

Assignment\_11: Keyword SEO and SEM

Learning Objective: Understand how to select keywords for a webpage for SEO and SEM  
Find a small company or not for profit organization that needs their website optimized.  
You may choose an existing website.

Suppose you are employed by a company to optimize one or more landing pages that deal with one or more products of the company. Your task is to conduct a keyword search as outlined in Lesson #9.

Recommend keywords for SEO and for SEM and summarize the information in a spreadsheet as shown in the example on my webpage.

**This is from Google Adword using "Apartments for Rent" as the search term. Sort by Monthly Searches. Use only relevant search terms from Adwords, i.e. do not copy all search terms.**

Adword keywords	Monthly Search Count
Apartments for rent	100,000
Townhomes for rent	6,600
Townhomes for rent	6,600
Townhouses for rent	4,400
Townhouses for rent	4,400
Cheap apartments for rent	1,800
Furnished apartments for rent	1,000
Studio apartments for rent	820
Find apartments for rent	350
Local apartments for rent	350
2 bedrooms for rent	190
Affordable apartments for rent	155
Luxury apartments for rent	125
College apartments for rent	125
Apartment homes for rent	100
Apartment for rent with pet	100
Pet friendly apartments for rent	82
Condos and townhomes for rent	66
Apartments and townhouses for rent	42
Apartments and townhouses for rent	42
Cheap townhouses for rent	33
Condos and townhouses for rent	33
Cheap townhouses for rent	33
Condos and townhouses for rent	33
Townhomes for rent by owner	33
Find townhomes for rent	25
Cheap townhomes for rent	25
Houses and townhouses for rent	25
Find townhomes for rent	25
Cheap townhomes for rent	25
Houses and townhouses for rent	25
Homes and townhomes for rent	20
Homes and townhomes for rent	20

Use the "Shift& Printscreen" to copy and then past into Excel. Report the month with the highest traffic count.

Search terms  
 Locations  
 Time Ranges

Tip: Use the minus sign to exclude terms. (wimbledon -tennis)

[+ Add search term](#)

Web Search     
 2004 - present  
 All Categories

**Web Search Interest: lsu apartments**

Baton Rouge (United States), 2004 - present

Categories: [Local \(10-25%\)](#), [Real Estate \(0-10%\)](#), [Society \(0-10%\)](#)

**Interest over time**  Forecast  News headlines [How can I see numbers?](#)



**Search terms**

Top searches		Rising searches	
1. <a href="#">baton rouge apartments</a>	<div style="width: 100%;"></div>	1. <a href="#">lsu campus apartments</a>	Breakout
2. <a href="#">apartments near lsu</a>	<div style="width: 80%;"></div>	2. <a href="#">apartments for rent</a>	Breakout
3. <a href="#">lsu campus apartments</a>	<div style="width: 60%;"></div>	3. <a href="#">apartments near lsu</a>	+60%
4. <a href="#">apartments for rent</a>	<div style="width: 20%;"></div>	New! <a href="#">Embed this table</a>	
5. <a href="#">apartments at lsu</a>	<div style="width: 10%;"></div>	New! <a href="#">Embed this table</a>	

### Web Search Interest: apartments near Isu

Baton Rouge (United States), 2004 - present

Categories: [Local \(10-25%\)](#), [Real Estate \(0-10%\)](#)

#### Interest over time

Forecast [?](#)  News headlines [?](#)

[How can I see numbers?](#)



