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# 16 Free Keyword Research Tools

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*"Research is formalized curiosity."* – Zora Hurston

Curiosity is great to have when you start Keyword Research for your website. Which keywords would make your website appear high in search results? Which words would your site visitors use to find a business such as yours? These are questions that you need to be curious about when researching keywords.

Keyword research never gets outdated, as it is always the first step to a successful SEO campaign. This is because you cannot just create content for your website based on industry related words that only you or experts in your niche are familiar with. You also need to obtain insights into what common web surfers are looking for in your niche.

To make the process of keyword research easier, we have provided a list of 16 Free Keyword Research Tools.

(*Last Updated 8th July 2013*)

## 1. Google AdWords Tool

Google is no doubt the master of all search engines with billions of users around the world. Luckily, this search engine also happens to offer a free keyword research tool – The Google AdWords Keyword Tool. Like the name suggests, this tool is used to research keywords for PPC (pay per click) ad campaigns. Most webmasters use this to estimate the global/local monthly search volume of keywords (i.e. their popularity) and their competition (i.e. how easy it is to rank for it) for organic search. The Google Keyword External tool is soon being discontinued and you cannot research keywords unless you sign up for a Google Adwords account. Sign up is free.

- **Sign up** for a Google Adwords account.
- **Enter a keyword** from your niche or a keyword that you get from a consumer survey

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SEO Basics

SEO Tools

- **Select** the "**Exact**" and "**Phrase**" checkboxes
- Select appropriate options from **Advanced Options and Filters**
- Click **Search.**

See the image below for a quick reference:



Google Adword Keyword Tool

The best keywords to rank for are generally the ones with 'Medium' or 'Low' competition and a comparatively high number of 'Global Monthly Searches' or 'Local Monthly Searches', depending on your target audience's location. Look at the screenshot shown below:



Medium and Low Competition Keywords with High Search Volume

**NOTE**: These figures are not 100% accurate. It is advisable to use other tools in order to collectively decide on the best keywords for your website's content.

## 2. WooRank Website Review

The WooRank Website Review is our next recommended tool for obvious reasons. However, there is an unbiased reason for this recommendation too. Our tool gives you a free review of websites, wherein you get to see the top keywords a website ranks for on Google search as well as a list of its competitor sites, as shown below. If you use this to review a competitor's website, you will find the top keywords that they rank for and will also have access to other competitor sites to look out for, for further keyword research. This is a great way to have a quick preview of keywords that are popularly used in your niche.

Since the free review is limited to once per week, you might want to subscribe to WooRank Pro to get unlimited website reviews with built in competition features. Take a look at what is available in a WooRank Website Review in the screenshot below:

## Become an Author

Want to write a post for WooRank? Send us your idea or draft. We are looking forward to read it!

Apply now!

WooRank Review Tool for Keyword Research

## 3. SEMRush

SEMRush is yet another tool that is free and requires no sign up. It is a comprehensive tool that gives you information ranging from related keyword and key phrase queries to sites that rank and/or bought ads for the search term.

Free users are limited to 10 queries per day.



SEMRush Keyword Research Tool

## 4. KeywordSpy

Keyword Spy is a great free keyword research tool which can also be used to track your keyword competitors. This tool shows the keywords used by your competitors in their advertising campaigns using Google Adwords, Bing Adcenter and Yahoo Search Marketing. Its database is updated daily. You have the option to either enter the domain or the keyword, you target. For keyword research, after you enter your target keyword you will get a list of 20 related keywords along with their search volume, as shown below:



Keyword Spy Keyword Research Tool

To view more information about your keywords, you need to sign up for a lifetime free trial account.

## 5. Spyfu

Spyfu is a very handy and free competitive keyword research tool. There are two ways in which you can have your keyword researched in Spyfu:

- **Enter your website's URL**: It shows the top keywords that the website ranks for both via paid advertisements and organic search. Use it for a competitor's website, too.
- **Enter the Keyword**: It shows the sites that rank for the keyword.

