

# Google Search-Based Keyword Tool (Sktool)

Google released the [Search-Based Keyword Tool](#) on Nov 18, 2008. What the tool does is basically provide and tell you what keywords you are currently missing out on based on search query data from your site's content.

In the [announcement](#) posted on the Inside AdWords blog, Google (represented by Trevor Claiborne, an Inside AdWords crew) describes the tool thus:

*[...] you know that the Google search engine starts with searches conducted by users and helps them find relevant pages. But for keyword targeting, what you want is a tool that goes in the opposite direction by starting with your pages and identifying keywords that potential customers are searching on to find your products or services. The Search-based Keyword Tool does exactly this, leveraging search query data relevant to your website's content. In other words, this new tool gives you keywords that are highly relevant to your site but are not part of your AdWords campaigns. This helps you take advantage of missed opportunities.*

Claiborne also emphasizes that the tool is also useful to people who are not advertising on AdWords saying:

*For example, a shoe store could discover which footwear styles users are searching for, or a digital camera blog could decide which cameras to review by looking at which camera models attract the most queries.*

In an [interview](#) with Search Engine Land's Barry Schwartz, Google Business Product Manager Baris Gultekin explained that the value in the search-based keyword tool is that it lets advertisers discover keywords that might bring in a positive ROI.

In a [later interview](#), this time with Search Engine Land's Josh Dreller, Gultekin explained that the tool:

*[...] compares the content of an advertiser's website against actual Google search queries to provide a list of highly relevant keywords on which the advertiser is not already running ads. This new tool helps businesses grow and innovate on their keyword choices by taking the guesswork out of the process. Rather than blindly adding keywords to an ad campaign based on what one thinks a user might search on, this tool enables advertisers to manage their keywords based on what they know users are searching on.*

Gultekin also added that along with each new keyword suggestion, the tool also displays other data points to help marketers make informed keyword decisions. The data points include:

- the average monthly search traffic;
- the level of competition for that particular term;
- the estimated bid needed for an ad to appear in the top three positions on the page;
- the ad and search share for the term; and
- the page on the advertiser's website to which the term is most closely related.

According to Gultekin, with all the insights that the tool provides, advertisers will be able to reach their target audiences more effectively and drive incremental traffic to their site. For that, Gultekin provides the following example:

*[...] consider a housewares retailer that runs on the term "cake mold," but discovers through our tool that hundreds of searches occur each month on the more nuanced, hard-to-guess terms "train cake pan" and "car shaped pan." Similarly, a department store that runs on keywords in a multitude of categories might not realize until using our tool that audiences are searching for the slang term "designer kicks" as well as the generic terms "footwear" and "shoes."*

Anyone can use the tool, even people who do not have a Google or AdWords account. However, having an AdWords account will enable one to:

- view results directly customized to the websites he/she is advertising through AdWords;
- examine the keywords he/she is already using; and
- filter out any duplicate keywords so that the tool only recommends new ones.

Gultekin mentioned that the tool is not only for people who are running online advertising campaigns. The tool, Gultekin said, can help tremendously in evaluating

search trends and anticipating demand for certain products. Gultekin illustrates thus:

*For example, a budding camera shop owner can use the data from the tool to evaluate search trends and anticipate demand for certain products. He might realize that consumers are looking for cameras with a certain number of megapixels, specific types of lenses, or special touch screen interfaces, and that knowledge can inform his decisions about the types of products he should stock in his store.*

## The Disclaimer

Although Google is saying a lot of nice things about its search-based keyword tool, it is not promising that the tool will be doing wonderful things to all those who use it. As a matter of fact, Google's doing the opposite by posting a note/disclaimer both in the tool's online Help documents and on the tool's interface.

[Based Keyword Tool](#)

[Working with the Search-Based Keyword Tool](#)

[Troubleshooting](#)

[Case studies](#)

### What is the Search-based Keyword Tool?

   [Print](#)

The **Search-based Keyword Tool** generates keyword and landing page ideas highly relevant and specific to your website. In doing so, the tool helps you identify additional advertising opportunities that aren't currently being used in your AdWords ad campaigns. The tool goes one step further by tailoring the keywords and other data (such as the amount of competition for the keyword, the suggested bid, and more) based on your language or country/territory settings.

Based on your URLs, the Search-based Keyword Tool displays a list of relevant user queries that have occurred on Google.com (and on other Google search properties, such as google.co.uk) with some frequency over the past year; these suggestions can be found under the **Keywords** tab, in the **New keywords related to (site)** section. In the **Keywords related to your search** section, you can see a broad list of keyword ideas that are also relevant, but aren't necessarily based on your site.

The keywords are also organized by category. Click any category to expand and view its subcategories. If applicable, you'll also see the keywords organized by brand names.

**Important note:** We can't guarantee that these keyword suggestions will improve your campaign performance. Additionally, we reserve the right to disapprove any keywords you add to your campaigns. You're responsible for the keywords you select and for ensuring that your use of the keywords doesn't violate any applicable laws or our Terms of Service.

# Google™ Search-based keyword tool

Keyword ideas

Help



[How it works](#)  
[Learning the basics](#)  
[Data privacy](#)

The Search-based Keyword Tool provides keyword ideas:

- Based on actual Google search queries
- Matched to specific pages of your website with your ad and search share
- New to your Adwords account (typically excluding keywords matching those already in your account)
- [Learn more](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

 [Sign in with your AdWords login information](#) to see a full list of keyword ideas customized to your website (typically excluding those already in your account).

Website

## Using the Tool

As mentioned earlier, you don't need to have a Google/AdWords account to be able to use the tool. To use the tool, all you have to do is to go to <http://www.google.com/sktool/>

# Google™ Search-based keyword tool

Keyword ideas **My draft keywords** My active keywords

Help



[How it works](#)  
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[Data privacy](#)

**Manage settings**  
Results tailored to:  
**English, United States** [edit](#)

The Search-based Keyword Tool provides keyword ideas:

- Based on actual Google search queries
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- [Learn more](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Website

With words or phrases

Tip: Use commas to separate terms or enter one per line.