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Keywords	Estimate	Estimated Avg	Advertiser	Local Search V	Global Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Highest Volume Occurred In
rent homes	2	\$1.28	1	5000000	2740000	0.26	0.24	0.24	0.38	0.38	0.43	0.42	0.49	0.55	0.74	0.71	1	Sep
rent homes	2	\$1.22	1	5000000	2740000	0.26	0.24	0.24	0.38	0.38	0.43	0.42	0.49	0.55	0.74	0.71	1	Sep
rent apartments	2	\$1.27	1	3350000	6120000	0.38	0.39	0.4	0.58	0.56	0.66	0.65	0.77	0.76	0.93	1	1	Aug
flats	2	\$1.05	1	3350000	9140000	0.42	0.43	0.53	0.58	0.62	0.74	0.77	0.79	0.97	1	0.95	0.96	Jul
rent houses	2	\$1.14	1	2740000	11100000	0.49	0.46	0.46	0.77	0.7	0.78	0.81	0.96	0.94	1	0.92	0.92	Jul
rent houses	2	\$1.13	1	2740000	11100000	0.49	0.46	0.46	0.77	0.7	0.78	0.81	0.96	0.94	1	0.92	0.92	Jul
for rent houses	2	\$1.09	0.86	2740000	4090000	0.5	0.46	0.46	0.78	0.7	0.77	0.82	0.97	0.94	1	0.94	0.95	Jul
rent house	2	\$1.11	1	1220000	6120000	0.36	0.35	0.38	0.53	0.58	0.61	0.62	1	0.91	0.99	0.72	0.67	May
renting	2	\$2.09	1	1000000	1220000	1	0.59	0.56	0.66	0.67	0.81	0.68	0.87	0.93	0.99	0.83	0.69	Oct
housing rent	2	\$0.62	1	1000000	2740000	0.05	0.05	0.06	0.07	0.27	0.45	0.7	0.57	0.45	0.61	1	0.91	Aug
housing for rent	2	\$0.59	0.86	1000000	4090000	0.03	0.03	0.04	0.04	0.26	0.44	0.69	0.55	0.43	0.59	1	0.91	Aug
condo rentals	2	\$2.49	1	823000	550000	0.23	0.24	0.27	0.48	0.48	0.51	0.5	0.72	0.84	0.9	0.89	1	Sep
house rentals	2	\$1.43	1	823000	823000	0.43	0.4	0.39	0.7	0.55	0.6	0.6	0.79	0.97	1	0.75	0.67	Jul
house rental	2	\$1.33	1	823000	5000000	0.25	0.25	0.31	0.42	0.5	0.5	0.5	0.91	0.91	1	0.64	0.6	Jul
townhouses	2	\$1.50	1	673000	550000	0.34	0.32	0.32	0.47	0.46	0.52	0.52	0.65	0.73	1	0.85	0.75	Jul
luxury apartments	2	\$2.23	1	550000	201000	0.16	0.16	0.16	0.22	0.22	0.26	0.26	0.33	0.33	0.39	0.73	1	Sep
rent home	2	\$1.20	1	550000	550000	0.24	0.23	0.24	0.34	0.45	0.44	0.44	1	0.86	0.88	0.55	0.55	May
condo rental	2	\$2.33	1	450000	368000	0.18	0.23	0.34	0.36	0.46	0.44	0.46	0.94	0.95	1	0.59	0.59	Jul
condos rent	2	\$1.88	0.8	450000	368000	0.3	0.3	0.31	0.5	0.48	0.55	0.54	0.69	0.8	1	0.81	0.72	Jul
houses rental	2	\$1.23	0.86	301000	301000	0.44	0.41	0.4	0.67	0.64	0.71	0.7	0.9	0.91	1	0.76	0.69	Jul
rent property	2	\$1.45	1	246000	823000	0.28	0.39	0.43	0.61	0.54	0.44	0.39	0.58	0.77	1	0.76	0.71	Jul
cheap apartments	2	\$1.44	1	246000	201000	0.47	0.45	0.45	0.66	0.63	0.69	0.67	0.87	0.83	1	0.82	0.79	Jul
homes to rent	2	\$1.34	1	246000	246000	0.64	0.54	0.53	0.93	0.86	0.89	0.81	0.98	0.94	1	0.88	0.82	Jul
apartments furnished	2	\$2.71	0.8	201000	165000	0.41	0.39	0.4	0.55	0.52	0.56	0.61	0.81	0.83	1	0.82	0.78	Jul
cheap rent	2	\$2.14	0.86	201000	201000	0.36	0.34	0.39	0.59	0.54	0.78	0.67	0.91	0.93	1	0.84	0.74	Jul
rent condo	2	\$1.58	1	201000	201000	0.29	0.29	0.32	0.45	0.51	0.52	0.54	0.99	0.92	1	0.68	0.67	Jul

