

How to come up with just 3 keywords for Google Ads for your home & micro business

Keywords are vital when it comes to advertising Google Ads for home and micro businesses. Having great keywords for Google Ads will ensure that you are a step ahead of competitors.

Here, we are going to take you into steps on how to come up with 3 keywords for Google Ads suited for home and micro business.

Recognize what makes a good keyword

Keywords for Google Ads should be relevant to the service or product you want to offer. A potential client when typing keywords via Google search should have results that reveal a business that is similar to yours.

Think similarly to what potential customers are expecting

First, you should put yourself in the position that potential clients are in. For example, if they are searching for a particular product or service, think of the phrases they will Google search. By doing so, you will be in a position that makes you similar to customers.

Come up with diverse variations

Most likely, your clients will utilize diverse phrases for your services and products. When brainstorming for keywords ensure that you list diverse variations concerning 3 keywords suitable for your business. Good ideas are like “shop and store”, service and product phrases, different alternatives.

Utilize Google keyword analyzing tool for ideas

Keywords for Google Ads are tricky to make. A good tool you can utilize is keyword planner for Google Ads.

Start by submitting a word that is similar to the service or product you are marketing. Proceed by choosing the most convenient keyword.

When you have got some ideas from the search results, embark to use the most relevant ones while brainstorming on the best 3 keywords.

Check the location and language

Importantly, you need to set the code and language that is suitable for potential customers. Ensures that the language is affiliated to the type of business you are selling. This depends on the location where you can market your goods through Ad services.

Go for reachable areas like cities and towns to get ideas on how to create these 3 keywords. Importantly keywords will reflect the region you can reach and also ensure that you cover a radius that is within 10 miles reach. This is more so ideal for a business like shops and hotels.

Know keyword catchable options

Google's website has several options that are great for matching. Some avenues include:

Broad method

This method checks for keywords that are released by similar business affiliated to your niche. For example, if you are hotelier, the right keywords should be "Get veggies free"

Broad-based modifier

Much more targeting and requires you to specify keywords. This mode ensures you recognize the most viable keywords. Your business Ad will reveal keywords that are most suited for your business.

The exact mode of matching

This mode requires keywords to be similar to your competitor keywords. All that is required is to add a keyword match with some square brackets. In case you get similar matches regarding keywords, you will get higher keywords for your Google Ads.

Phrase affiliated match

This method is more targeted and if you type something similar to your business he or she will be directed to your Google Ads. Ensure that your phrase matches your keywords to be competitive.

Final words

Choosing 3 keywords for Google Ads is super easy and by following this blog post you can never go wrong. Trust the content detailed in this blog post and you will have it easy when it comes to setting your business a level high.

Thanks, Mate!