[Or see top keywords across all categories](#)

Using the tool is pretty straight forward—just enter the URL of your website (or any

website that you want to analyze) in the **Website** field and click on the **Find keywords** button.

The screenshot shows the Google Search-based keyword tool interface. At the top, there are tabs for "Keyword ideas", "My draft keywords", and "My active keywords". Below the tabs, there is a "Help" section with a video player and links for "How it works", "Learning the basics", and "Data privacy". The main content area is titled "The Search-based Keyword Tool provides keyword ideas:" and lists three bullet points: "Based on actual Google search queries", "Matched to specific pages of your website with your ad and search share", and "New to your Adwords account (typically excluding keywords matching those already in your account)". Below this is an "Important note" stating that the tool cannot guarantee performance and that users are responsible for their selections. The "Website" field contains "www.googlestore.com" and is circled in red with an arrow pointing to it. Below the website field is a "With words or phrases" text area. At the bottom, the "Find keywords" button is circled in red with an arrow pointing to it. A link "Or see top keywords across all categories" is also visible.

Then, you will be presented with a list of keywords related to the site you've entered.

The screenshot shows the Google Search-based keyword tool interface displaying results for the website "www.googlestore.com". The "Website" field contains "www.googlestore.com" and the "Word or phrase" field is empty. The "Find keywords" button is visible. Below the input fields, there is a "Categories for this search" section with "All categories" selected and "Apparel (47)" listed. The main content area is titled "Keyword ideas for (English, United States) edit" and includes a warning: "This website is not associated with your AdWords account. You're seeing a limited set of keyword ideas, which may include those already in your account and may or may not be currently active for this website." Below the warning, there are "Save to draft" and "Export" buttons. A table displays the results for "Keywords related to googlestore.com (100)". The table has columns for "Keyword", "Monthly searches", "Competition", "Sugg. bid", "Ad/Search share", and "Extracted from webpage". The results are as follows:

Keyword	Monthly searches	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
organic fabri	1,200	Low	\$0.59	--	Organic Cott
organic t shi	820	Low	\$1.54	--	Organic Cott
organic cottc	660	Low	\$0.61	--	Organic Cott

## Navigating Around the Tool

Once you've chosen/entered the site that you want to analyze, you'll get this screen. (We used the Google Store site for this example.)

## Google™ Search-based keyword tool

Keyword ideas My draft keywords (0) My active keywords

**Website**

**Word or phrase** In keyword and page title

[More filters](#) [Find keywords](#) [Or browse all keywords](#)

**Categories for this search**

**All categories**

Apparel (47)

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**Help**

[Learning the basics](#)

[Filtering and saving keywords](#)

[Incorporating into AdWords](#)

[Troubleshooting](#)

### Keyword ideas for (English, United States) edit

⚠ This website is not associated with your AdWords account. You're seeing a limited set of keyword ideas, which may include those already in your account and may or may not be currently active for this website. ?

[Save to draft](#) [Export](#)
1-20 of 100

<input type="checkbox"/>	Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>						
<input type="checkbox"/>	<a href="#">organic fabri</a>	1,200	<div style="width: 20%;"></div>	\$0.59	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic t shi</a>	820	<div style="width: 20%;"></div>	\$1.54	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic cottc</a>	660	<div style="width: 20%;"></div>	\$0.61	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic baby</a>	660	<div style="width: 20%;"></div>	\$1.44	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic blan</a>	540	<div style="width: 20%;"></div>	\$1.75	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">baby organic</a>	440	<div style="width: 20%;"></div>	\$1.18	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">cotton baby i</a>	440	<div style="width: 20%;"></div>	\$0.96	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic tee s</a>	440	<div style="width: 20%;"></div>	\$1.10	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic wom</a>	350	<div style="width: 20%;"></div>	\$0.42	--	<a href="#">Blogger Eco</a>
<input type="checkbox"/>	<a href="#">organic shirt</a>	350	<div style="width: 20%;"></div>	\$1.14	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic t shi</a>	350	<div style="width: 20%;"></div>	\$1.61	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic cottc</a>	350	<div style="width: 20%;"></div>	\$1.44	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">cotton baby i</a>	280	<div style="width: 20%;"></div>	\$1.00	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">phone sticke</a>	280	<div style="width: 20%;"></div>	\$0.66	--	<a href="#">Android Sticl</a>
<input type="checkbox"/>	<a href="#">organic cottc</a>	280	<div style="width: 20%;"></div>	\$1.51	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic tee</a>	230	<div style="width: 20%;"></div>	\$1.34	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">bamboo tee</a>	230	<div style="width: 20%;"></div>	\$1.03	--	<a href="#">Blogger Eco</a>
<input type="checkbox"/>	<a href="#">organic cottc</a>	230	<div style="width: 20%;"></div>	\$1.18	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">organic baby</a>	190	<div style="width: 20%;"></div>	\$1.46	--	<a href="#">Organic Cott</a>
<input type="checkbox"/>	<a href="#">recycled t sh</a>	190	<div style="width: 20%;"></div>	\$0.91	--	<a href="#">Recycled Co</a>

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

On the top left portion of the screen (under Website) you'll see the site/URL you have entered.

# Google Search-based keyword tool

Keyword ideas | My draft keywords (0) | My active keywords

Website: www.googlestore.com Word or phrase: In keyword and page title

More filters Find keywords Or browse all keywords

Categories for this search: All categories, Apparel (47)

Keyword ideas for (English, United States) edit About this data

**⚠ This website is not associated with your AdWords account.** You're seeing a limited set of keyword ideas, which may include those already in your account and may or may not be currently active for this website.

The largest portion of the screen is where you will find the keyword ideas along with other information related to those keywords.

Keyword ideas | My draft keywords (0) | My active keywords

Website: www.googlestore.com Word or phrase: In keyword and page title

More filters Find keywords Or browse all keywords

Categories for this search: All categories, Apparel (47)

Help: Learning the basics, Filtering and saving keywords, Incorporating into AdWords, Troubleshooting

Keyword ideas for (English, United States) edit About this data

**⚠ This website is not associated with your AdWords account.** You're seeing a limited set of keyword ideas, which may include those already in your account and may or may not be currently active for this website.