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Keywords	Estimate	Estimated Avg	Advertiser	Local Search V	Global Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Highest Volume Occurred In
rent condo	2	\$1.58	1	201000	201000	0.29	0.29	0.32	0.45	0.51	0.52	0.54	0.99	0.92	1	0.68	0.67	Jul
rents	2	\$1.46	1	201000	201000	0.67	0.59	0.58	0.84	0.79	0.89	0.94	0.96	0.97	1	0.86	0.82	Jul
rooms for rent	2	\$1.15	1	201000	301000	0.55	0.5	0.49	0.61	0.58	0.64	0.65	0.84	0.85	1	0.87	0.78	Jul
luxury rentals	2	\$3.74	1	165000	165000	0.37	0.37	0.37	0.53	0.56	0.62	0.64	0.96	0.88	1	0.74	0.74	Jul
apts for rent	2	\$1.29	1	165000	74000	0.34	0.31	0.28	0.39	0.36	0.42	0.45	0.51	0.54	0.62	0.87	1	Sep
student housing	2	\$0.98	1	165000	165000	0.58	0.52	0.48	0.91	0.75	0.84	0.86	0.92	0.93	1	0.86	0.82	Jul
student housing	2	\$0.93	1	165000	165000	0.58	0.52	0.48	0.91	0.75	0.84	0.86	0.92	0.93	1	0.86	0.82	Jul
apartment search	2	\$1.85	1	135000	165000	0.3	0.27	0.3	0.37	0.44	0.41	0.43	1	0.75	0.84	0.54	0.48	May
downtown apartments	2	\$1.68	1	135000	110000	0.43	0.44	0.45	0.58	0.57	0.64	0.67	0.82	0.82	1	0.86	0.84	Jul
furnished apartment	2	\$2.64	1	110000	90500	0.24	0.23	0.27	0.37	0.46	0.43	0.45	1	0.88	1	0.64	0.68	May
apartment listings	2	\$1.63	1	110000	74000	0.59	0.61	0.48	0.5	0.49	0.55	0.54	0.82	0.79	1	1	0.92	Jul
condo for rent	2	\$1.57	1	110000	110000	0.32	0.31	0.34	0.49	0.52	0.55	0.58	0.97	0.92	1	0.73	0.69	Jul
apartment lease	2	\$1.11	1	110000	135000	0.35	0.4	0.45	0.53	0.57	0.59	0.61	0.86	0.94	1	0.82	0.73	Jul
house to rent	2	\$1.06	1	110000	201000	0.43	0.44	0.53	0.63	0.68	0.8	0.74	1	0.89	0.97	0.75	0.7	May
room for rent	2	\$1.04	1	110000	201000	0.61	0.57	0.55	0.69	0.63	0.72	0.75	0.88	0.87	1	0.96	0.86	Jul
apartment for sale	2	\$1.39	1	90500	165000	0.37	0.37	0.33	0.47	0.55	0.56	0.56	1	0.88	0.96	0.69	0.67	May
rent apt	2	\$1.30	0.93	90500	74000	0.53	0.5	0.51	0.72	0.65	0.73	0.75	0.92	0.89	1	0.91	0.85	Jul
rent apt	2	\$1.30	0.93	90500	74000	0.53	0.5	0.51	0.72	0.65	0.73	0.75	0.92	0.89	1	0.91	0.85	Jul
rent a house	2	\$1.09	1	90500	165000	0.65	0.61	0.82	1	0.86	0.9	0.92	0.92	0.93	0.99	0.84	0.77	Jan
rental housing	2	\$0.54	1	90500	5000000	0.58	0.53	0.57	0.7	0.71	0.75	0.75	0.94	0.95	1	0.8	0.73	Jul
apt for rent	2	\$1.25	1	74000	60500	0.55	0.51	0.51	0.72	0.65	0.75	0.77	0.89	0.88	1	0.96	0.91	Jul
studio for rent	2	\$1.15	0.93	74000	201000	0.48	0.4	0.42	0.59	0.56	0.66	0.67	0.82	0.84	1	0.93	0.89	Jul
property for rent	2	\$1.54	1	60500	165000	0.35	0.55	0.66	1	0.79	0.51	0.4	0.58	0.6	0.6	0.42	0.41	Jan
lofts for rent	2	\$1.52	0.93	60500	49500	0.45	0.46	0.45	0.65	0.59	0.67	0.7	0.86	0.85	1	0.89	0.87	Jul
property rentals	2	\$1.46	1	60500	110000	0.39	0.42	0.4	0.57	0.59	0.66	0.64	0.91	0.94	1	0.73	0.65	Jul
rent properties	2	\$1.29	0.93	60500	201000	0.33	0.36	0.38	0.53	0.59	0.64	0.68	0.95	0.94	1	0.67	0.6	Jul

