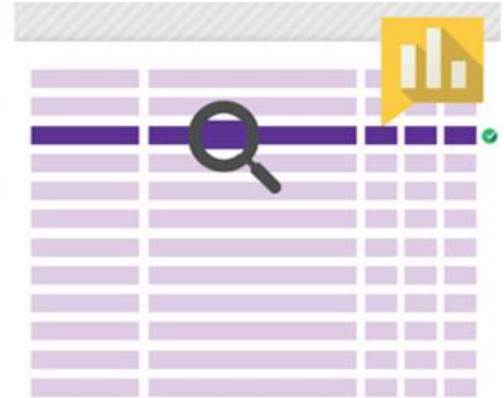


Lesson no. 5 KEYWORD TOOL

GOOGLE KEYWORD PLANNER TOOL



Google Adwords' Keyword Planner tool is a product from Google Adwords that provides data around the search queries that happen in Google and other resources for planning a Google Adwords specific advertising campaign.

Google Keyword Planner is a tool that helps to build new Search Network campaigns or expand existing campaigns. It will help you to get keywords and ad group ideas, historical statistics, keywords trend, competitions, bidding etc. This service is offered for free by Google.