Save to draft Export 1-20 of 100

<input type="checkbox"/>	Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>						
<input type="checkbox"/>	organic fabri	1,200	<div style="width: 20%;"></div>	\$0.59	--	Organic Cott
<input type="checkbox"/>	organic t shi	820	<div style="width: 20%;"></div>	\$1.54	--	Organic Cott
<input type="checkbox"/>	organic cottc	660	<div style="width: 20%;"></div>	\$0.61	--	Organic Cott
<input type="checkbox"/>	organic baby	660	<div style="width: 20%;"></div>	\$1.44	--	Organic Cott
<input type="checkbox"/>	organic blan	540	<div style="width: 20%;"></div>	\$1.75	--	Organic Cott
<input type="checkbox"/>	baby organic	440	<div style="width: 20%;"></div>	\$1.18	--	Organic Cott
<input type="checkbox"/>	cotton baby l	440	<div style="width: 20%;"></div>	\$0.96	--	Organic Cott
<input type="checkbox"/>	organic tee s	440	<div style="width: 20%;"></div>	\$1.10	--	Organic Cott
<input type="checkbox"/>	organic worr	350	<div style="width: 20%;"></div>	\$0.42	--	Blogger Eco
<input type="checkbox"/>	organic shirt	350	<div style="width: 20%;"></div>	\$1.14	--	Organic Cott
<input type="checkbox"/>	organic t shi	350	<div style="width: 20%;"></div>	\$1.61	--	Organic Cott
<input type="checkbox"/>	organic cottc	350	<div style="width: 20%;"></div>	\$1.44	--	Organic Cott
<input type="checkbox"/>	cotton baby l	280	<div style="width: 20%;"></div>	\$1.00	--	Organic Cott
<input type="checkbox"/>	phone sticke	280	<div style="width: 20%;"></div>	\$0.66	--	Android Sticl
<input type="checkbox"/>	organic cottc	280	<div style="width: 20%;"></div>	\$1.51	--	Organic Cott
<input type="checkbox"/>	organic tee	230	<div style="width: 20%;"></div>	\$1.34	--	Organic Cott
<input type="checkbox"/>	bamboo tee	230	<div style="width: 20%;"></div>	\$1.03	--	Blogger Eco
<input type="checkbox"/>	organic cottc	230	<div style="width: 20%;"></div>	\$1.18	--	Organic Cott
<input type="checkbox"/>	organic baby	190	<div style="width: 20%;"></div>	\$1.46	--	Organic Cott
<input type="checkbox"/>	recycled t sh	190	<div style="width: 20%;"></div>	\$0.91	--	Recycled Co

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

## The Keyword Column

The **Keyword** column shows all the keyword suggestions for the site you have entered. If you have an AdWords account and you use the tool to analyze your own site or a site which you are running AdWords campaigns for, the tool can be made to display only keywords that you are not yet using.

<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>					
<input type="checkbox"/> organic fabri	1,200	<div style="width: 20%;"></div>	\$0.59	--	Organic Cott
<input type="checkbox"/> organic t shi	820	<div style="width: 20%;"></div>	\$1.54	--	Organic Cott
<input type="checkbox"/> organic cottc	660	<div style="width: 20%;"></div>	\$0.61	--	Organic Cott
<input type="checkbox"/> organic baby	660	<div style="width: 20%;"></div>	\$1.44	--	Organic Cott
<input type="checkbox"/> organic blan	540	<div style="width: 20%;"></div>	\$1.75	--	Organic Cott
<input type="checkbox"/> baby organic	440	<div style="width: 20%;"></div>	\$1.18	--	Organic Cott
<input type="checkbox"/> cotton baby l	440	<div style="width: 20%;"></div>	\$0.96	--	Organic Cott
<input type="checkbox"/> organic tee s	440	<div style="width: 20%;"></div>	\$1.10	--	Organic Cott
<input type="checkbox"/> organic wor	350	<div style="width: 20%;"></div>	\$0.42	--	Blogger Eco

### The Monthly Searches Column

The **Monthly Searches** column shows the average amount of traffic that the keywords are receiving every month from Google's search engine from your chosen country or territory.

<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>					
<input type="checkbox"/> organic fabri	1,200	<div style="width: 20%;"></div>	\$0.59	--	Organic Cott
<input type="checkbox"/> organic t shi	820	<div style="width: 20%;"></div>	\$1.54	--	Organic Cott
<input type="checkbox"/> organic cottc	660	<div style="width: 20%;"></div>	\$0.61	--	Organic Cott
<input type="checkbox"/> organic baby	660	<div style="width: 20%;"></div>	\$1.44	--	Organic Cott
<input type="checkbox"/> organic blan	540	<div style="width: 20%;"></div>	\$1.75	--	Organic Cott
<input type="checkbox"/> baby organic	440	<div style="width: 20%;"></div>	\$1.18	--	Organic Cott
<input type="checkbox"/> cotton baby l	440	<div style="width: 20%;"></div>	\$0.96	--	Organic Cott
<input type="checkbox"/> organic tee s	440	<div style="width: 20%;"></div>	\$1.10	--	Organic Cott
<input type="checkbox"/> organic wor	350	<div style="width: 20%;"></div>	\$0.42	--	Blogger Eco

### The Competition Column

The **Competition** column shows the level of competitiveness for ad placement for the listed keywords in your chosen country or territory. The fuller the bar, the higher the competition.

