

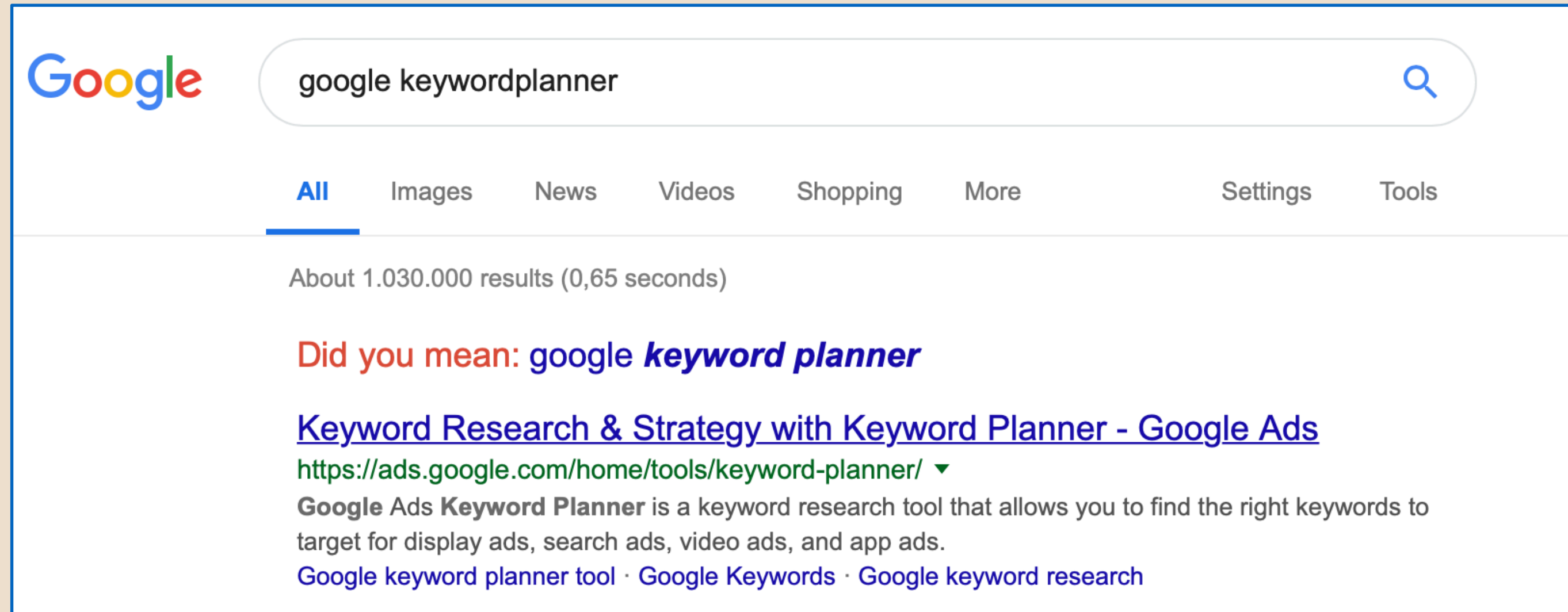
# USE THE GOOGLE KEYWORDPLANNER WITHOUT SPENDING A LOT

| Easy PDF to make a campagne but not  
| spend too much money



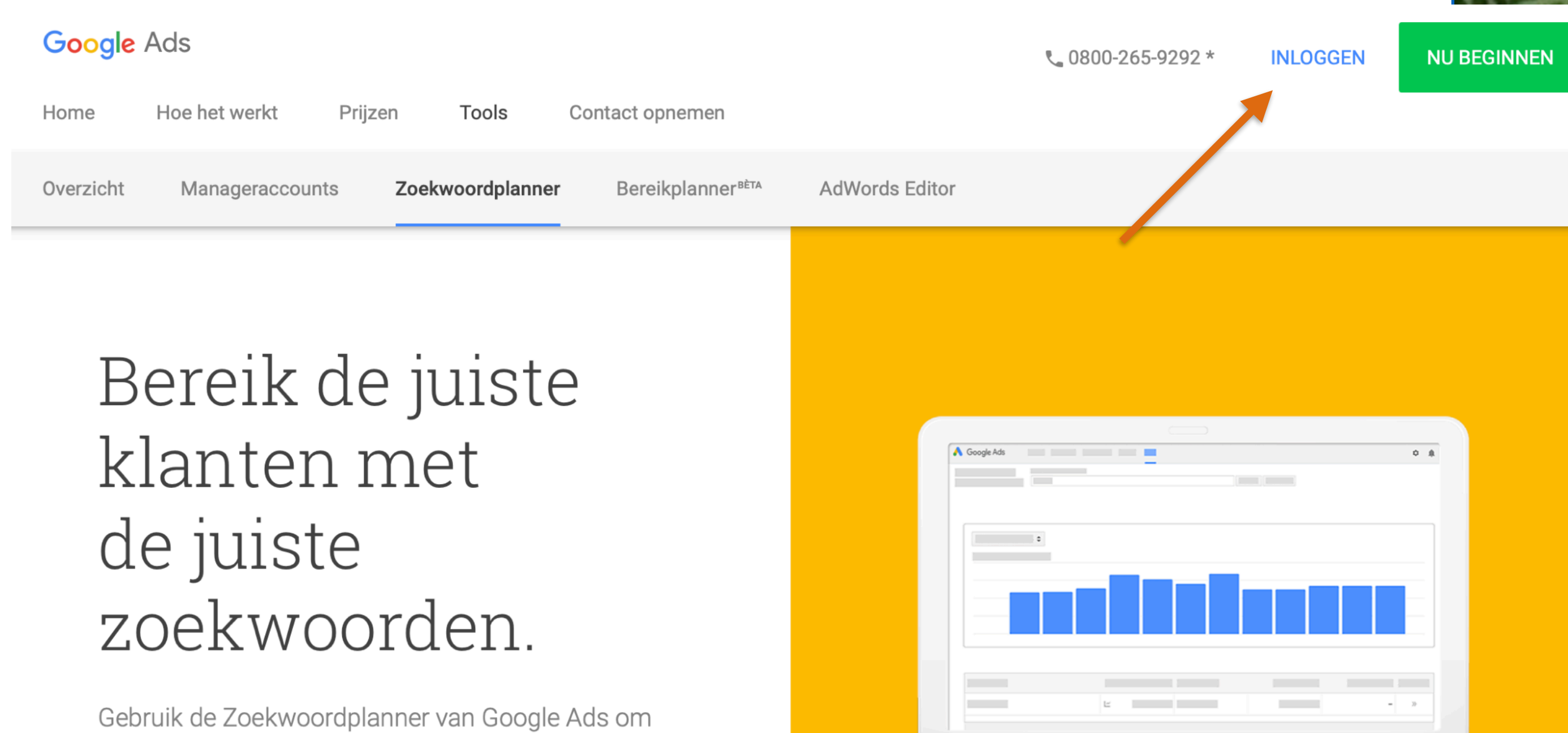


# STEP 1. GOOGLE: ADWORDS KEYWORD PLANNER





# LOGIN WITH YOUR GMAIL OR GOOGLE ACCOUNT



The screenshot shows the Google Ads homepage. At the top, there's a header with the Google Ads logo, a phone number (0800-265-9292 \*), and two buttons: 'INLOGGEN' (highlighted with an orange arrow) and 'NU BEGINNEN'. Below the header is a navigation bar with links: Home, Hoe het werkt, Prijzen, Tools, and Contact opnemen. Underneath is a secondary navigation bar with links: Overzicht, Manageraccounts, Zoekwoordplanner (underlined), Bereikplanner<sup>BETA</sup>, and AdWords Editor. The main content area has a large yellow rectangle. To the left of this rectangle is the text 'Bereik de juiste klanten met de juiste zoekwoorden.' and below it, 'Gebruik de Zoekwoordplanner van Google Ads om'. Inside the yellow rectangle is a smaller image of a laptop displaying a Google Ads interface with a bar chart.

Google Ads

0800-265-9292 \* [INLOGGEN](#) [NU BEGINNEN](#)

Home Hoe het werkt Prijzen Tools Contact opnemen

Overzicht Manageraccounts Zoekwoordplanner Bereikplanner<sup>BETA</sup> AdWords Editor

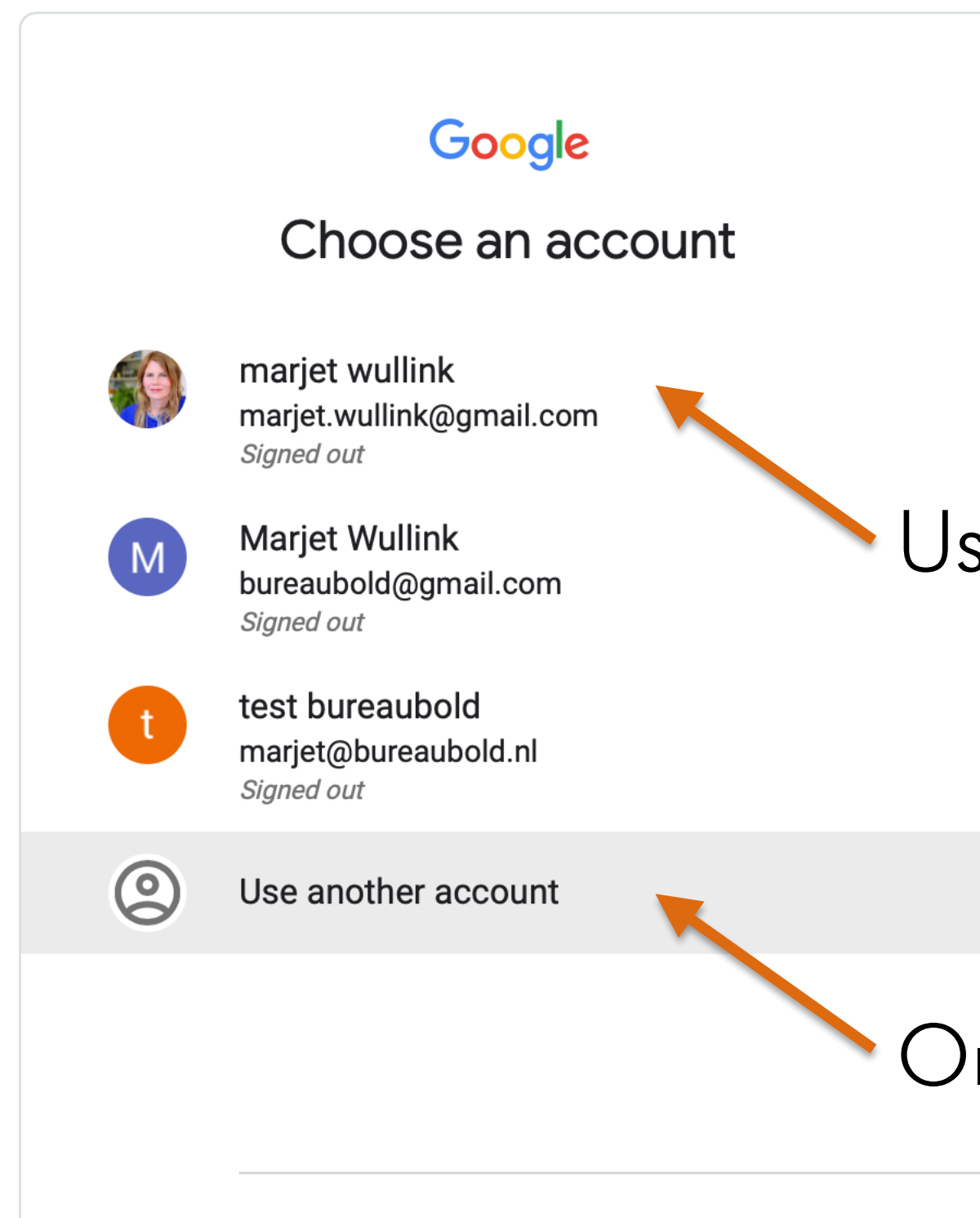
Bereik de juiste klanten met de juiste zoekwoorden.