## 6. KeywordDiscovery

Keyword Discovery is yet another free tool that allows you to analyze a list of over 100 search terms related to your chosen keyword. It shows the number of times each keyword or phrase has been searched over the past 12 months. It uses its own global database that consists of data collected from over 200 search engines.

## 7. WordPot

Along similar lines as Keyword Discovery, WordPot is a free keyword research tool that returns a list of the most popular keywords in your niche. The list features:

- **'Exact Daily'**: This refers to the number of daily searches done for that exact keyword. For example, if your keyword chain is *online shoe stores,* Exact Daily includes only the number of searches for '*online shoe stores'*.
- **'Total Daily'**: This refers to the number of daily searches done for keywords containing the core word. For example, for the same keywords mentioned above, Total Daily will include the number of other keyword combinations that have the word *shoe* in them.

The tool consists of a database from real time searches done on popular search engines such as Google, Yahoo, MSN and Meta search engines such as Metacrawler and Dogpile.

## 8. Google Trends

Another interesting Google product is Google Trends which was upgraded recently. It provides you with a selection of popular keywords which correspond to your keyword. The listing is based on latest search trends. It also gives you a graphical representation of the changing trends throughout the years. The tool shows you the country and city your term is popularly searched in, as well.
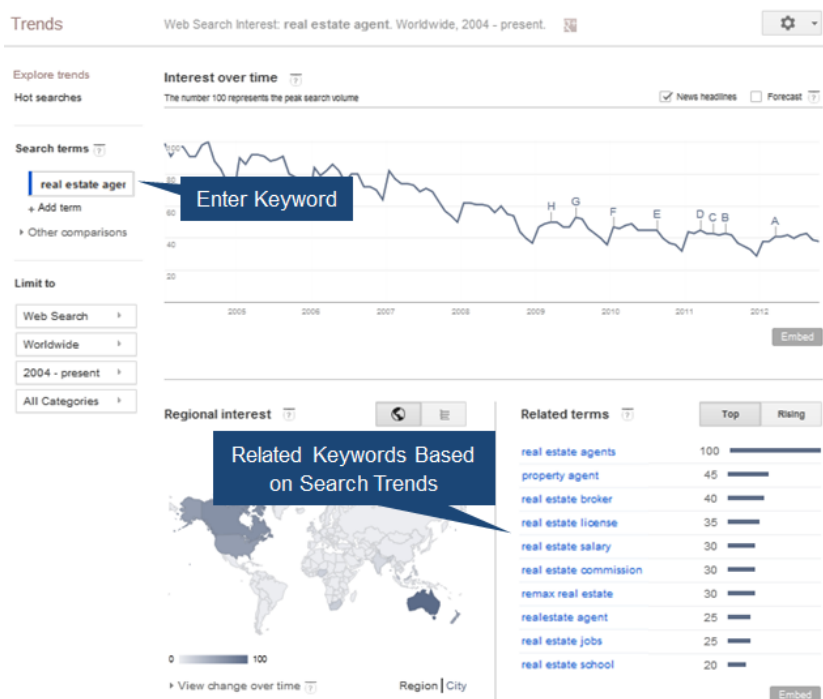


Google Trends Keyword Research Tool for Keyword Research

## 9. Google Suggest

We do not intend to overwhelm you with Google products but we also cannot resist telling you about this free tool that is right in front of your eyes every time you use Google Search. It is called Google Suggest. It is the instant Google search feature that appears while typing a certain keyword in the Google search bar. You get a drop down of suggested keywords that are trending across the web. There are two reasons why you should use this feature for your keyword research:

- Google suggests displays those keywords that are **popularly searched on Google**. It is a list of keywords from its own **database of popular keywords that is constantly updated** (based on latest search trends).