<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>					
<input type="checkbox"/> organic fabri	1,200	<div style="width: 25%;"></div>	\$0.59	--	Organic Cott
<input type="checkbox"/> organic t shi	820	<div style="width: 25%;"></div>	\$1.54	--	Organic Cott
<input type="checkbox"/> organic cottc	660	<div style="width: 25%;"></div>	\$0.61	--	Organic Cott
<input type="checkbox"/> organic baby	660	<div style="width: 25%;"></div>	\$1.44	--	Organic Cott
<input type="checkbox"/> organic blan	540	<div style="width: 25%;"></div>	\$1.75	--	Organic Cott
<input type="checkbox"/> baby organic	440	<div style="width: 25%;"></div>	\$1.18	--	Organic Cott
<input type="checkbox"/> cotton baby l	440	<div style="width: 25%;"></div>	\$0.96	--	Organic Cott
<input type="checkbox"/> organic tee :	440	<div style="width: 25%;"></div>	\$1.10	--	Organic Cott
<input type="checkbox"/> organic wom	350	<div style="width: 25%;"></div>	\$0.42	--	Blogger Eco

### The Suggested Bid Column

The **Suggested Bid** column shows you the estimated amount you need to bid to place your ads in the top three spots of the page in your chosen country or territory.

<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>					
<input type="checkbox"/> organic fabri	1,200	<div style="width: 25%;"></div>	\$0.59	--	Organic Cott
<input type="checkbox"/> organic t shi	820	<div style="width: 25%;"></div>	\$1.54	--	Organic Cott
<input type="checkbox"/> organic cottc	660	<div style="width: 25%;"></div>	\$0.61	--	Organic Cott
<input type="checkbox"/> organic baby	660	<div style="width: 25%;"></div>	\$1.44	--	Organic Cott
<input type="checkbox"/> organic blan	540	<div style="width: 25%;"></div>	\$1.75	--	Organic Cott
<input type="checkbox"/> baby organic	440	<div style="width: 25%;"></div>	\$1.18	--	Organic Cott
<input type="checkbox"/> cotton baby l	440	<div style="width: 25%;"></div>	\$0.96	--	Organic Cott
<input type="checkbox"/> organic tee :	440	<div style="width: 25%;"></div>	\$1.10	--	Organic Cott
<input type="checkbox"/> organic wom	350	<div style="width: 25%;"></div>	\$0.42	--	Blogger Eco

### The Ad/Search Share Column

The **Ad/Search Share** column shows the Ad and Search Share of the listed keywords. Ad Share is the percentage of time with which an ad for your site

appeared for the given query. Search Share, on the other hand, is the percentage of time which your site appeared on the first page of natural search results for the query.

<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>					
<input type="checkbox"/> organic fabri	1,200	<div style="width: 20%;"></div>	\$0.59	--	Organic Cott
<input type="checkbox"/> organic t shi	820	<div style="width: 20%;"></div>	\$1.54	--	Organic Cott
<input type="checkbox"/> organic cottc	660	<div style="width: 20%;"></div>	\$0.61	--	Organic Cott
<input type="checkbox"/> organic baby	660	<div style="width: 20%;"></div>	\$1.44	--	Organic Cott
<input type="checkbox"/> organic blan	540	<div style="width: 20%;"></div>	\$1.75	--	Organic Cott
<input type="checkbox"/> baby organic	440	<div style="width: 20%;"></div>	\$1.18	--	Organic Cott
<input type="checkbox"/> cotton baby t	440	<div style="width: 20%;"></div>	\$0.96	--	Organic Cott
<input type="checkbox"/> organic tee s	440	<div style="width: 20%;"></div>	\$1.10	--	Organic Cott
<input type="checkbox"/> organic wom	350	<div style="width: 20%;"></div>	\$0.42	--	Blogger Eco

### The Extracted From Webpage Column

The **Extracted from Webpage** column shows the page on your site that best match the keyword suggestion. This allows you to identify the most appropriate landing page to use for a given keyword.

<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>					
<input type="checkbox"/> organic fabri	1,200	<div style="width: 20%;"></div>	\$0.59	--	Organic Cott
<input type="checkbox"/> organic t shi	820	<div style="width: 20%;"></div>	\$1.54	--	Organic Cott
<input type="checkbox"/> organic cottc	660	<div style="width: 20%;"></div>	\$0.61	--	Organic Cott
<input type="checkbox"/> organic baby	660	<div style="width: 20%;"></div>	\$1.44	--	Organic Cott
<input type="checkbox"/> organic blan	540	<div style="width: 20%;"></div>	\$1.75	--	Organic Cott
<input type="checkbox"/> baby organic	440	<div style="width: 20%;"></div>	\$1.18	--	Organic Cott
<input type="checkbox"/> cotton baby t	440	<div style="width: 20%;"></div>	\$0.96	--	Organic Cott

### Sorting

You can click on the header of any of the columns to sort the entire list in an ascending or descending order with respect to your chosen column.

In the example below, the list is sorted in an ascending order based on the Suggested Bids of the keywords.

<input type="checkbox"/> Keyword	Monthly searches	Competition	Sugg. bid ↑	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>					
<input type="checkbox"/> baby organic	155	<div style="width: 50%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/> organic eco	125	<div style="width: 50%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/> organic and	82	<div style="width: 50%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/> youth tee	82	<div style="width: 50%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/> cotton bamb	82	<div style="width: 50%;"></div>	\$0.10	--	Recycled Co
<input type="checkbox"/> red baby shi	66	<div style="width: 50%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/> organic cottc	66	<div style="width: 50%;"></div>	\$0.10	--	Google Onlir

## Categories

On the left portion of the screen you will see a box labeled **Categories for this search**.

The screenshot shows the Google Keyword Planner interface. At the top, there are tabs for 'Keyword ideas', 'My draft keywords (0)', and 'My active keywords'. Below the tabs, there is a search bar with 'www.googlestore.com' entered in the 'Website' field and a 'Find keywords' button. A red box highlights the 'Categories for this search' section on the left, which lists 'All categories' (highlighted in green) and 'Apparel (47)'. To the right of this section, there is a warning message: '⚠️ This website is not associated with your AdWords account. may include those already in your account and may or may not be'. Below the warning, there are 'Save to draft' and 'Export' buttons.

In addition to listing all the keyword ideas for a site, the search-based keyword tool also categorizes the keywords and enables you to select just a particular section of the results.

In our example, you will see that 47 of the keywords listed are related to Apparel.

To display more categories, just click on any of the displayed categories.

