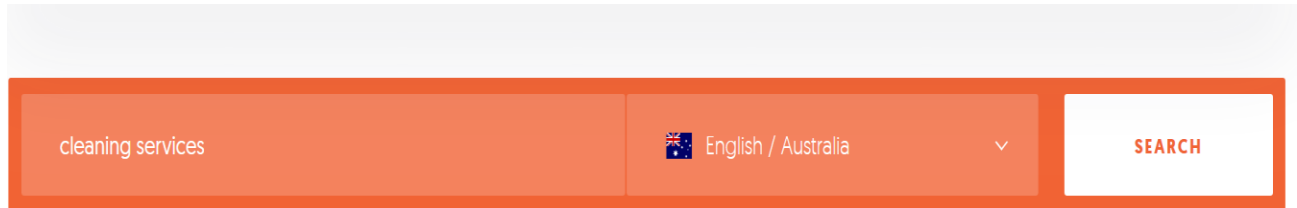


## Point 1:- How to check seo And paid keyword difficulty for a keyword ?

Step 1:- type **ubersuggest.com**

Step 2:- enter your keyword and choose your country and then click on search



A screenshot of the Ubersuggest search interface. It features a search bar with the text "cleaning services" entered. To the right of the search bar is a dropdown menu showing "English / Australia" with a small Australian flag icon and a downward arrow. Further right is a white button with the text "SEARCH" in red capital letters.

Step 3:-

You will see Paid difficulty for your keywords and search volume is 6,600



A screenshot of the Ubersuggest search interface, identical to the one above, showing the search bar with "cleaning services", the "English / Australia" dropdown, and the "Search" button.

### Keyword Overview: cleaning services

<b>SEARCH VOLUME</b> ⓘ <b>6,600</b> AVERAGE	<b>SEO DIFFICULTY</b> ⓘ <b>42</b>	<b>PAID DIFFICULTY</b> ⓘ <b>74</b>	<b>COST PER CLICK (CPC)</b> ⓘ <b>\$7.90</b>
--	--------------------------------------	---------------------------------------	--

And you will also see keywords suggestion for your business. See given example.

**KEYWORD IDEAS**

SUGGESTIONS

RELATED

QUESTIONS

PREPOSITIONS

COMPARISONS

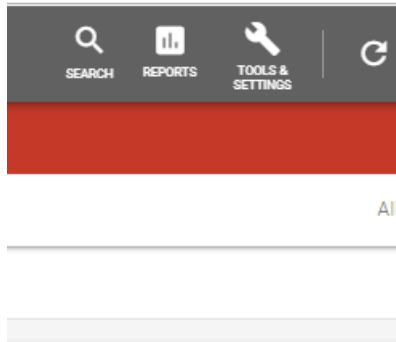
KEYWORD <sup>?</sup>	TREND <sup>?</sup>	VOLUME <sup>?</sup>	CPC <sup>?</sup>	PD <sup>?</sup>	SD <sup>?</sup>
cleaning services in perth 		590	\$8.58	67	26
cleaning services perth western australia 		20	\$7.87	37	16
cleaning services in perth wa 		10	\$10.29	100	36
home cleaning services in perth 		10	\$0.00	1	5
carpet cleaning services in perth 		10	\$5.45	100	36
home cleaning services perth australia 		10	\$0.00	1	5
house cleaning services perth wa 		10	\$4.13	100	36

## Point 2:- How can you discover keywords which your competitor are using with Google ads keyword planner :-

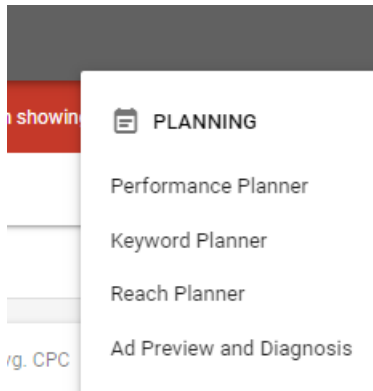
Go to Google Ads account :-ads.google.com

Step 1:- Click on tools and settings

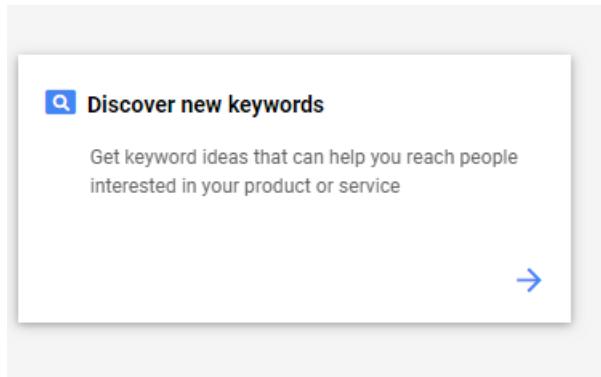
03-forbidden  Campaigns | Ma



Step 2:- then you will see planning under planning click on keyword planner.



