section may not be your best option. The nature of your business may be too specific to even land on the top 20 results.

However, if you have not found any instant suggestions, you can head over to the Explore section filled with all the information related to search queries that have a higher search volume. Here, you can easily find ideas for keywords.

### **4. Go Through Google Ads Search Queries Reports**

Search terms reports are almost similar to search query reports used to look into the reporting center of Google Ads in the old Google Ads interface. When it comes to online advertising and PPC keywords, search queries often play an essential role as you will see the keywords and queries that are actually driving traffic to your site.

With the help of Google Ads Search Queries, you will be given statistics like which queries are working and which are not. The most important aspect of this search query is that data looks very similar to the default keyword tab reports. Additionally, you can also set negatives from the Google Ads interface directly.

The search term report will pull the larger volume of search query data into an Excel file, where you can better parse the data. The same can be said for the keywords tab; however, you will get a lot more data for easier and faster work. Sadly, Google Ads Search Queries Report was cut off in September. However, it is still considered a viable source for keywords in the mean time until its presence is removed.

## **5. Visit Google Search Console**

When you link the Google Search Console to your Google Ads account, you will be able to glance through organic and paid keywords. This data will be on the keyword and search query levels to see the organic vs. paid terms' incremental value. This is excellent news for Google Ads campaigns and paid advertisers. This new spin will allow you to see organic and new opportunities, including paid ones.

In the simple report, you will see whether your ads perform well organically or whether you may have to pause the keywords or drop your bids if you are on a tight budget. If you are an advertiser that provides both SEO and PPC to the same customers, this is quite a positive move.

## **6. Look for Keywords in your USPs**

It would help if you looked for keywords in your USPs. There are some steps involved in this process, with the first being the brainstorming process. You need to consider aspects such as related keywords people look for, your USPs (unique selling points), target audience, and competition.

You need to write down your USPs – why should customers opt for your products and services? This will allow you to understand your completion and also about your target audience. USPs are vital if you want to incorporate the keyword strategy successfully.

Consider adding keywords to your company's USP. This way, you will rank higher in search results, and more people will be able to access the products and services you are trying to sell and provide.

## **7. Prioritize Buyer Intent**

Buyer intent keywords are search queries used when someone is actively looking to purchase a product. Once you understand the buyer intent keyword that your clients and customers are using, you can target them with paid ads or relevant content.

There are many different types of buyer-intent keywords. Two of the most important ones include 'Buy Now' keywords and 'Products Search' keywords. As the name suggests, 'Buy Now' keywords are keywords that people write down when they want to make a purchase immediately. Customers do not look for long blog posts and review sites; they directly look for a vendor. A common keyword includes 'Buy 'XYZ' Now.'

When someone faces a problem and is looking for a potential solution, customers make use of 'Product Search' keywords. For example, 'Best Email Marketing Tools'

is a product search keyword. This also shows the customer's potential intent to make a purchase. Other types of buyer intent keywords include 'informational' keywords and low-purchase intent keywords.

## **8. Competitor Bidding**

Bidding on your competition's brand terms is an excellent way to boost your online advertising campaign's performance. After all, when someone is looking through your competition's services and products, they might enjoy yours if they knew about them.

There are several benefits of using this method. For instance, it is less competitive and is ultimately cheaper due to it. Since all businesses bid on their names, other companies can get impressions and clicks for a fraction of the money spent on something else.

Additionally, there is also brand awareness. When consumers want to buy a product or service, they will search for a particular brand. However, if your brand sells the same product and service, you can easily enter into the conversation. In short, it is more like saying, 'Hi, have you heard about us?'

## **9. Use Promonavi's 'Expand Your Keywords List' tool**

There are many third-party apps and sites that can help you with keywords for Google Ad campaigns. One of these includes Promonavi; more specifically, Promonavi's "Expand Your Keywords List" Tool.

This particular tool will help you look for new and useful keywords to add to your Google Ads campaign. Thanks to this feature, your ads will receive more clicks, and your campaign will be more effective.

Both beginners and professionals can use this keywords list tool. Additionally, all of the data from Google Analytics and Google Ads are combined, which allows you to make informed decisions while choosing particular keywords from a variety of options.

## **10. Remain Mindful Your Ads' Purpose**

Apart from keywords, you need to understand your ads' purpose, an integral part of any successful advertising campaign. Even if your ads are tailored to perfection, they need to be directed to the right people at the right time so that you can maximize engagement and reach your ad goals.

When targeting your audiences, keywords need to be based on a variety of different aspects. Some of them include aspects such as demographics, custom intent, affinity, and even remarketing. Based on these keywords, your ads will reach the right people. For example, if you target customers from the US, your ad keyword should generally include "US" or the "United States of America."

## Final Thoughts

Overall, keywords play an essential role when it comes to Google Ads and PPC campaigns. Through proper utilization, you can even reach future potential clients and customers.

Understanding the data you're working with can better help inform your future marketing efforts while maximizing the efficacy of current campaigns. With the help of these methods mentioned above, you'll get your ads up and running more effectively with ease.