Keyword ideas | My draft keywords (0) | My active keywords

Website: www.googlestore.com | Word or phrase: In keyword and page title

Categories for this search:

- All categories
- Apparel (47)
- Clothing (47)
- Casual (47)**
- Pullovers & Cardigans (18)
- Shirts & Tops (17)
- Sweatshirts & Hoodies (11)

Keyword ideas for (English, United States) edit

⚠️ This website is not associated with your AdWords account. You're seeing a limited set of keyword ideas, which may include those already in your account and may or may not be currently active for this website.

Save to draft | Export

1-20 of 47

<input type="checkbox"/>	Keyword	Monthly searches	Competition	Sugg. bid ↑	Ad/Search share	Extracted from webpage
Keywords related to googlestore.com (47)						

## More Filters

The More Filters link opens up a box wherein you can refine the results to specific keyword ideas that you're interested in.

Keyword ideas | My draft keywords (0) | My active keywords

Website: www.googlestore.com | Word or phrase: In keyword and page title

[More filters](#) | Find keywords

Word or phrase: In keyword and page title

More filters | Find keywords | Or browse all keywords

Monthly searches: At least [ ]

Competition:  Low  Medium  High

Ad share: At least [ ] %

Search share: At least [ ] %

Suggested bid: [ ] to [ ]

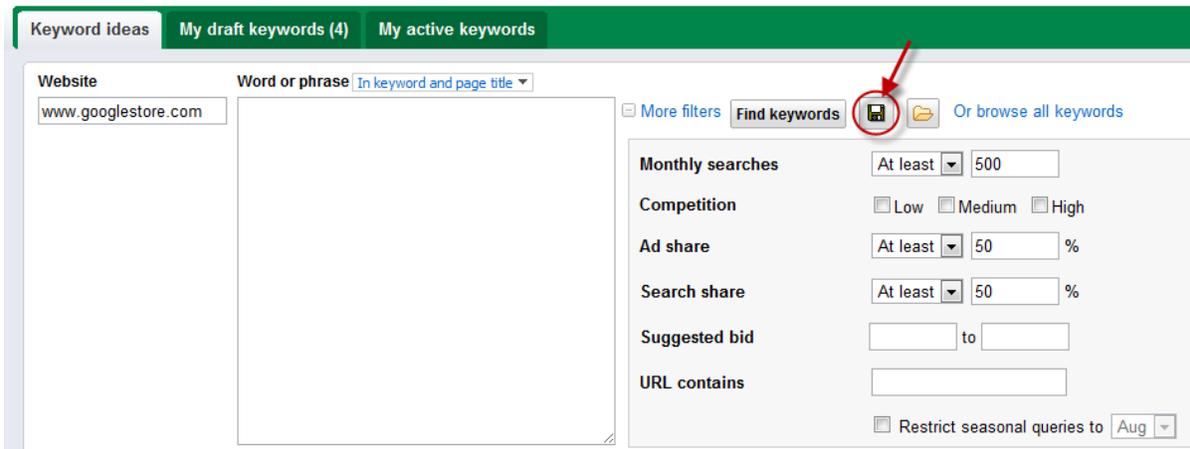
URL contains: [ ]

Restrict seasonal queries to: Aug

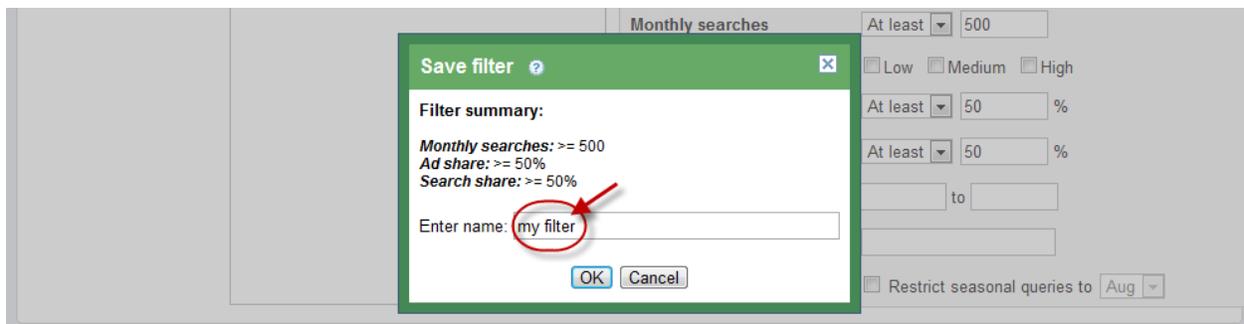
With this, you can filter the keyword suggestions based on monthly searches, competition, ad share, search share, suggested bid, and specific pages on your site.

You can save your filter by clicking on the floppy disk icon. This will allow you to apply the same filters to your other queries without having to set the filters from

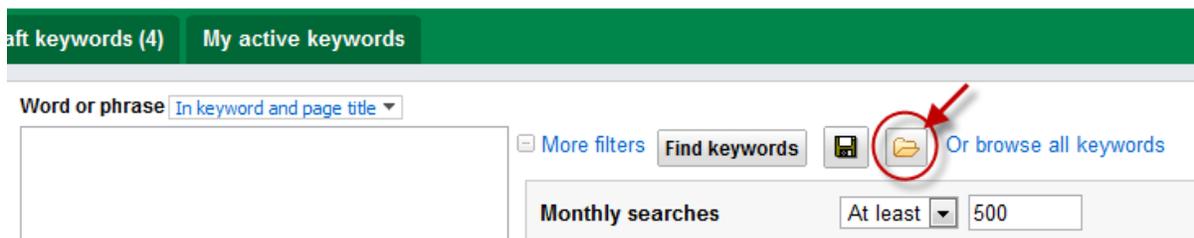
scratch.