Gebruik de Zoekwoordplanner van Google Ads om

!! DON'T GET ADWORDS EXPRESS!!



# LOGIN WITH YOUR GMAIL OR GOOGLE ACCOUNT



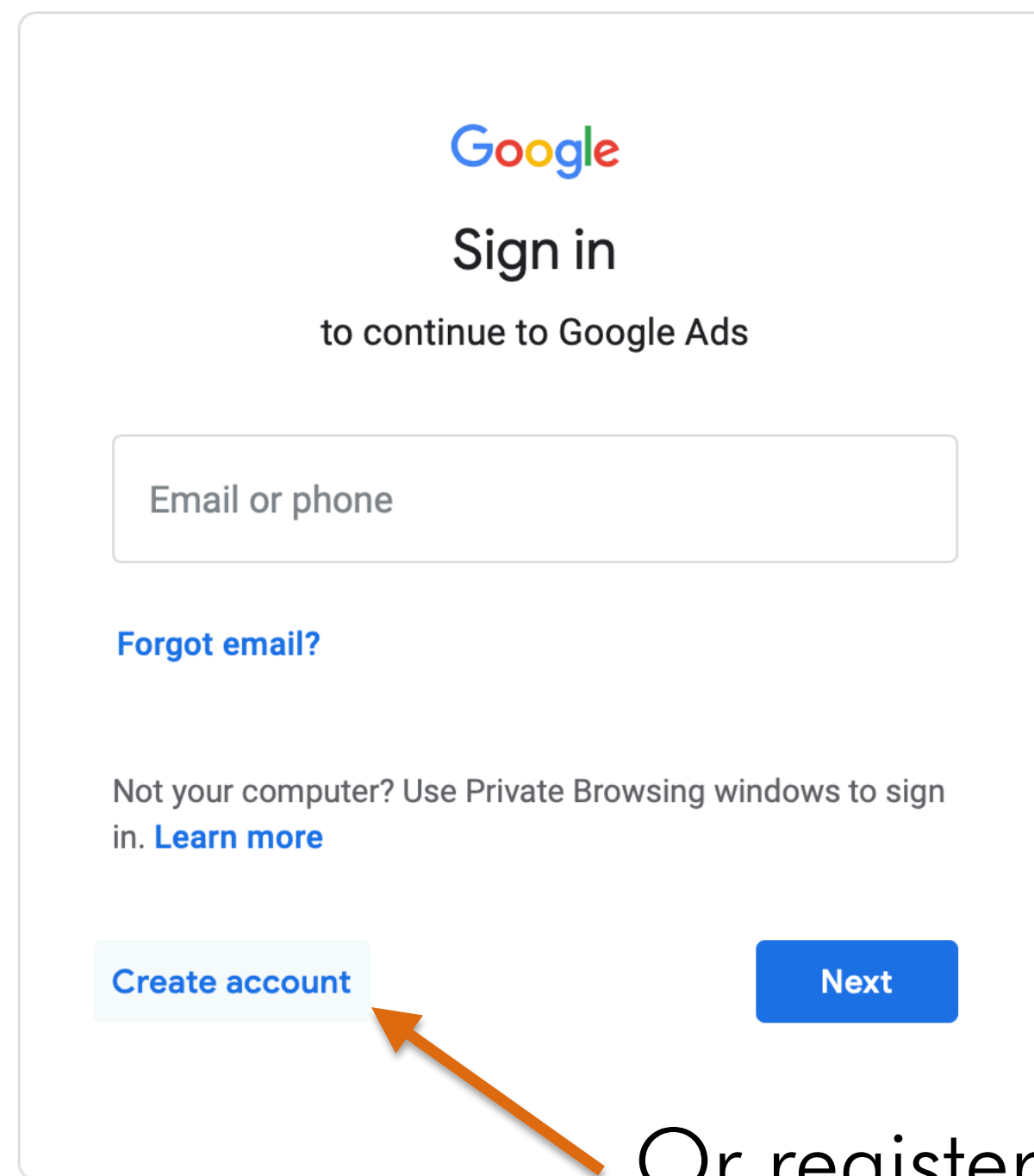
Use an existing account

Or register a new account





# REGISTER WITH A NEW ACCOUNT



The image shows a screenshot of the Google sign-in interface. At the top is the Google logo, followed by the text "Sign in to continue to Google Ads". Below this is a text input field labeled "Email or phone". Under the input field is a link that says "Forgot email?". Further down is a note: "Not your computer? Use Private Browsing windows to sign in. [Learn more](#)". At the bottom of the sign-in box are two buttons: "Create account" (highlighted with a light blue background) and "Next" (a solid blue button). An orange arrow points from the text "Or register a new account" to the "Create account" button.

Or register a new account





# REGISTER WITH A NEW ACCOUNT



## Create your Google Account

to continue to Google Ads

First name  
j

Last name  
wullink

Your email address  
jetski@bureaubold.nl

You'll need to confirm that this email belongs to you.

[Create a Gmail account instead](#)

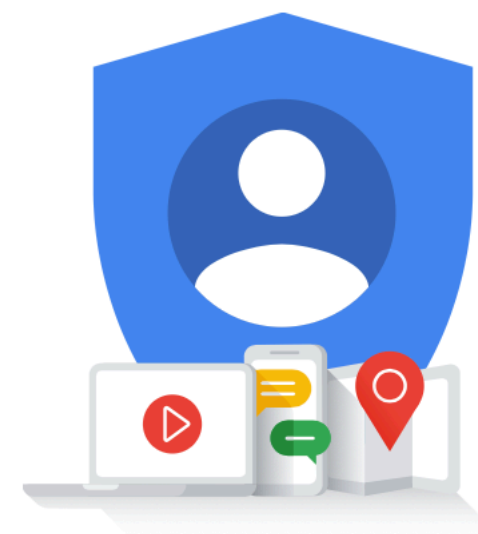
Password  
.....

