

Keyword	Predicted Impressions	Predicted CTR	Predicted Clicks	Predicted CPC
crafts from recycling	50,000	1.00%	500	\$0.85
crafts from waste	40,000	1.25%	500	\$0.85
eco-friendly crafts	50,000	1%	500	\$0.80
eco-friendly art	65,000	0.75%	488	\$1.00
recycled crafts	60,000	0.80%	480	\$0.90
shop for crafts	50,000	0.80%	400	\$0.90
crafts from trash	40,000	0.95%	380	\$0.80
eco-friendly shops	60,000	0.50%	300	\$0.75
craft shopping	45,000	0.65%	293	\$0.95
waste crafts	25,000	0.90%	225	\$0.40
reuse crafts	30,000	0.65%	195	\$0.75
art shops	75,000	0.25%	188	\$1.50
environmental-friendly art	20,000	0.80%	160	\$0.60
crafts	100,000	0.15%	150	\$1.50
upcycling crafts	30,000	0.50%	150	\$0.75
craft shops	50,000	0.30%	150	\$1.25
art shopping	60,000	0.20%	120	\$1.00
craft	100,000	0.10%	100	\$1.50
art	200,000	0.05%	100	\$2.00
environment art	15,000	0.60%	90	\$0.70
environment crafts	5,000	0.80%	40	\$0.75

Predicted Cost
\$425.00
\$425.00
\$400.00
\$487.50
\$432.00
\$360.00
\$304.00
\$225.00
\$277.88
\$90.00
\$146.25
\$281.25
\$96.00
\$225.00
\$112.50
\$187.50
\$120.00
\$150.00
\$200.00
\$63.00
\$30.00

Goal: The goal of the crafts theme is to drive traffic to the Sinclair Verde Lamp Company website page that educates		
	Keywords	Predicted Impression Volume Note: Use the minimum Avg. Monthly Searches in the Keyword Planner tool.
Create a keyword list for contextual targeting on Google Search:	eco-friendly crafts	50,000
	waste crafts	25,000
	eco-friendly shops	60,000
	environmental-friendly art	20,000
	upcycling crafts	30,000
	environment art	15,000
		0
		0
		0
		0
<i>Impressions</i>	200,000	
<i>Clicks</i>	1,425	
Total cost	\$986.50	

potential customers on our products.			
Predicted CTR	Predicted Clicks	Predicted CPC	
Note: The average clickthrough rate for your account on Google Search is 1%, but it can vary. For keywords you consider to be highly relevant, predict a 2% CTR, and for keywords you consider to be more general (i.e.: crafts) predict a 0.25% CTR.			
	500	\$0.80	
	225	\$0.40	
	300	\$0.75	
	160	\$0.60	
	150	\$0.75	
	90	\$0.70	
	0	\$0.00	
	0	\$0.00	
	0	\$0.00	
0.00%	0	\$0.00	

[illegible]