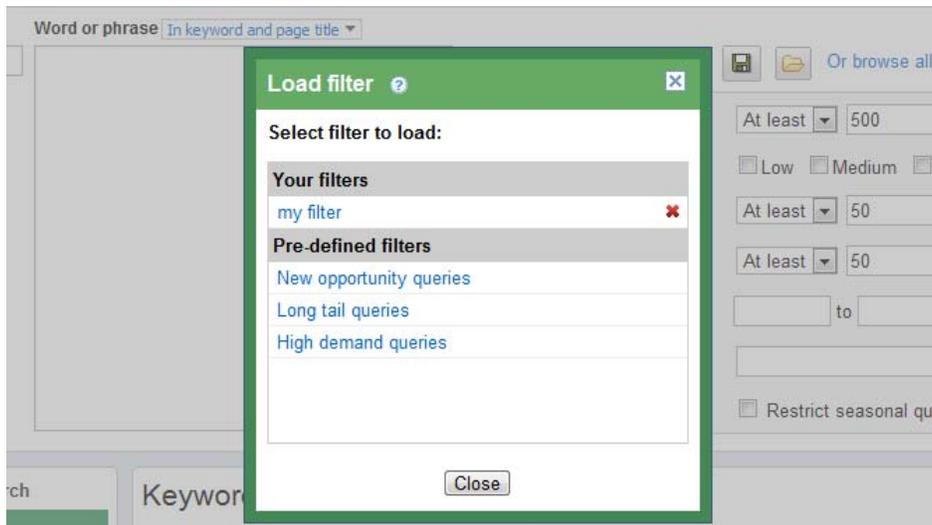
When you click on the floppy disk icon, you will be asked to name your filter. Just enter a name for your filter (one that best describes it for easy identification) and click on the **OK** button.



To load a saved filter, all you have to do is to click on the folder icon beside the floppy disk icon...



...and click on the filter of your choice.



## Save to Draft

The **Save to Draft** button allows you to select and store the keywords you are interested in.

To save keywords to draft, all you have to do is to click on the tick box that corresponds to the keyword(s) you are interested in and click on the Save to draft button.

<input type="checkbox"/>	Keyword	Monthly searches	Competition	Sugg. bid ↑	Ad/Search share	Extracted from webpage
You have selected 4 keywords. <a href="#">Clear all selections</a>						
<b>Keywords related to googlestore.com (100)</b>						
<input checked="" type="checkbox"/>	baby organic	155	<div style="width: 20%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/>	organic eco:	125	<div style="width: 20%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/>	organic and	82	<div style="width: 20%;"></div>	\$0.10	--	Organic Cott
<input checked="" type="checkbox"/>	youth tee	82	<div style="width: 20%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/>	cotton bamb	82	<div style="width: 20%;"></div>	\$0.10	--	Recycled Co
<input checked="" type="checkbox"/>	red baby shi	66	<div style="width: 20%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/>	organic cottc	66	<div style="width: 20%;"></div>	\$0.10	--	Google Onlir
<input checked="" type="checkbox"/>	laptop and p	66	<div style="width: 20%;"></div>	\$0.10	--	Android Sticl

After you've clicked on the **Save to draft** button, the keywords you have selected will be labeled **Draft**.

<input type="checkbox"/> Keyword	Monthly searches	Competition	Sugg. bid ↑	Ad/Search share	Extracted from webpage
<b>Keywords related to googlestore.com (100)</b>					
<input type="checkbox"/> draft baby o	155	<div style="width: 20%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/> organic eco	125	<div style="width: 20%;"></div>	\$0.10	--	Organic Cott
<input type="checkbox"/> organic and	82	<div style="width: 20%;"></div>	\$0.10	--	Organic Cott

You can also see a complete list of your chosen keywords in the **My Draft Keywords** tab.

## Google Search-based keyword tool

Keyword ideas My draft keywords (4) My active keywords

Help

[Removing draft keywords](#)

[Filtering and saving keywords](#)

[Incorporating into AdWords](#)

### My draft keywords

Export Remove 1-4 of 4

<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<input type="checkbox"/> draft baby org	155	<div style="width: 20%;"></div>	\$0.10	--	Organic Cottoi
<input type="checkbox"/> draft youth tex	82	<div style="width: 20%;"></div>	\$0.10	--	Organic Cottoi
<input type="checkbox"/> draft red baby	66	<div style="width: 20%;"></div>	\$0.10	--	Organic Cottoi
<input type="checkbox"/> draft laptop a	66	<div style="width: 20%;"></div>	\$0.10	--	Android Sticke

## The My Active Keywords Tab

The My Active Keywords tab displays all the keywords you are currently using in your AdWords campaign(s).

## Google Search-based keyword tool

Keyword ideas My draft keywords (4) My active keywords

Help

[Removing draft keywords](#)

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[Incorporating into AdWords](#)