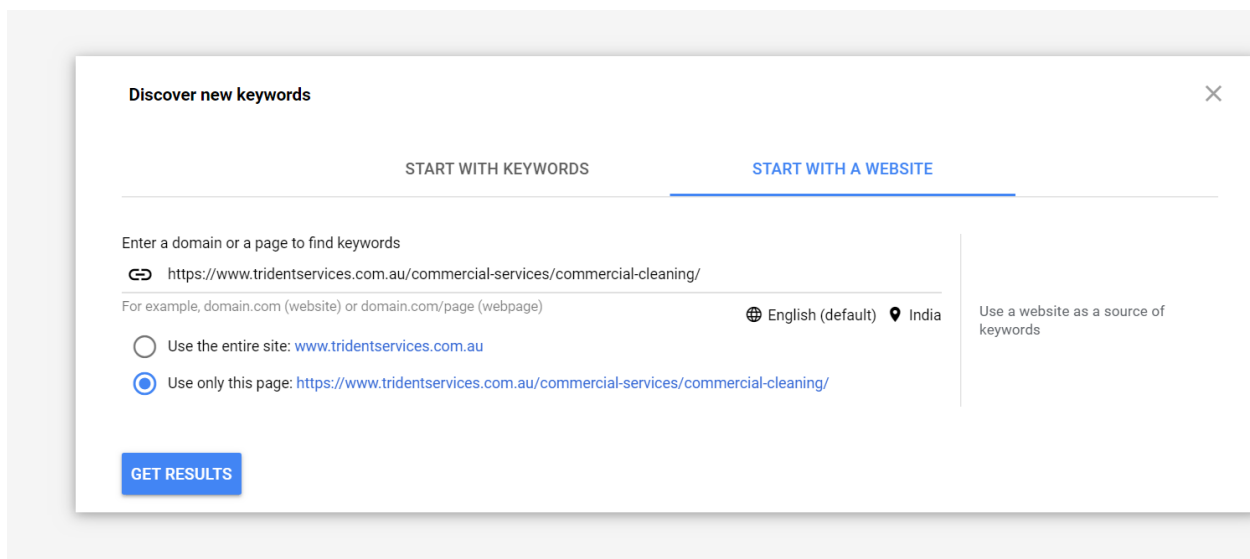
Step 3:- Then click on Discover new keywords.



Step 4:- Then you will see two options start with keywords and start with website .

Click on start with website & enter your competitor page address which comes in google search when you search for your keywords for example :-

<https://www.tridentservices.com.au/commercial-services/commercial-cleaning/>



Then click on Get results.

After that you will see keywords ideas list with monthly searches choose keywords having more volume searches which are relevant to your business which think your customer are searching.

Plan name: — Locations: Australia Language: English Search networks: Google Last 12 mo

carpet cleaning

Broaden your search: + cleaning services + upholstery cleaner + steam cleaner + rug clean

Exclude adult ideas ADD FILTER 388 keyword ideas available

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition
Keywords you provided		
<input type="checkbox"/> carpet cleaner	10K – 100K	High
Keyword ideas		
<input type="checkbox"/> bissell spot clean	10K – 100K	High
<input type="checkbox"/> carpet steam cleaner	1K – 10K	High
<input type="checkbox"/> bissell carpet cleaner	1K – 10K	High
<input type="checkbox"/> rug cleaning	1K – 10K	High

& you will also see low bid range and high bid range for all keywords.

Top of page bid (low range)	Top of page bid (high range)	Acc
₹184.73	₹513.32	
₹27.23	₹99.19	
₹174.61	₹483.70	
₹21.59	₹237.03	
₹164.35	₹428.21	