Confirm  
.....

Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)

Next



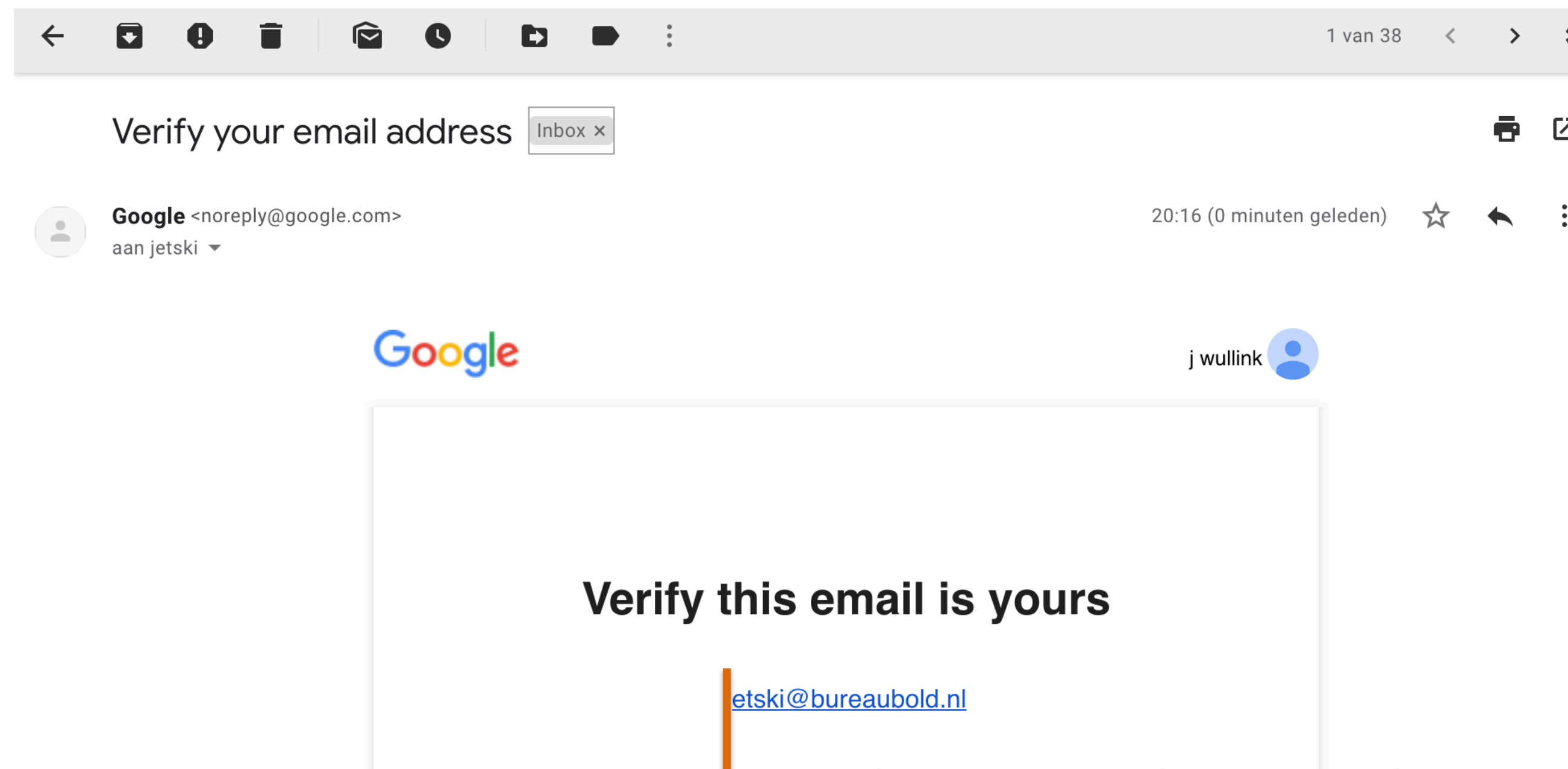
One account. All of Google  
working for you.

It does not have to be  
a Google Account.





# REGISTER WITH A NEW ACCOUNT



Verify this email is yours



[etski@bureaubold.nl](mailto:etski@bureaubold.nl)

In this email, there will be a code  
That you can enter in the  
Google Ads account to verify







# REGISTER WITH A NEW ACCOUNT

Google

j, welcome to Google

 jetski@bureaubold.nl

 Phone number (optional)  
06422

We'll use your number for account security. It won't be visible to others.

Month Day Year  
May 06 1980

Your birthday

Gender  
Female

Why we ask for [this information](#)

[Back](#) [Next](#)

Your personal info is private & safe

Insert your details and click on next





# REGISTER WITH A NEW ACCOUNT



## Privacy and Terms

that we use across all of our services.

### You're in control

Depending on your account settings, some of this data may be associated with your Google Account and we treat this data as personal information. You can control how we collect and use this data now by clicking "More Options" below. You can always adjust your controls later or withdraw your consent for the future by visiting My Account ([myaccount.google.com](https://myaccount.google.com)).

MORE OPTIONS ▾

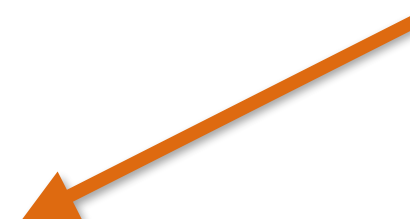
- ☒ I agree to Google's Terms of Service
- ☒ I agree to the processing of my information as described above and further explained in the Privacy Policy

[Cancel](#)

[Create Account](#)



You're in control of the data we collect & how it's used





# REGISTER WITH A NEW ACCOUNT



## Privacy and Terms

that we use across all of our services.