### My draft keywords

Export Remove 1-4 of 4

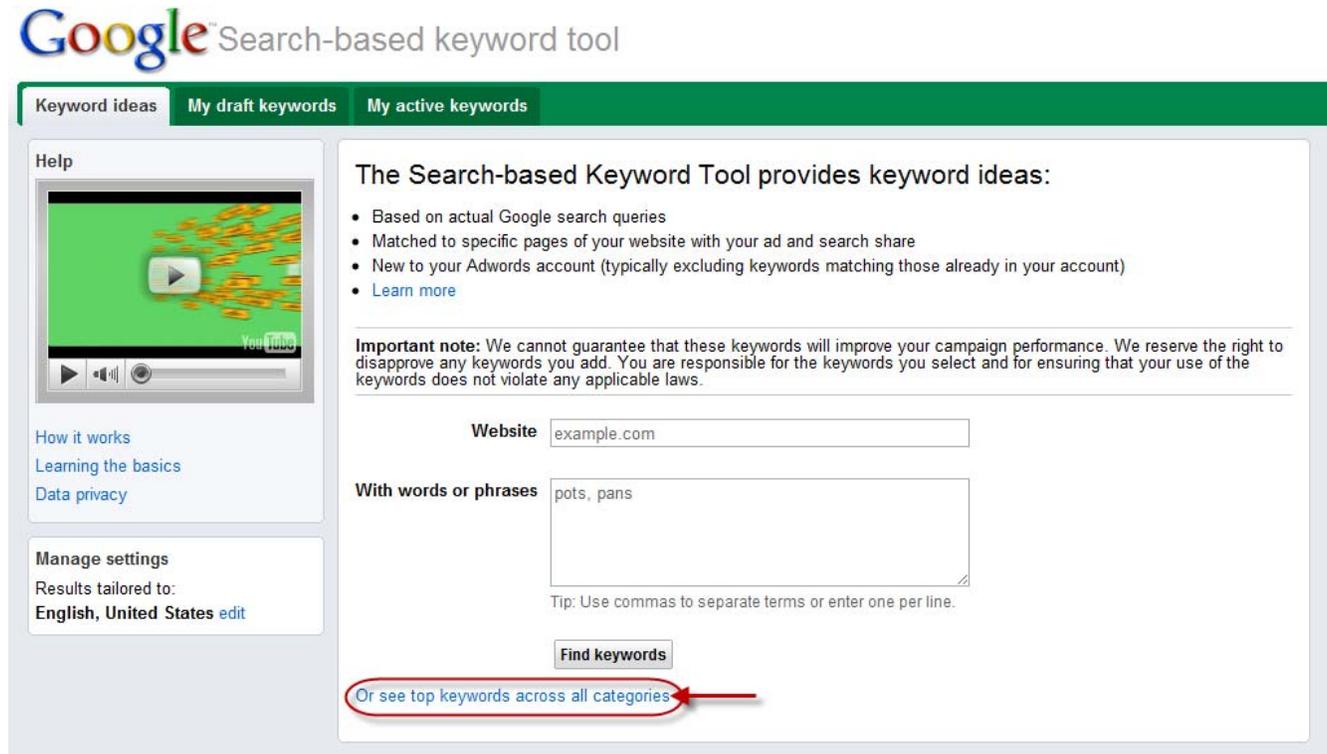
<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<input type="checkbox"/> draft baby org	155	<div style="width: 20%;"></div>	\$0.10	--	Organic Cottoi
<input type="checkbox"/> draft youth tex	82	<div style="width: 20%;"></div>	\$0.10	--	Organic Cottoi
<input type="checkbox"/> draft red baby	66	<div style="width: 20%;"></div>	\$0.10	--	Organic Cottoi
<input type="checkbox"/> draft laptop a	66	<div style="width: 20%;"></div>	\$0.10	--	Android Sticke

## The Keyword Library

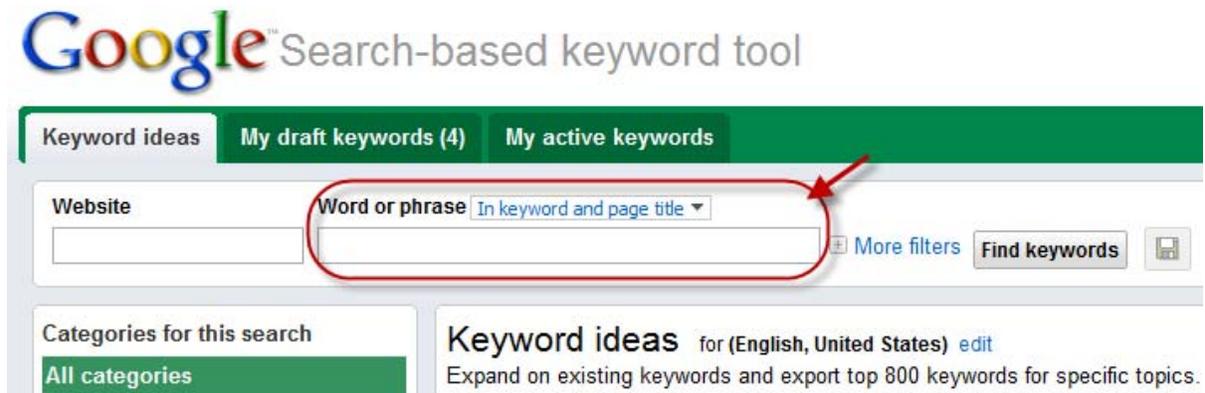
You can also use the search-based keyword tool without entering a web site URL.

The tool has a keyword library wherein you can find the most searchable keyword ideas related to a word or phrase.

To do this, click on the link at the bottom of the tool's main page that says **Or see top keywords across all categories**.



You can browse the keywords library either by searching for specific words or phrases via the search field...



Or by digging through the categories found at the left portion of the screen.

Keyword ideas   My draft keywords (4)   My active keywords

Website  Word or phrase  [In keyword and page title](#) [More filters](#) [Find keywords](#) [Or browse all keywords](#)

**Categories for this search**

- All categories
- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events
- Real Estate
- Sports & Fitness
- Travel & Tourism
- Vehicles

**Keyword ideas** for (English, United States) [edit](#)  
Expand on existing keywords and export top 800 keywords for specific topics.

- Search for specific keywords with the search box on top  
Find related keywords for a specific term
- Browse the category hierarchy on the left  
Find keywords grouped by topic

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We do not disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your keywords does not violate any applicable laws.

By clicking on any of the listed categories, you will be able to see the top keywords in that category including information on the amount of monthly searches, degree of competition, and suggested bid (which, as mentioned earlier, shows you the estimated amount you need to bid to place your ads in the top three spots of the page in your chosen country or territory).

