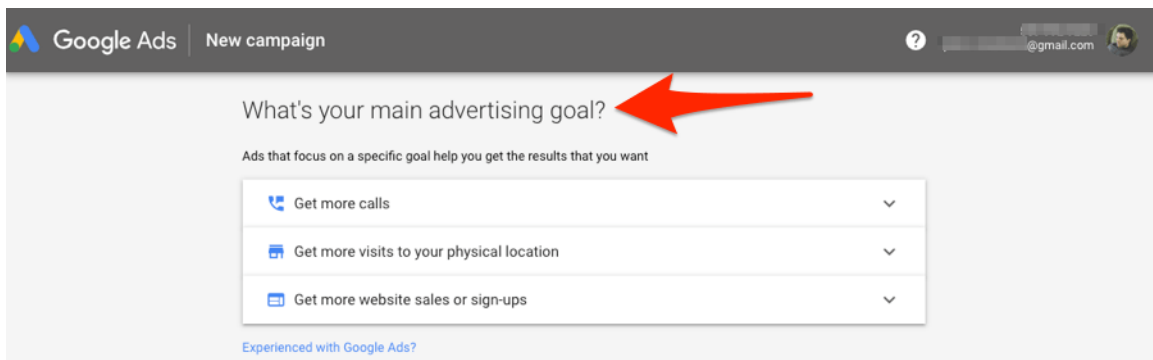


<https://ahrefs.com/blog/google-keyword-planner/>

How to Gain Access to Google Keyword Planner (for Free)

Google Keyword Planner is **100% free** to use. You need not spend a penny on AdWords ads to gain access. You just need a Google account.

But here's what sometimes happens when you try to access the tool:



You're asked to set up an AdWords campaign.

Google is so aggressive with this, in fact, that it can look like there's no way to access the tool without first handing over some cash. Well, I have good news:

You **CAN** access the tool **WITHOUT** running an AdWords ad. You just have to jump through a few hoops.

To start, go [here](#). Click "Go to Keyword Planner."

 KEYWORD PLANNER

Choose the right keywords

The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help.

summer apparel

Get ideas

sandals

Bathing suits

Jean shorts


[Go to Keyword Planner](#)


Now here's the important part:

When you see the "What's your main advertising goal" screen, don't choose any of the three options. Hit the small "Experienced with Google Ads?" link below instead.

What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

 Get more calls

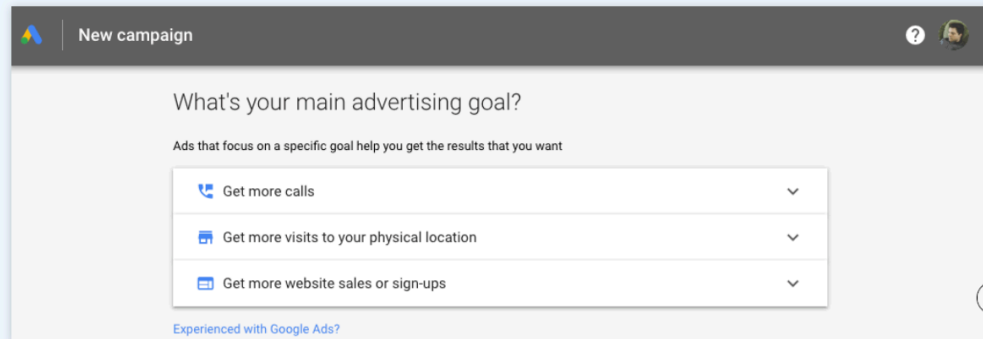
 Get more visits to your physical location

 Get more website sales or sign-ups

[Experienced with Google Ads?](#)