### You're in control

Depending on your account settings, some of this data may be associated with your Google Account and we treat this data as personal information. You can control how we collect and use this data now by clicking "More Options" below. You can always adjust your controls later or withdraw your consent for the future by visiting My Account (myaccount.google.com).

MORE OPTIONS ▾

- ☒ I agree to Google's Terms of Service
- ☒ I agree to the processing of my information as described above and further explained in the Privacy Policy

Cancel

Create Account



You're in control of the data we collect & how it's used




re in control

Just to confirm...

This Google Account is set up to include personalization features like **recommendations** and **personalized ads**, which are based on information saved to your account.

You can choose "More Options" to change your personalization settings and the info saved to your account.

[More options](#)  [Confirm](#)


I agree to Google's Terms of Service

collect & how it's used





# REGISTER WITH A NEW ACCOUNT

 New campaign

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Describe your business

This info will be used to create an ad that reaches the right customers

Business name  
bureau bold

Business website  
<https://www.bureaubold.nl>

11 / 120

BACK NEXT





# REGISTER WITH A NEW ACCOUNT

Google Ads | New campaign

Where are your customers?

Find new customers in the areas you serve

[Set up a radius around your business](#) [Set up specific areas](#)

What's your business address?

Schiphol, Netherlands

What radius around your business?

25 km

5 65

Google

Map data ©2018 GeoBasis-DE/BKG (©2009), Google Terms of Use

BACK NEXT

Potential audience size

27,372,847 people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Define your product or service

Which language do you want to advertise in?

English

What is your business category?

Online marketing

- Online Marketing
- Website Designer
- Internet Marketing Service
- Marketing Agency
- Marketing Consultant
- E Commerce Agency
- Marketing
- Website Design
- Web Developer
- Online Marketing Strategies

Potential audience size


27,372,847 people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

Need help?  
Call for free ad setup help at 800 550 0007  
Weekdays from 09:00 to 19:00  
[More help options](#)




# REGISTER WITH A NEW ACCOUNT

 Google Ads

New campaign

?

538-300-5398  
jetski@bureaubold.nl



✓ Your business & audience

2 Your ad

3 Budget and review

4 Set up billing

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Get tips and view sample ads

Ad #1

Headline 1  
Create blog ideas for 3 months  
30 / 30

Headline 2  
in less than an hour  
20 / 30

Description  
and having fun while doing this...  
34 / 80

Your ad preview

Create blog ideas for 3 months | in less than an hour  
[Ad] https://www.bureaubold.nl  
and having fun while doing this...

SEE HOW YOUR AD WILL APPEAR

WRITE ANOTHER AD

Clicks on your ad go to  
https://www.bureaubold.nl

BACKNEXT

Make your first advertisement.  
Just a quick one that might even  
drive traffic to your blog, that would be  
a double win.



# IMPORTANT: SET YOUR BUDGET ON THE MINIMUM POSSIBLE PER DAY

Google Ads | New campaign

538-300-5398  
jetski@bureaubold.nl

✓ Your business & audience — ✓ Your ad — 3 Budget and review — 4 Set up billing

### Set your budget

€ 1. per day average ⓘ  
Minimum budget is €1.65 per day  
€50.00 monthly maximum

Typical competitor budget range ⓘ

📅 For the 10 days left in December, you'll spend a maximum of €17.00

#### How your budget works


<b>What you pay for</b> Pay only when people click your ad or call your business.	<b>How much it costs</b> Costs vary for each click, but you won't spend more than your monthly budget.	<b>If you change your mind</b> Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.
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BACK NEXT

Your minimum budget can differ from mine. It probably depends on the branche your are in. So try 1 euro and see what your minimum is.




# IMPORTANT: SET YOUR BUDGET ON THE MINIMUM POSSIBLE PER DAY

 Google Ads | New campaign

?

538-300-5398  
jetski@bureaubold.nl



✓ Your business & audience — ✓ Your ad — 3 Budget and review — 4 Set up billing

Set your budget

€ 1.65 per day average ?

€50.00 monthly maximum

Typical competitor budget range ?

For the 10 days left in December, you'll spend a maximum of €17.00

How your budget works

**What you pay for**  
Pay only when people click your ad or call your business.

**How much it costs**  
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**If you change your mind**  
Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.

BACK

NEXT

Estimated performance ?


 84 - 148 impressions per month

 21 - 37 clicks per month

This estimate is based on businesses with similar ad settings and budget.



# IMPORTANT: SET YOUR BUDGET ON THE MINIMUM POSSIBLE PER DAY

 Google Ads | New campaign

538-300-5398  
jetski@bureaubold.nl

✓ Your business & audience

✓ Your ad

3 Budget and review

4 Set up billing

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# REVIEW CAMPAGNE & FINANCIAL DETAILS

Google Ads

New campaign

✓ Your business & audience

✓ Your ad

3 Budget and review

4 Set up billing

Review your campaign settings

Campaign name

Create blog ideas for 3 months

Estimated performance ⓘ

84 - 148 impressions per month

21 - 37 clicks per month

Campaign goal

Take an action on your website


Your ad

Create blog ideas for 3 months | in less than an hour

www.bureaubold.nl

Locations

Show ad to people interested in your products or services, within 25 kilometers of Schiphol, Netherlands



EDIT

Budget

€1.65 daily average ⓘ

€50.00 monthly maximum

EDIT

BACK

NEXT

And the scary thing here is, that you have to insert your payment details. Alas, there is no other way. But don't be afraid. If you cancel your ad in 3 days, you are fine! I show you how you can do that

Google Ads

Start reaching more people

✓ Your business and audience

✓ Your ad

✓ Budget and review

4 Set up billing

Confirm payment info

Billing country

Netherlands

Time zone

(GMT+01:00) Netherlands Time

Time zone applies to your entire account and cannot be changed later.