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Keywords	Estimate	Estimated Avg	Advertiser	Local Search V	Global Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Highest Volume Occurred In
housing rentals	2	\$1.16	0.86	60500	823000	0.47	0.4	0.39	0.52	1	0.8	0.51	0.66	0.66	0.71	0.64	0.67	Feb
homes rentals	2	\$1.81	0.86	49500	49500	0.43	0.41	0.41	0.65	0.59	0.74	0.7	0.89	0.93	1	0.76	0.68	Jul
find apartment	2	\$1.28	1	49500	49500	0.43	0.41	0.42	0.51	0.57	0.64	0.67	1	0.88	0.96	0.72	0.65	May
rent flat	2	\$1.09	1	49500	5000000	0.26	0.31	0.33	0.41	0.46	0.54	0.64	0.81	0.86	1	0.68	0.63	Jul
duplexes for rent	2	\$0.97	0.86	49500	49500	0.51	0.45	0.49	0.75	0.77	0.72	0.74	0.97	0.93	1	0.76	0.85	Jul
duplex for rent	2	\$0.84	0.86	49500	49500	0.44	0.43	0.43	0.65	0.63	0.71	0.69	0.92	0.92	1	0.85	0.78	Jul
short term apartments	2	\$2.50	0.93	40500	49500	0.49	0.37	0.38	0.51	0.56	0.63	0.71	0.94	0.85	1	0.88	0.87	Jul
downtown apartment	2	\$1.53	0.93	40500	40500	0.41	0.35	0.25	0.3	0.43	0.46	0.45	1	0.84	0.91	0.57	0.58	May
cheap apartments for rent	2	\$1.24	1	40500	27100	0.45	0.36	0.31	0.45	0.43	0.7	0.67	0.86	0.86	1	0.97	0.87	Jul
rent to own house	2	\$0.93	1	40500	49500	0.39	0.48	0.7	0.64	0.75	0.88	0.73	1	0.92	0.97	0.76	0.73	May
furnished apartments for rent	2	\$2.34	1	33100	33100	0.29	0.4	0.44	0.55	0.51	0.62	0.64	0.85	0.93	1	0.99	0.97	Jul
renting apartment	2	\$1.52	1	33100	33100	0.46	0.45	0.49	0.6	0.63	0.72	0.72	1	0.93	0.99	0.76	0.71	May
properties for rent	2	\$1.36	1	33100	74000	0.37	0.42	0.42	0.61	0.64	0.68	0.71	0.96	0.94	1	0.72	0.65	Jul
apartment to rent	2	\$1.33	1	33100	60500	0.45	0.44	0.47	0.61	0.65	0.72	0.71	1	0.91	0.99	0.78	0.7	May
find apartments	2	\$1.30	1	33100	27100	0.68	0.68	0.68	0.93	0.78	0.88	0.9	0.97	0.9	1	0.9	0.93	Jul
low income apartment	2	\$0.99	1	33100	40500	0.36	0.36	0.53	0.5	0.46	0.43	0.42	1	0.84	0.9	0.56	0.47	May
apt rentals	2	\$1.52	0.93	27100	27100	0.56	0.49	0.49	0.7	0.64	0.73	0.76	0.86	0.87	1	0.91	0.82	Jul
studio apartments for rent	2	\$1.41	0.93	27100	368000	0.42	0.26	0.36	0.59	0.53	0.63	0.61	0.78	0.82	0.95	1	0.96	Aug
apartment listing	2	\$1.29	1	27100	33100	0.21	0.19	0.22	0.27	0.41	0.37	0.4	1	0.83	0.86	0.47	0.42	May
rent an apartment	2	\$1.27	1	27100	27100	0.57	0.54	0.56	0.72	0.69	0.82	0.84	0.97	0.92	1	0.88	0.84	Jul
apartments for rent	2	\$1.16	0.93	27100	40500	0.58	0.53	0.51	0.74	0.7	0.81	0.86	0.9	0.9	1	0.82	0.76	Jul
apt rental	2	\$1.63	0.93	22200	18100	0.5	0.49	0.5	0.62	0.61	0.68	0.74	0.98	0.9	1	0.82	0.73	Jul
townhouse rentals	2	\$1.61	0.93	22200	22200	0.45	0.44	0.42	0.65	0.63	0.69	0.68	0.89	0.93	1	0.77	0.7	Jul
apt rental	2	\$1.57	0.93	22200	18100	0.5	0.49	0.5	0.62	0.61	0.68	0.74	0.98	0.9	1	0.82	0.73	Jul
town homes for rent	2	\$1.23	0.8	22200	9900	0.28	0.24	0.25	0.37	0.36	0.38	0.41	0.45	0.47	0.52	0.44	1	Sep
2 bedroom apartment	2	\$1.14	1	22200	33100	0.58	0.56	0.6	0.77	0.82	0.91	0.91	0.85	0.79	0.86	1	0.82	Aug





