

Goal: The goal of the crafts theme is to drive traffic to the Sinclair Verde Lamp Company website page that educates potential customers on our products.

	Keywords	Predicted Impression Volume	Predicted CTR	Predicted Clicks	Predicted CPC	Predicted Cost
		Note: Use the minimum Avg. Monthly Searches in the Keyword Planner tool.	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.			
Create a keyword list for contextual targeting on Google Search:	environment art	15,000	0.60%	90	\$0.70	\$63.00
	crafts from waste	40,000	1.25%	500	\$0.85	\$425.00
		0	0.00%	0	\$0.00	\$0.00
	environmental-friendly art	20,000	0.80%	160	\$0.60	\$96.00
	recycled crafts	60,000	0.80%	480	\$0.90	\$432.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00
		0	0.00%	0	\$0.00	\$0.00

Impressions	135,000					
Clicks	1,230					
Total cost	\$1,016.00					