- For **Google Search users**, Google Suggest's list of keywords controls what they look for on the web. So instead of typing their own query they are **bound to choose the keywords from the suggested list for better results**.
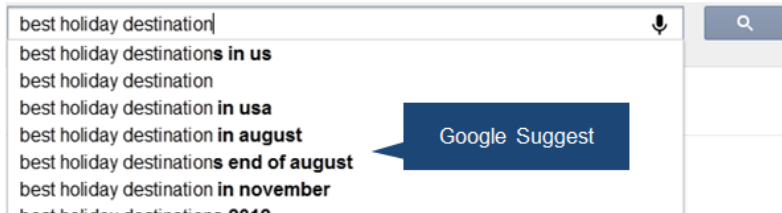


Google Suggest Keyword Research Tool

## 10. UberSuggest

UberSuggest works similarly to Google Suggest, but takes things a step further by suggesting more keyword variations. It takes your base term and adds a digit or a letter next to it, suggesting probable combinations of search terms. You can further click on each suggested word to find more suggestions based on that single word.

## 11. Soovle

For those who need quick and easy access to popular keyword suggestions from Google, Yahoo, Amazon, Wikipedia, Answers.com, YouTube and Bing all at once, you must use this awesome free keyword tool. Unlike other tools with sophisticated tabular formats and statistical data graphs, this tool is more simple and visually appealing.

## 12. Wordstream Keyword Tool

Wordstream Keyword Tool offers free keyword suggestions for the target search term you enter. The free edition has limited features but you can use it for a quick overview of keyword ideas. You get 10 searches for free.
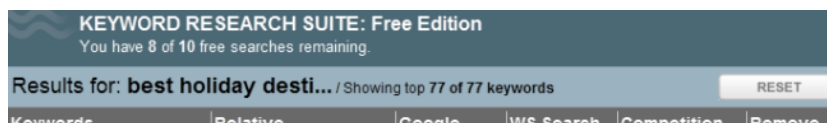
WordStream Keyword Research Tool

## 13. Google Correlate

Google is like a mansion of free stuff. It offers us yet another free tool that can be used to correlate keywords based on similar search trends. The tool is called Google Correlate. It displays a list of keywords that share similar search activity (trends) as the target keyword.

**NOTE**: While you can not directly use this tool for keyword research, here is a smart way to find your keywords with Google Correlate. This tool can be used for web pages that need fresh data at various times of the year; for example, a blog page or dynamic content that changes with the seasons.

- **Enter a Holiday Season**, for example, Christmas, to find the trending search terms during that time.
- **Enter a Generic Term**, for example, Vacation, (if you are in the holiday industry) to find the trending keywords at that moment.

Google Correlate Keyword Research Tool

## 14. SEOQuake

SEO Quake is an SEO add-on for Firefox that helps you find keyword data based on keyword density. There are other tools of this sort on the web but this one gives you a segregated and organized list of keyword phrases that contain from one to four words.  Open a competitor's website in your Firefox browser to find the keywords used on their site.

SEOQuake Keyword Research Tool

## 15. KGen

KGen (Keyword Generator) is a free Firefox add-on that helps in keyword research. It opens up a side bar on the left of your Firefox browser. The keywords of the web page are quickly scanned and retrieved. This can be used for competitor keyword research and keyword density research. Refer to the screenshot shown below:

KGen Keyword Research Tool

## 16. Ranks.nl

Ranks.nl is a free online tool that gives you various permutations and combinations of your keywords and key phrases. Their suggestions may ease the process of brainstorming the different versions of your target keywords.

The following tools are offered by this site:

- Two keyword combination – View example
- Three keyword combination – View example
- Expand keyword list- View example

### Bonus Tip

This is not exactly a tool but rather a search trick that lets you find related keywords found within forums. Enter the following in the search engine:

"visitors found this page by searching for" *<niche>*

For example, "visitors found this page by searching for" SEO (include the quotes).

Next, click on a search result and scroll down to the bottom of the page. You will find a section that says *visitors found this page by searching for*. This section contains all

the keywords web searchers use to find the site.

See the screenshot below of a sample forum search using this trick for the keyword *Pet Grooming*:

Example of a Forum Search For the Keyword Pet Grooming

We hope this detailed list of tools gives you a useful resource for successful keyword research for your website's content.

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