Projected cost with click rate at

Keywords	Total Monthly Cost	1%	10%	30%
rent homes	\$6,400,000	\$64,000	\$640,000	\$1,920,000
rent homes	\$6,100,000	\$61,000	\$610,000	\$1,830,000
rent apartments	\$4,254,500	\$42,545	\$425,450	\$1,276,350
flats	\$3,517,500	\$35,175	\$351,750	\$1,055,250
rent houses	\$3,123,600	\$31,236	\$312,360	\$937,080
rent houses	\$3,096,200	\$30,962	\$309,620	\$928,860
for rent houses	\$2,986,600	\$29,866	\$298,660	\$895,980
rent house	\$1,354,200	\$13,542	\$135,420	\$406,260
renting	\$2,090,000	\$20,900	\$209,000	\$627,000
housing rent	\$620,000	\$6,200	\$62,000	\$186,000
housing for rent	\$590,000	\$5,900	\$59,000	\$177,000
condo rentals	\$2,049,270	\$20,493	\$204,927	\$614,781
house rentals	\$1,176,890	\$11,769	\$117,689	\$353,067
house rental	\$1,094,590	\$10,946	\$109,459	\$328,377
townhouses	\$1,009,500	\$10,095	\$100,950	\$302,850
luxury apartments	\$1,226,500	\$12,265	\$122,650	\$367,950
rent home	\$660,000	\$6,600	\$66,000	\$198,000
condo rental	\$1,048,500	\$10,485	\$104,850	\$314,550
condos rent	\$846,000	\$8,460	\$84,600	\$253,800
houses rental	\$370,230	\$3,702	\$37,023	\$111,069
rent property	\$356,700	\$3,567	\$35,670	\$107,010
cheap apartments	\$354,240	\$3,542	\$35,424	\$106,272
homes to rent	\$329,640	\$3,296	\$32,964	\$98,892
apartments furnished	\$544,710	\$5,447	\$54,471	\$163,413
cheap rent	\$430,140	\$4,301	\$43,014	\$129,042
rent condo	\$317,580	\$3,176	\$31,758	\$95,274

Projected cost with click rate at

Keywords	Total Monthly Cost	1%	10%	30%
rent condo	\$317,580	\$3,176	\$31,758	\$95,274
rents	\$293,460	\$2,935	\$29,346	\$88,038
rooms for rent	\$231,150	\$2,312	\$23,115	\$69,345
luxury rentals	\$617,100	\$6,171	\$61,710	\$185,130
apts for rent	\$212,850	\$2,129	\$21,285	\$63,855
student housing	\$161,700	\$1,617	\$16,170	\$48,510
student housing	\$153,450	\$1,535	\$15,345	\$46,035
apartment search	\$249,750	\$2,498	\$24,975	\$74,925
downtown apartments	\$226,800	\$2,268	\$22,680	\$68,040
furnished apartment	\$290,400	\$2,904	\$29,040	\$87,120
apartment listings	\$179,300	\$1,793	\$17,930	\$53,790
condo for rent	\$172,700	\$1,727	\$17,270	\$51,810
apartment lease	\$122,100	\$1,221	\$12,210	\$36,630
house to rent	\$116,600	\$1,166	\$11,660	\$34,980
room for rent	\$114,400	\$1,144	\$11,440	\$34,320
apartment for sale	\$125,795	\$1,258	\$12,580	\$37,739
rent apt	\$117,650	\$1,177	\$11,765	\$35,295
rent apt	\$117,650	\$1,177	\$11,765	\$35,295
rent a house	\$98,645	\$986	\$9,865	\$29,594
rental housing	\$48,870	\$489	\$4,887	\$14,661
apt for rent	\$92,500	\$925	\$9,250	\$27,750
studio for rent	\$85,100	\$851	\$8,510	\$25,530
property for rent	\$93,170	\$932	\$9,317	\$27,951
lofts for rent	\$91,960	\$920	\$9,196	\$27,588
property rentals	\$88,330	\$883	\$8,833	\$26,499
rent properties	\$78,045	\$780	\$7,805	\$23,414

Projected cost with click rate at

Keywords	Total Monthly Cost	1%	10%	30%
housing rentals	\$70,180	\$702	\$7,018	\$21,054
homes rentals	\$89,595	\$896	\$8,960	\$26,879
find apartment	\$63,360	\$634	\$6,336	\$19,008
rent flat	\$53,955	\$540	\$5,396	\$16,187
duplexes for rent	\$48,015	\$480	\$4,802	\$14,405
duplex for rent	\$41,580	\$416	\$4,158	\$12,474
short term apartments	\$101,250	\$1,013	\$10,125	\$30,375
downtown apartment	\$61,965	\$620	\$6,197	\$18,590
cheap apartments for rent	\$50,220	\$502	\$5,022	\$15,066
rent to own house	\$37,665	\$377	\$3,767	\$11,300
furnished apartments for rent	\$77,454	\$775	\$7,745	\$23,236
renting apartment	\$50,312	\$503	\$5,031	\$15,094
properties for rent	\$45,016	\$450	\$4,502	\$13,505
apartment to rent	\$44,023	\$440	\$4,402	\$13,207
find apartments	\$43,030	\$430	\$4,303	\$12,909
low income apartment	\$32,769	\$328	\$3,277	\$9,831
apt rentals	\$41,192	\$412	\$4,119	\$12,358
studio apartments for rent	\$38,211	\$382	\$3,821	\$11,463
apartment listing	\$34,959	\$350	\$3,496	\$10,488
rent an apartment	\$34,417	\$344	\$3,442	\$10,325
apartments for rent	\$31,436	\$314	\$3,144	\$9,431
apt rental	\$36,186	\$362	\$3,619	\$10,856
townhouse rentals	\$35,742	\$357	\$3,574	\$10,723
apt rental	\$34,854	\$349	\$3,485	\$10,456
town homes for rent	\$27,306	\$273	\$2,731	\$8,192
2 bedroom apartment	\$25,308	\$253	\$2,531	\$7,592

