

I am

an SEO

I'm trying to

identify the most relevant and valuable keywords to target, ultimately driving higher traffic, better conversion rates, and improved ROI for our online presence.

But

data is especially vague and inaccurate for campaigns that aren't running live

Because

Keyword research tools don't offer the data on how many searchers abandon that search and perform a better refinement. This creates a skewed search volume number.

Which makes me feel

Frustrated