Introductory offer

Promotional code

APPLY

☐ Send me performance tips, promotional offers, surveys, and invitations to try new features

Customer info

Account type ⓘ

Business

Tax information ⓘ

Tax status: Business

Name and address ⓘ

Business name

Name

j wullink

Address line 1

Address line 2

Postal code ⓘ

City

Primary contact ⓘ ⓘ

j wullink

+31 642242614

jetski@bureaubold.nl



# REVIEW CAMPAGNE & FINANCIAL DETAILS

Google Ads | New campaign

✓ Your business & audience — ✓ Your ad — 3 Budget and review — 4 Set up billing

Review your campaign settings

Campaign name Create blog ideas for 3 months

Estimated performance ⓘ

👁 84 - 148 impressions per month


👤 21 - 37 clicks per month

Campaign goal

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Show ad to people interested in your products or services, within 25 kilometers of Schiphol, Netherlands



EDIT

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€1.65 daily average ⓘ

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EDIT

BACK NEXT

And the scary thing here is, that you have to insert your payment details. Alas, there is no other way. But don't be afraid. If you cancel your ad in 3 days, you are fine! I show you how you can do that

Google Ads | Start reaching more people

✓ Your business and audience — ✓ Your ad — ✓ Budget and review — 4 Set up billing

Confirm payment info

📄 Billing country  
Netherlands

🕒 Time zone  
(GMT+01:00) Netherlands Time  
Time zone applies to your entire account and cannot be changed later.

📄 Introductory offer

Promotional code  APPLY

☐ Send me performance tips, promotional offers, surveys, and invitations to try new features

Customer info

👤 Account type ⓘ  
Business

📄 Tax information ✎  
Tax status: Business

📄 Name and address ⓘ

Business name

Name  
j wullink

Address line 1

Address line 2

Postal code ⓘ

City

📄 Primary contact ⓘ ✎

j wullink  
+31 642242614  
jetski@bureaubold.nl



# CAMPAGNE

Google Ads

Start reaching more people

Congrats! You're all done.

We'll review your campaign, usually within an hour. After it's approved, you can edit your campaign and check its progress.

EXPLORE YOUR CAMPAIGN

Resources

Download the mobile app

Manage ads while you're on the go

Android app | iOS app

Learn more

Get answers to your questions

Visit the Help center

Contact us

Monday - Fri

1-866-246-6



Google Ads

New campaign

GO TO

REPORTS

TOOLS

1 Your business & audience

2 Your ad

3 Budget and review

Review your campaign settings

Campaign name Create blog ideas for 3 months

Estimated performance ⓘ

84 - 148 impressions

per month

21 - 37 clicks

per month

Campaign goal

Take an action on your website

Locations

Show ad to people interested in your products or services, within 25 kilometers of Schiphol, Netherlands

Google

Amsterdam

The Hague

Rotterdam

Netherlands

Map Data

Terms of Use

EDIT

Budget

€1.65 daily average ⓘ

€50.00 monthly maximum

EDIT

Your ad

Create blog ideas for 3 months | in less than an hour

www.bureaubold.nl

and having fun while doing this

EDIT

Product or service

Your business category

Online Marketing

EDIT

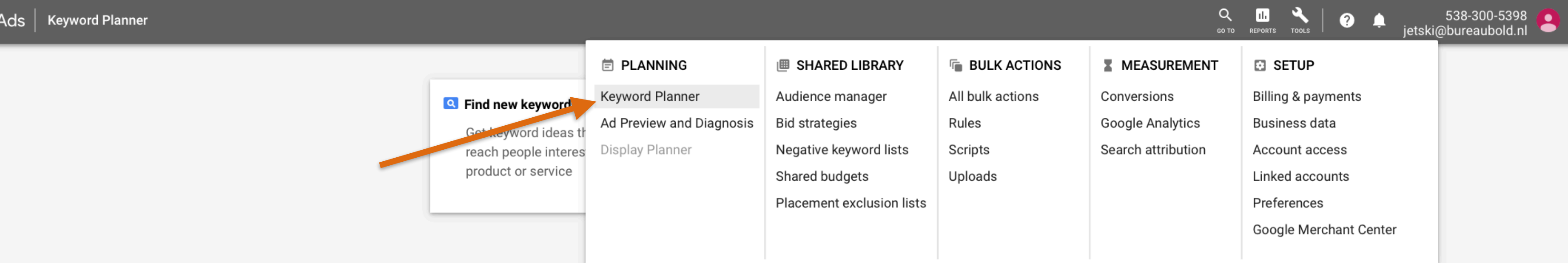
BACK

NEXT

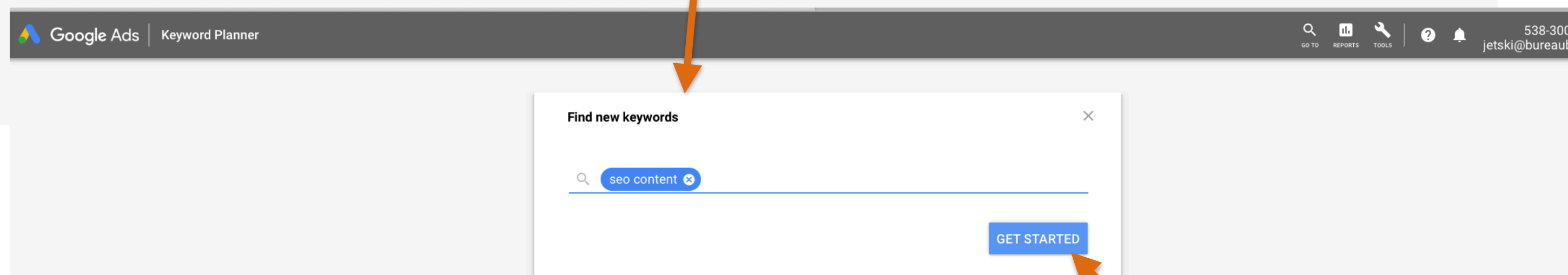
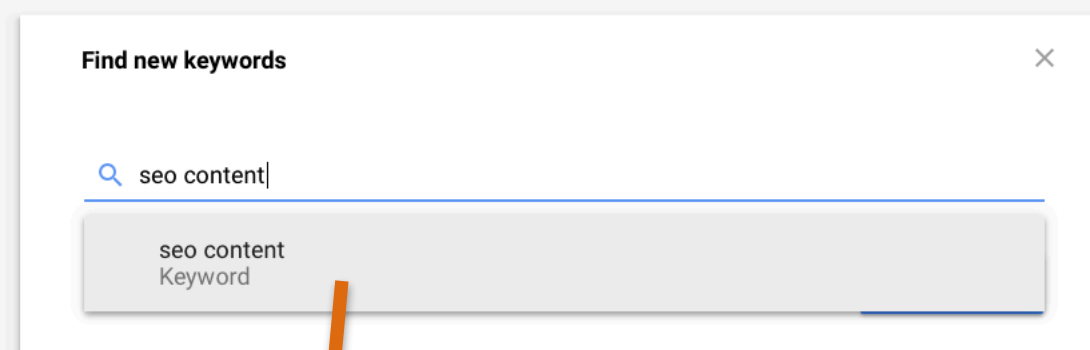
19