Projected cost with click rate at

Keywords	Total Monthly Cost	1%	10%	30%
1 bedroom apartment	\$23,310	\$233	\$2,331	\$6,993
house for rent by owner	\$17,538	\$175	\$1,754	\$5,261
flat rental	\$22,625	\$226	\$2,263	\$6,788
find an apartment	\$22,444	\$224	\$2,244	\$6,733
rent short term	\$25,752	\$258	\$2,575	\$7,726
townhome rentals	\$24,420	\$244	\$2,442	\$7,326
renting apartments	\$20,086	\$201	\$2,009	\$6,026
find rentals	\$18,315	\$183	\$1,832	\$5,495
unfurnished apartments	\$14,256	\$143	\$1,426	\$4,277
flat rentals	\$11,988	\$120	\$1,199	\$3,596
apartment sublet	\$8,748	\$87	\$875	\$2,624
homes for rent ks	\$6,270	\$63	\$627	\$1,881
apartment hunting	\$6,480	\$65	\$648	\$1,944
furnished apartment for re	\$9,636	\$96	\$964	\$2,891
apartments finder	\$6,688	\$67	\$669	\$2,006
cheap apartment for rent	\$4,840	\$48	\$484	\$1,452
free apartment listings	\$2,568	\$26	\$257	\$770
cheap furnished apartmen	\$3,861	\$39	\$386	\$1,158
cheap furnished apartmen	\$2,047	\$20	\$205	\$614
luxury house for rent	\$1,286	\$13	\$129	\$386
affordable house for rent	(\$0)	(\$0)	(\$0)	(\$0)
apartments and duplexes	(\$0)	(\$0)	(\$0)	(\$0)
cheap apartment guide	(\$0)	(\$0)	(\$0)	(\$0)
cheap duplexes for rent	(\$0)	(\$0)	(\$0)	(\$0)
find homes for rent	(\$0)	(\$0)	(\$0)	(\$0)
pet friendly house for rent	(\$0)	(\$0)	(\$0)	(\$0)

**This is the selection I made for the keywords that fit within my budget and are targeted to local keywords, i.e. keywords that are related to LSU. This sheet again is sorted by the number of searches. A total is added at the end.**

**Cost for Click rate at**

SEO Keyword	Google Monthly searches	Cost per click	Total Cost per month	Cost for Click rate at		
				1%	10%	20%
Isu apartments	2,400	\$ 0.05	\$ 120	\$ 1.20	\$ 12.00	\$ 24.00
apartments near Isu	880	\$ 0.05	\$ 44	\$ 0.44	\$ 4.40	\$ 8.80
Isu apartment	480	\$ 0.84	\$ 403	\$ 4.03	\$ 40.32	\$ 80.64
Isu campus apartments	480	\$ 0.05	\$ 24	\$ 0.24	\$ 2.40	\$ 4.80
apartments baton rouge near Isu	390	\$ 0.05	\$ 20	\$ 0.20	\$ 1.95	\$ 3.90
Isu rent	320	\$ 0.05	\$ 16	\$ 0.16	\$ 1.60	\$ 3.20
Isu bayou	260	\$ 0.05	\$ 13	\$ 0.13	\$ 1.30	\$ 2.60
condos near Isu	170	\$ 0.05	\$ 9	\$ 0.09	\$ 0.85	\$ 1.70
Isu rental	170	\$ 0.88	\$ 150	\$ 1.50	\$ 14.96	\$ 29.92
east campus apartments Isu	140	\$ 0.05	\$ 7	\$ 0.07	\$ 0.70	\$ 1.40
apartment near Isu	110	\$ 0.05	\$ 6	\$ 0.06	\$ 0.55	\$ 1.10
apartments by Isu	110	\$ 0.05	\$ 6	\$ 0.06	\$ 0.55	\$ 1.10
apartments by Isu	110	\$ 0.05	\$ 6	\$ 0.06	\$ 0.55	\$ 1.10
Isu apartments for rent	110	\$ 0.05	\$ 6	\$ 0.06	\$ 0.55	\$ 1.10
Isu campus housing	110	\$ 0.05	\$ 6	\$ 0.06	\$ 0.55	\$ 1.10
apartments around Isu	91	\$ 0.05	\$ 5	\$ 0.05	\$ 0.46	\$ 0.91
apartments in baton rouge near Isu	91	\$ 0.05	\$ 5	\$ 0.05	\$ 0.46	\$ 0.91
Isu rentals	91	\$ 0.05	\$ 5	\$ 0.05	\$ 0.46	\$ 0.91
Isu condominiums	91	\$ 0.05	\$ 5	\$ 0.05	\$ 0.46	\$ 0.91
Isu homes	91	\$ 0.05	\$ 5	\$ 0.05	\$ 0.46	\$ 0.91
Isu off campus housing	73	\$ 0.05	\$ 4	\$ 0.04	\$ 0.37	\$ 0.73
houses near Isu	73	\$ 0.05	\$ 4	\$ 0.04	\$ 0.37	\$ 0.73
apartments at Isu	58	\$ 0.05	\$ 3	\$ 0.03	\$ 0.29	\$ 0.58
apartments close to Isu	58	\$ 0.05	\$ 3	\$ 0.03	\$ 0.29	\$ 0.58
apartments for rent near Isu	58	\$ 0.05	\$ 3	\$ 0.03	\$ 0.29	\$ 0.58
Isu lousiana	58	\$ 0.05	\$ 3	\$ 0.03	\$ 0.29	\$ 0.58
Isu appartments	36	\$ 0.05	\$ 2	\$ 0.02	\$ 0.18	\$ 0.36
housing near Isu	36	\$ 0.05	\$ 2	\$ 0.02	\$ 0.18	\$ 0.36
Isu off campus apartments	28	\$ 0.05	\$ 1	\$ 0.01	\$ 0.14	\$ 0.28
condo near Isu	28	\$ 0.05	\$ 1	\$ 0.01	\$ 0.14	\$ 0.28
housing at Isu	28	\$ 0.05	\$ 1	\$ 0.01	\$ 0.14	\$ 0.28
condominiums near Isu	22	\$ 0.05	\$ 1	\$ 0.01	\$ 0.11	\$ 0.22