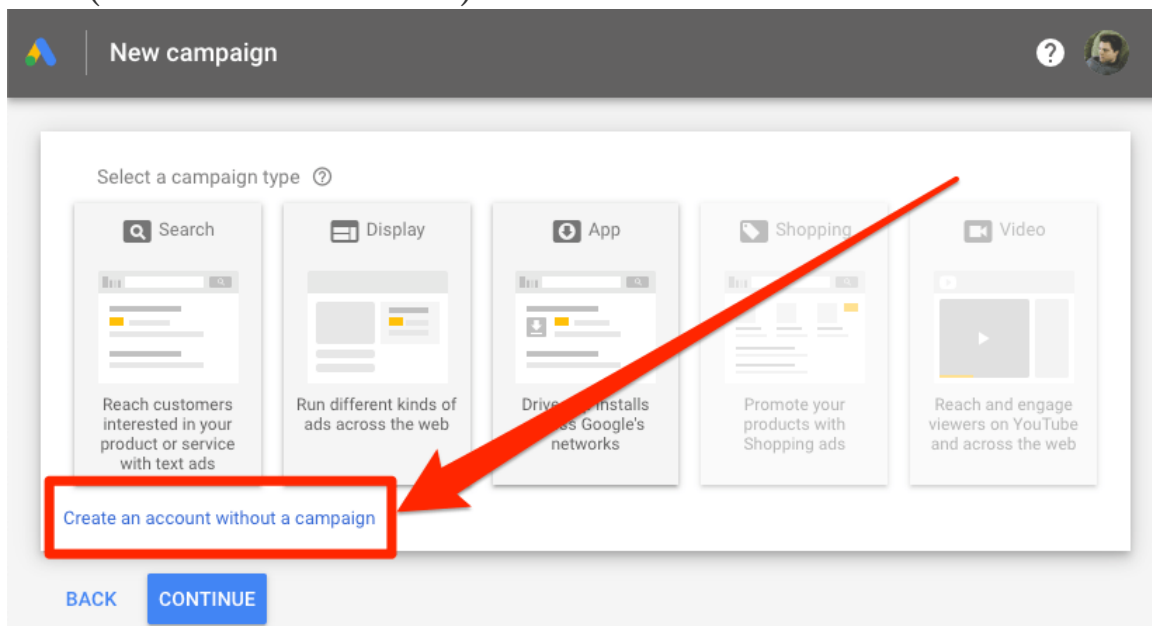
NOT SEEING THIS LINK?

Here's yet another quirk in Google Keyword Planner: Google only displays this link in browser windows of a certain width.



If you don't see the link, try resizing your browser window to make it wider. As ridiculous as this is, it should then appear.

On the next screen, hit the “Create an account without a campaign” link. (It's another small one.)



Hit the “Submit” button on the next page. (Don’t worry; Google won’t ask for credit card details.)

Start reaching more people

Confirm your business information

This information will be used to create your account. You can't change these settings later, so choose carefully.

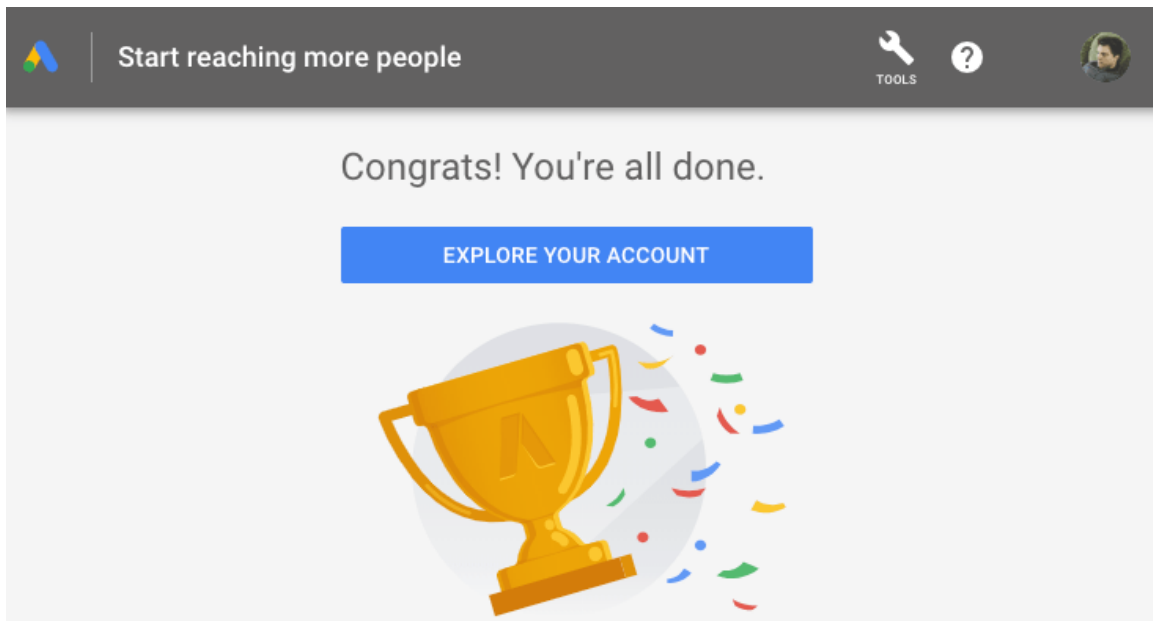
Billing country
United States

Time zone
(GMT-04:00) New York Time

Currency
US Dollar (USD US\$)

