

# How to Build a Powerful Keyword List for a Thematic PPC Campaign

Emerging trends, occasions, or holidays are the season of an advertising campaign to drive traffic to your website. The term “campaign” is focused to bring out a particular result/goal.

Keyword research is a pillar to your entire PPC campaign and the most successful way to seize the traffic. Search Engines reward high-quality content which contains the relevant keyword by the business goal.

Building a winning thematic PPC campaign includes;

- Researching,
- Picking the right keywords,
- Organizing those keywords into an efficient campaign,
- Ad groups,
- Fabricating optimized PPC landing pages for conversions

Accordingly, I'd like to share some ideas on how to construct an effective keyword list for a thematic PPC campaign.

## 1. Brainstorming Session

Knowing your target audience is the first and foremost and important step to create an effective campaign/strategy. It helps you figure out what content and messages people care about. Once, you have a crystal clear idea of their pain points, challenges, goals, and desires clearly, then it will make the keyword research much less complex.

Start with a brainstorming session that includes who, when, why, and where your target audience will be searching for when trying

to connect with sites like yours. Here are 6 ways to get to know your audience better:

- Demographic
- Psychographics
- Online analytics
- Review mining
- Online conversions
- Live interviews

## **2. Construct Keyword Troop from Outset**

As I've discussed, knowing your target audience can make keyword research much less complex. Before you create what your target audience will see, you must consider researching for pulling out effective keywords. So, the question arises how? It can easily be done with the help of the following tools:

- Semrush Keyword Magic Tool
- Moz Keyword Explorer
- Ubersuggest
- Ahrefs Keywords Explorer.
- Google Keyword Planner
- Google Search Console

Starting from scratch means you will need one seed/specific or generic keyword to build a fierce troop around it. So by typing it in any keyword research tool, you can collect the target country database. Narrow them down by location, product category, language, and network.

The tool will serve you with semantic keywords related to your search, additionally, sorted into groups by search topic. These groups focus on the core value of the search topic. After glancing into each group, select the finest keyword and analyze the search volume, difficulty, CPC, and top competitors. It will not only

improve the quality score of the keywords but, also the relevancy score of the respective website.

Tip: Search for more related keywords.

The other way would be to google your keywords. Test your keywords in Google Search and see what suggestions emerge with. Searching on Google will make the information extremely valuable to your keyword research.

### **3. Purify your Keyword list**

Now you have a gigantic list of keywords, you will have an uncategorized group of keywords.

Beneficially, exclude irrelevant keywords by narrowing down your keyword list, and watch your initial gigantic keyword list shrink rapidly.

For excluding keywords use a filter to set up parameters. For instance,

- Extract keywords with low search volume, high CPC, high word count, etc
- Draw out irrelevant keywords (like a pen, book, etc)
- Keywords containing competitor's brand name
- Pull out keywords that contain numbers or symbols. (if any)

Add only relevant, sensible, or semantic keywords.

'Cleansing' is a simple way to optimize keywords by withdrawing unnecessary articles, prepositions, or any other unwanted keyword modifiers from your list.

Look out for duplicates in the list since we are compiling the keyword record based on different parameters, so there can be few duplicates in the account.

Now you have a fresh list of keywords, you will have to sort them according to their group. The Group will form specific matches with keywords of these five main type of groups:

- Broad Match - Broad match keywords include misspellings, synonyms, related searches, and other relevant variations. These keywords are useful to drive a good flow of traffic to your website. However, you will need to review how relevant the traffic is attracted.
- Broad Match modified - These keywords contain the close variants form of keywords. This match type will trigger your ads if the keywords are present in the search query as a close variant. They are important to ensure that you pick up keywords outside of generic keywords.
- Phrase match - It matches your ad against only searches that include phrases. With phrase match, you can reach a larger audience whilst still showing your ads to customers who are likely searching for your product or service.
- Exact match - It allows you to reach prospects searching only for the specific keyword or close variants. It includes “exact term or a close variant of that exact term”. This results in high relevancy.
- Negative keywords - It excludes your ads from showing results with a negative term. So if you are an ice cream company that doesn't sell American nuts ice cream, you could add a negative keyword for American nuts ice cream.