**This is the selection I made for the keywords that fit within my budget and are targeted to local keywords, i.e. keywords that are related to LSU. This sheet again is sorted by the number of searches. A total is added at the end.**

**Cost for Click rate at**

SEO Keyword	Google Monthly searches	Cost per click	Total Cost per month	Cost for Click rate at		
				1%	10%	20%
rentals near Isu	22	\$ 0.05	\$ 1	\$ 0.01	\$ 0.11	\$ 0.22
condos at Isu	16	\$ 0.05	\$ 1	\$ 0.01	\$ 0.08	\$ 0.16
condos by Isu	16	\$ 0.05	\$ 1	\$ 0.01	\$ 0.08	\$ 0.16
condos for rent near Isu	16	\$ 0.05	\$ 1	\$ 0.01	\$ 0.08	\$ 0.16
apartments around Isu campus	12	\$ 0.05	\$ 1	\$ 0.01	\$ 0.06	\$ 0.12
apartments near Isu	12	\$ 0.05	\$ 1	\$ 0.01	\$ 0.06	\$ 0.12
townhomes near Isu	12	\$ 0.05	\$ 1	\$ 0.01	\$ 0.06	\$ 0.12
houses for rent in baton rouge near Isu	12	\$ 0.05	\$ 1	\$ 0.01	\$ 0.06	\$ 0.12
apartments for rent in baton rouge la near Isu	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -
apartments for rent in baton rouge near Isu	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -
apartments for rent near Isu campus	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -
apartments in baton rouge close to Isu	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -
townhouses near Isu	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -
<b>Total</b>	<b>7,369</b>	<b>4</b>	<b>889</b>	<b>9</b>	<b>89</b>	<b>178</b>

The objective of this sheet is to identify ALL combinations of keywords that lead to keyword phrases that I want to use in SEO. That means to use on my webpage. I set up the spreadsheet with formulas so that I don't need to type too much.

<b>Keywords</b>	<b>Primary</b>	Apartment	Townhouse	Townhome	Home
Plural		Apartments	Townhouses	Townhomes	Homes
<b>Qualifier 1</b>	for rent	X	X	X	X
	to rent	X	X	X	X
	rental	X	X	X	X
	renting	X	X	X	X
<b>Qualifier 2</b>	cheap	X	X	X	X
	furnished				
	affordable	X	X	X	X
	pets				
	pet friendly	X	X	X	X
2 bedrooms					
<b>Qualifier 3</b>	local				
	Student				
	College				
	Baton Rouge				
	at LSU	X	X	X	X
	around LSU	X	X	X	X
	by LSU	X	X	X	X

