



## Search Query/Search

ness Phrases	Search Volumes	How many p searching or average per	n google on	Us Pla	
drive quality he website -		Low/Medium/Hig			
	Competition	Depending on Bi	ids		
	Relevance	Relevancy to the business			
Ex: Max CPC	Highest amount an advertiser is willing to pay to google per click				

Google Keyword

And third party as well ex: Semrush