List of Keyword Research Tools (Free and Premium Options)

Good keyword research can be done using both free and premium tools. You can use a number of free tools to get the job done and not have to spend any money doing so.

On the other hand, premium tools allow you to do most, if not all of keyword research using one tool. This helps you complete the research process faster.

If you just own one website, you may want to stick with the free tools as you may not be able to justify the cost. At the same time, keyword research will be an ongoing process as you grow your business and website.

If you have many websites or offer SEO services to clients, using premium software can help you save lots of time and money.

Whatever you decide is best for you, here are some of the top free and premium keyword research tools out there. We'll use some of these in the course while others I will not use but I believe are still great options. I suggest using a variety of tools just to see how you like them so you can decide which one you'd prefer to go with.

**Free Keyword Research Tools**

* [Google Keyword Planner](https://adwords.google.com/KeywordPlanner)
* [keywordtool.io](http://keywordtool.io/) *(with Pro access available)*
* [Ubersuggest](http://ubersuggest.org/) *(international)*

**Premium Keyword Research Tools**

* [SEM Rush](http://bit.ly/1IyWG6V)
* [LongTail Pro](http://bit.ly/keywordresearch-longtailpro)
* [WordTracker](http://www.wordtracker.com/)

There are certainly other great tools out there but I don't want to overwhelm you with options so you spend all of your time exploring software. I'd rather you look through a few select keyword research software, select the one that works best for you and then get down to business. Let's do some keyword research!