# GO TO THE KEYWORD PLANNER



[How to use Keyword Planner](#)



[How to use Keyword Planner](#)



# THE NUMBERS ARE STILL IN A CERTAIN RANGE

Google Ads

Keyword plan

GO TO

REPORTS

TOOLS

?

🔔

538-300-5398

jetski@bureaubold.nl

Keyword ideas

Locations: NetherlandsLanguage: DutchSearch networks: Google

Keyword ideas

🔍 seo content

DOWNLOAD KEYWORD IDEAS

Last 12 months  
Dec 2017 – Nov 2018

Plan overview

Ad groups

Keywords

Locations

Found 276 keyword ideas

Show broadly related ideas; Exclude adult ideasAdd filter

☐ Keyword (by relevance)

Avg. monthly searches

Competition

Your search term

☐ seo content

100 – 1K

Medium

Idea

☐ website laten maken

1K – 10K

High

☐ online marketing bureau

1K – 10K

Medium

☐ website analyse

100 – 1K

Medium

☐ content optimalisatie

10 – 100

Low

☐ seo optimalisatie

100 – 1K

Medium

☐ zoekmachine optimalisatie

1K – 10K

Medium

☐ conversie optimalisatie

100 – 1K

Medium

☐ internet marketing

1K – 10K

Medium

☐ online marketeer

1K – 10K

Medium

☐ internetbureau

1K – 10K

Medium

☐ online strategie

100 – 1K

Medium

☐ content marketing

1K – 10K

Medium

–

€3.25

€6.92

–

€3.02

€8.00

–

€2.08

€4.99

–

€1.49

€3.50

–

€6.00

€8.77

–

€1.98

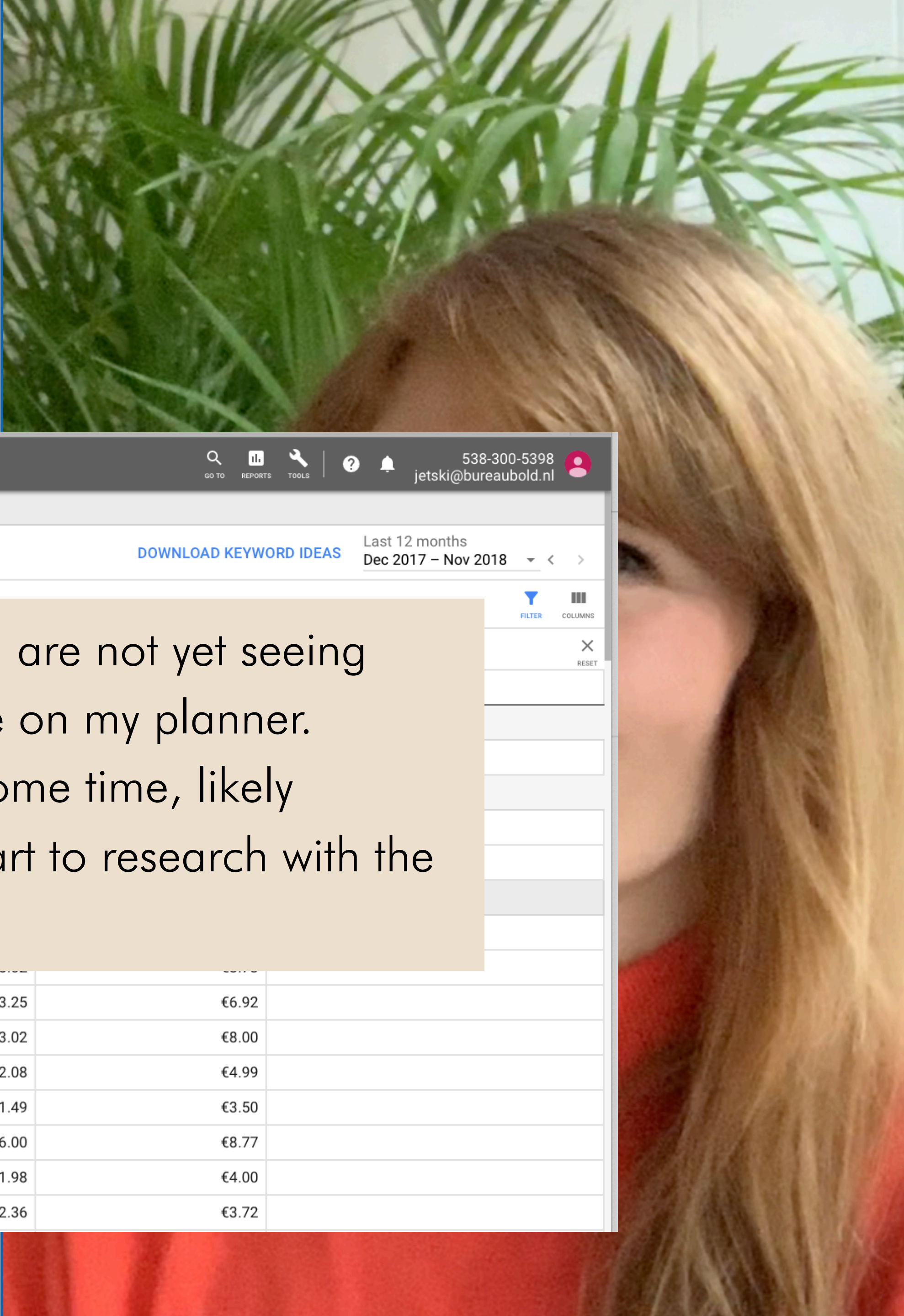
€4.00

–

€2.36

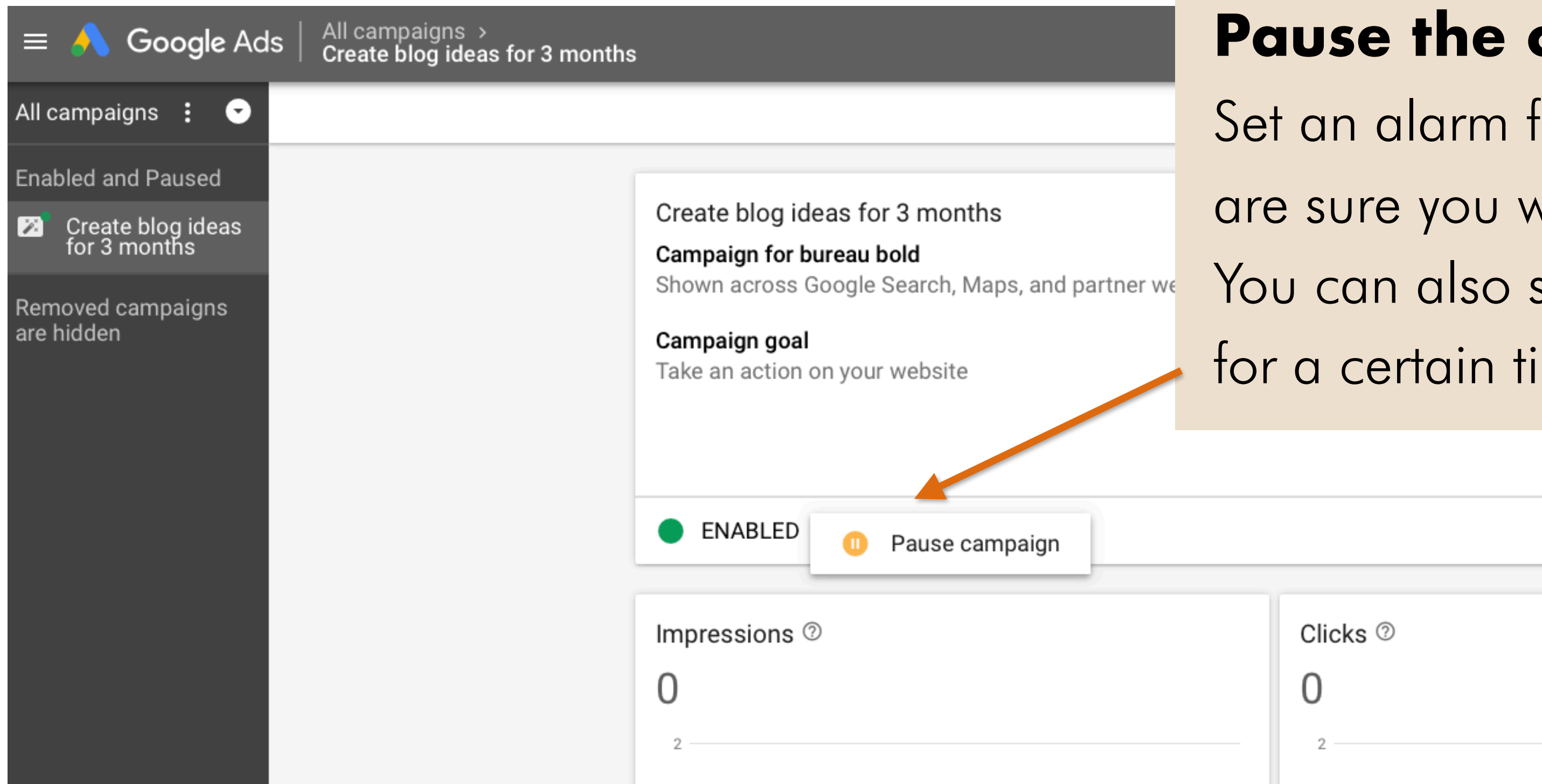
€3.72

You see here that you are not yet seeing  
The real numbers like on my planner.  
That will change in some time, likely  
tomorrow you can start to research with the  
real numbers.





# REVIEW CAMPAGNE & FINANCIAL DETAILS



The screenshot displays the Google Ads interface. At the top, the Google Ads logo is visible alongside the text 'All campaigns > Create blog ideas for 3 months'. On the left sidebar, under 'All campaigns', the 'Create blog ideas for 3 months' campaign is listed under the 'Enabled and Paused' section. The main content area shows details for this campaign: 'Create blog ideas for 3 months', 'Campaign for bureau bold', and 'Shown across Google Search, Maps, and partner websites'. Below this, the 'Campaign goal' is set to 'Take an action on your website'. At the bottom of the campaign details, there are two buttons: 'ENABLED' (with a green dot) and 'Pause campaign' (with an orange pause icon). An orange arrow points from the 'Pause campaign' button towards the text box on the right. Below the buttons, there are two metrics: 'Impressions' and 'Clicks', both showing a value of 0.

Metric	Value
Impressions	0
Clicks	0

Click on enabled to see how you can

**Pause the campaign.**

Set an alarm for yourself in 3 days so you are sure you won't lose too much money. You can also set this campaign to only run for a certain time.