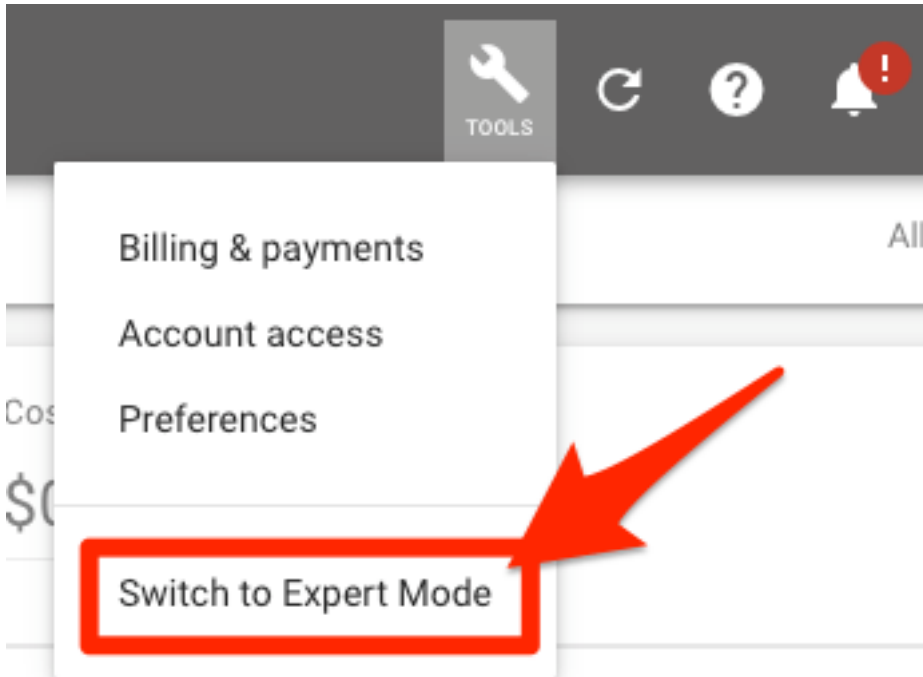
SUBMIT

You should then see this screen:



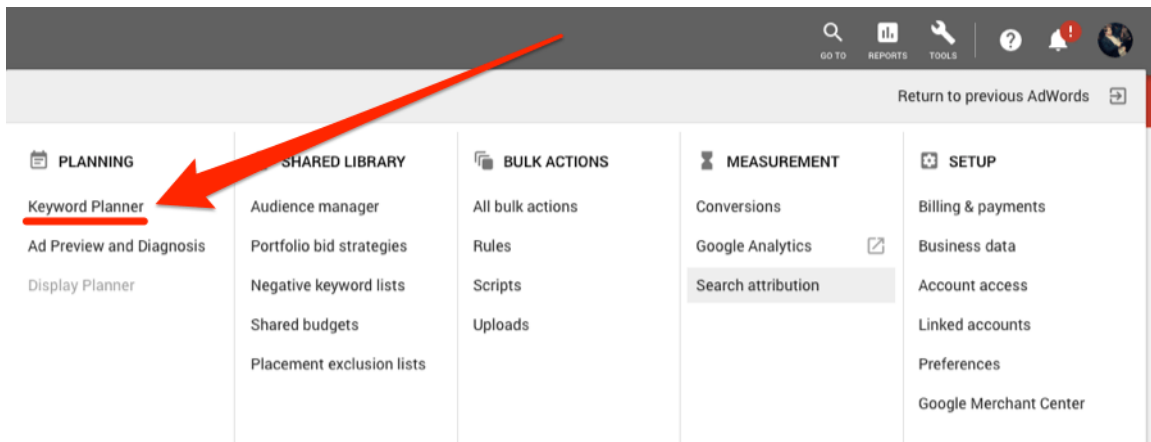
Hit the “Explore your account” link.

Next, click the “Tools” link on the menu bar and hit “Switch to expert mode.”



Follow the prompt to confirm the switch.

Finally, hit the “Tools” link on the menu again, and you should see a link to the Keyword Planner.



You now have access! No need to enter billing info or run an AdWords ad.

Watch the lesson video to learn how to use it!