**KEYWORD PHRASES**

Qualifier	for rent	Apartment for rent	Townhouse for rent	Townhome for rent	Home for rent
	for rent	Apartments for rent	Townhouses for rent	Townhomes for rent	Homes for rent
	to rent	Apartments to rent	Townhouses to rent	Townhomes to rent	Homes to rent
	rental	Apartments rental	Townhouses rental	Townhomes rental	Homes rental
	renting	Apartments renting	Townhouses renting	Townhomes renting	Homes renting
	cheap	cheap Apartments for rent	cheap Townhouses for rent	cheap Townhomes for rent	cheap Homes for rent
	affordable	affordable Apartments for rent	affordable Townhouses for rent	affordable Townhomes for rent	affordable Homes for rent
	pet friendly	pet friendly Apartments for rent	pet friendly Townhouses for rent	pet friendly Townhomes for rent	pet friendly Homes for rent
	at LSU	Apartment for rent at LSU	Townhouse for rent at LSU	Townhome for rent at LSU	Home for rent at LSU
	around LSU	Apartment for rent around LSU	Townhouse for rent around LSU	Townhome for rent around LSU	Home for rent around LSU
	by LSU	Apartment for rent by LSU	Townhouse for rent by LSU	Townhome for rent by LSU	Home for rent by LSU



This is my final selection for SEM.

Cost for Click rate at

SEO Keyword	Google Monthly searches	Cost per click	Total Cost per month	Cost for Click rate at		
				1%	10%	20%
apartments near lsu	880	\$ 0.05	\$ 44	\$ 0.44	\$ 4.40	\$ 8.80
apartments baton rouge near lsu	390	\$ 0.05	\$ 20	\$ 0.20	\$ 1.95	\$ 3.90
condos near lsu	170	\$ 0.05	\$ 9	\$ 0.09	\$ 0.85	\$ 1.70
east campus apartments lsu	140	\$ 0.05	\$ 7	\$ 0.07	\$ 0.70	\$ 1.40
apartment near lsu	110	\$ 0.05	\$ 6	\$ 0.06	\$ 0.55	\$ 1.10
apartments by lsu	110	\$ 0.05	\$ 6	\$ 0.06	\$ 0.55	\$ 1.10
apartments around lsu	91	\$ 0.05	\$ 5	\$ 0.05	\$ 0.46	\$ 0.91
apartments in baton rouge near lsu	91	\$ 0.05	\$ 5	\$ 0.05	\$ 0.46	\$ 0.91
lsu condominiums	91	\$ 0.05	\$ 5	\$ 0.05	\$ 0.46	\$ 0.91
lsu off campus housing	73	\$ 0.05	\$ 4	\$ 0.04	\$ 0.37	\$ 0.73
houses near lsu	73	\$ 0.05	\$ 4	\$ 0.04	\$ 0.37	\$ 0.73
apartments at lsu	58	\$ 0.05	\$ 3	\$ 0.03	\$ 0.29	\$ 0.58
apartments close to lsu	58	\$ 0.05	\$ 3	\$ 0.03	\$ 0.29	\$ 0.58
apartments for rent near lsu	58	\$ 0.05	\$ 3	\$ 0.03	\$ 0.29	\$ 0.58
housing near lsu	36	\$ 0.05	\$ 2	\$ 0.02	\$ 0.18	\$ 0.36
lsu off campus apartments	28	\$ 0.05	\$ 1	\$ 0.01	\$ 0.14	\$ 0.28
condo near lsu	28	\$ 0.05	\$ 1	\$ 0.01	\$ 0.14	\$ 0.28
housing at lsu	28	\$ 0.05	\$ 1	\$ 0.01	\$ 0.14	\$ 0.28
condominiums near lsu	22	\$ 0.05	\$ 1	\$ 0.01	\$ 0.11	\$ 0.22
rentals near lsu	22	\$ 0.05	\$ 1	\$ 0.01	\$ 0.11	\$ 0.22
condos at lsu	16	\$ 0.05	\$ 1	\$ 0.01	\$ 0.08	\$ 0.16
condos by lsu	16	\$ 0.05	\$ 1	\$ 0.01	\$ 0.08	\$ 0.16
condos for rent near lsu	16	\$ 0.05	\$ 1	\$ 0.01	\$ 0.08	\$ 0.16
apartments around lsu campus	12	\$ 0.05	\$ 1	\$ 0.01	\$ 0.06	\$ 0.12
apartments near lsu	12	\$ 0.05	\$ 1	\$ 0.01	\$ 0.06	\$ 0.12
townhomes near lsu	12	\$ 0.05	\$ 1	\$ 0.01	\$ 0.06	\$ 0.12
houses for rent in baton rouge near lsu	12	\$ 0.05	\$ 1	\$ 0.01	\$ 0.06	\$ 0.12
apartments for rent in baton rouge near lsu	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -
apartments for rent near lsu campus	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -
apartments in baton rouge close to lsu	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -

townhouses near lsu	0	\$ 0.05	\$ -	\$ -	\$ -	\$ -
Total	2,653	2	\$ 133	\$ 1	\$ 13	\$ 27