Categories for this search

- All categories
- Apparel
  - Clothing**
  - Baby Clothing
  - Casual
  - Costumes
  - Culture Specific
  - Dancewear
  - Dresses
  - Formal Wear
  - Maternity Wear
  - Outerwear
  - Petite Clothing
  - Plus Size Clothing
  - Sleepwear
  - Socks & Hosiery
  - Suits & Business Attire
  - Swimwear

**Keyword ideas** for (English, United States) [edit](#) [About this data](#)

[Save to draft](#) [Export](#) 1-20 of 800

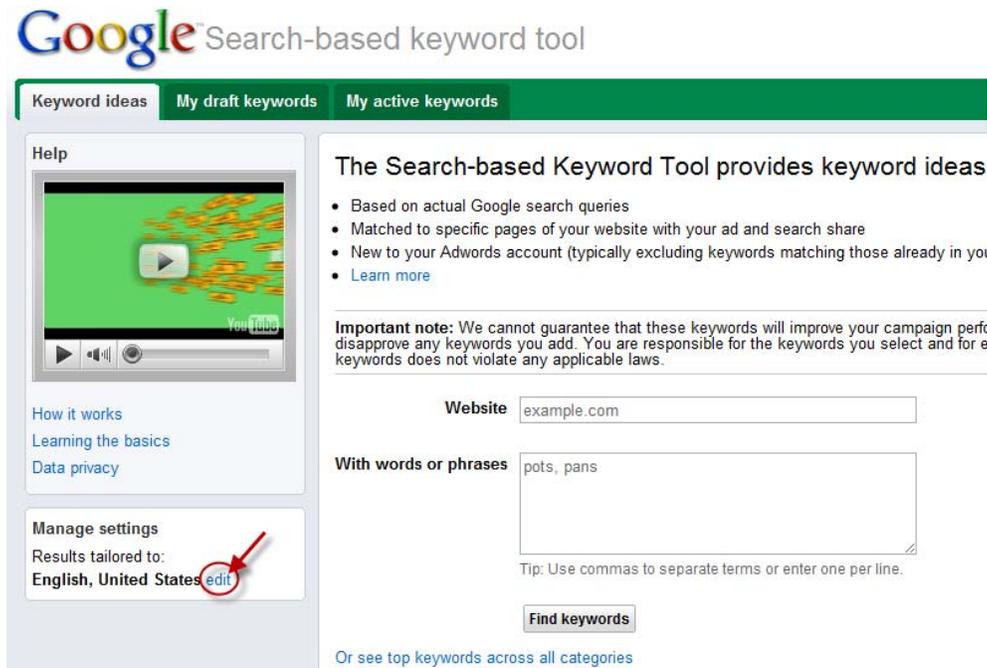
<input type="checkbox"/> Keyword	Monthly searches ↓	Competition	Sugg. bid	Ad/Search share	Extracted from webpage
<input type="checkbox"/> <a href="#">wedding dre</a>	180,000	<div style="width: 20%;"></div>	\$0.69	--	--
<input type="checkbox"/> <a href="#">usairways</a>	120,000	<div style="width: 10%;"></div>	\$0.10	--	--
<input type="checkbox"/> <a href="#">quiznos</a>	120,000	<div style="width: 10%;"></div>	\$0.29	--	--
<input type="checkbox"/> <a href="#">top 100 son</a>	66,000	<div style="width: 10%;"></div>	\$0.28	--	--
<input type="checkbox"/> <a href="#">skechers</a>	66,000	<div style="width: 20%;"></div>	\$0.43	--	--
<input type="checkbox"/> <a href="#">maternity clo</a>	54,000	<div style="width: 20%;"></div>	\$1.38	--	--
<input type="checkbox"/> <a href="#">true religion</a>	54,000	<div style="width: 10%;"></div>	\$0.60	--	--
<input type="checkbox"/> <a href="#">carhartt</a>	54,000	<div style="width: 20%;"></div>	\$1.61	--	--
<input type="checkbox"/> <a href="#">homecomin</a>	54,000	<div style="width: 10%;"></div>	\$0.28	--	--
<input type="checkbox"/> <a href="#">wedding gov</a>	54,000	<div style="width: 10%;"></div>	\$0.63	--	--

## Search Settings

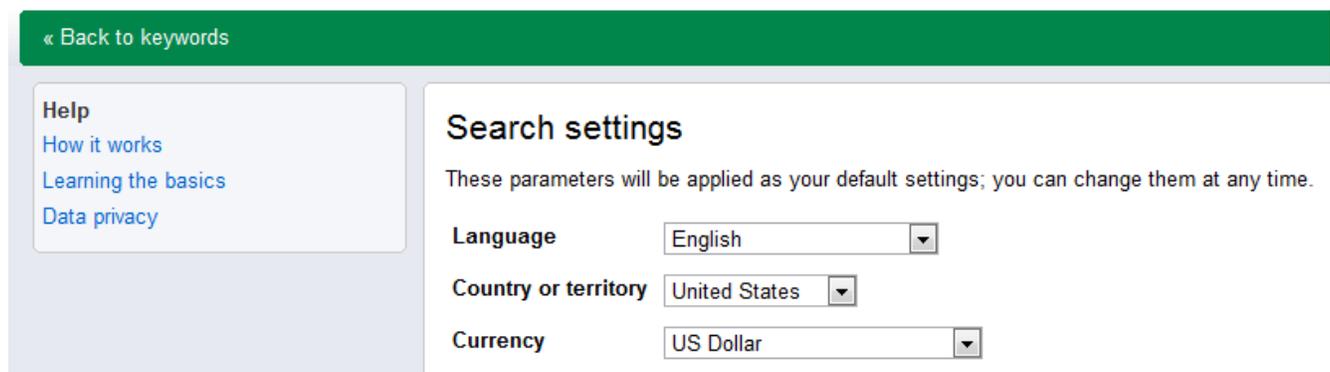
Before you search for keywords, you will want to look at the tool's settings to make

sure that the information you are getting is targeted/tailor fitted to your target audience and country/territory.

To change the tool's settings, click on the edit link in the Manage Settings box at the bottom-left portion of the main page of the search-based keyword tool.



This link will take you to a page wherein you will be allowed to choose the language, country and territory, and currency of your target audience.



All you have to do here is to choose your desired language, geographic territory, and currency and click on the **Save settings** button.

**Help**

[How it works](#)

[Learning the basics](#)

[Data privacy](#)

## Search settings

These parameters will be applied as your default settings; you can change them at any time.

<b>Language</b>	English
<b>Country or territory</b>	All languages
<b>Currency</b>	Arabic
	Bulgarian
	Catalan
	Chinese (Simplified Han)
	Chinese (Taiwan)
	Croatian
	Czech
	Danish
	Dutch
	English
	Estonian

Save settings

Cancel

