



Creativity & Data Series

Keyword Research





Benefits of keyword research

As you already know, there are numerous benefits for doing your keyword research but here are three important reasons it's beneficial to do this work upfront.

1.

Serve your audience: provide the content they're looking for

Keyword research is a valuable tool in understanding how your readers are seeking out information. It allows you to get into your audience's mindset, which ultimately allows you to serve them even better, giving them the answers they're seeking out and providing them with greater value.

2.

Drive business success: higher rankings yield increased traffic

As you know, rankings are incredibly important in driving organic search traffic. A few important stats from a 2019 study that drive this point home:

- The top 10 search results in Google get 95% of the traffic.¹
- The #1 result in Google gets 32% of all organic clicks.¹
- The #1 ranked result gets 10 times more clicks than the #10 result.¹
- 70% of all searches on the internet are from longtail keyword searches (a.k.a. those more specific, less common keywords).²

Taking the time to do your keyword research can help you capture more of this traffic and drive increased revenue for your site. Search algorithms are always being updated so the numbers listed above may change or may have already changed. The constant volatility caused by these changes is just another reason why staying on top of your rankings should be an important part of your business.

3.

Prioritize your time: focus on the most worthwhile efforts

Time is a limited and nonrenewable resource. By doing your keyword research upfront you can help prevent wasting any of your precious time creating content that won't be as fruitful to your business' success. Keyword research allows you to direct your creativity and prioritize those projects that are going to drive the greatest ROI for your bottom line, so take the time to do it right.



Finding keyword inspiration

Where to start with your keyword research?

There's a seemingly never-ending world of keywords to pick from. Using your creative and analytical mindset, you can start whittling this universe down into a meaningful set of keywords that can be great opportunities for your business.

Let's dig into some tips and strategies to home in on keyword opportunities.

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Finding keyword inspiration

Get into your reader's mindset

When struggling to figure out which keywords to tackle, one strategy we recommend is trying to get into the mindset of your reader. Let's check out some ideas for how you can get into your reader's headspace:

Ask a lot of questions

Guide your way into their mindset by asking a ton of questions.

- > **What** | What types of content are your readers searching for? What is your reader struggling with? What do they need right now?
- > **Why** | Why is your reader visiting your site? Why are you the person they look to? Why do people care about specific topics?
- > **When** | When are people searching for information? Are there seasonality trends?
- > **How** | How are people searching for information? How do they want the answers given to them? How can their lives be improved?
- > **Where** | Where are your readers based – locally, nationally, or internationally? Do their needs change based upon location? Where are they reading your content – search, social, email? Are they primarily on the move and using their mobile device?

Think about their speech/language choices

How would they phrase things? Think about casual/layman's terms as well as more technical jargon they may use to search for the topic. How would they describe the topic if they couldn't use obvious terms? How would they describe it to their friends?

Look at your audience's user-generated content

Browse through forums, social media (Facebook, Twitter, LinkedIn), Reddit, Quora, community boards, and other user-generated content platforms where people post questions for answers they are seeking out. This will also help you understand what types of questions they're asking, how they're phrasing things, what sort of topics they are interested in, etc. You can scour these sites for interesting keywords that you can bring to the drawing board.

Ask your readers

When in doubt, just ask. Ask your readers about their goals and their struggles, ask them what they want more of, ask them to spell it out for you. You may find some leads for keywords in their responses. If you see your readers are repeatedly asking for easy meal prep recipes for their children, that's a great start for keyword research.

Finding keyword inspiration

Uncover opportunities for growth

Looking at your existing keyword list can help you uncover your golden opportunities – those words where you are falling just short of being in the top search rankings.

Focusing on moving up the ranks can pay big for your traffic

A few stats that show the benefits of being in the top rankings:

- > The top 3 Google search results get 75% of all clicks.¹
- > Most users don't scroll beyond the 5th organic search result.¹
- > Moving up one position in the search rankings can increase click-through rate (CTR) by 30%+.¹

These numbers, though subject to change, illustrate the importance of optimizing your rankings. A great place to start is by finding those keywords where you rank #4–6 and set a goal to reach spots #1–3, or where you rank #7–10 and aim for #4–6. Also look at the pages where you're at the top spot on the second results page and determine how you can optimize that post to get on the first page.

Advanced tip: calculate the upside to identify where to focus first

To determine the opportunities with the greatest upside for your business, you can look at your average CTR for different positions using your Google Search Console data. For example, by determining what your average CTR is for position #1, you can look at a post where you're currently ranking #2 and see how much more traffic you might get by moving up a ranking. You can then compare that to other posts you're considering optimizing to determine which posts to focus on based on the greatest potential boost for your business.

Here's an example of how you can calculate this with AdvancedWebRanking.com's free Google Organic CTR tool, looking at the 2019 average CTR data for each position to determine the potential increase in clicks/traffic you may get if you move up one position for each article.²

Average CTR for each ranking position from AdvancedWebRanking.com for 2019:																				
SERP Rank / Position	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Average CTR (2019)	28.4%	15.8%	10.9%	7.8%	5.1%	3.5%	2.5%	1.9%	1.5%	1.2%	0.9%	0.9%	1.0%	1.1%	1.3%	1.5%	1.7%	1.7%	1.7%	1.6%

Analyzing three articles for potential increase in traffic from moving up one ranking:																				
Article #1																				
Current Ranking:	6				3				2											
Current CTR:	3.50%				10.85%				15.80%											
Current search clicks per month:	8,875				11,294				6,099											
Total impressions	253,571				10,409,217				3,860,127											
New position after moving up 1 ranking	5				2				1											
Potential CTR	5.14%				15.80%				28.40%											
Total potential search clicks per month:	13,034				16,447				10,963											
Increase in potential clicks per month:	+ 4,159				+ 5,153				+ 4,864											

Takeaway: Based upon the estimated calculations, we want to focus on optimizing Article #2 because it has the greatest potential to bring in more traffic to our site.

Finding keyword inspiration

Gather insights from the competition

Understand the type of content that's ranking well

Look at the competition to not just to see what you might want to incorporate but as series of clues for how your reader is looking for content so that you can be sure to build out the perfect answer to their needs.

Check out your competition using a keyword planning tool like SEMrush or Ahrefs, or just by searching for your keyword in Google. Browse through the first 5 to 6 ranking pages and assess them. It's important to understand the types of content ranking for a keyword and how they correspond with the user intent Google is trying to satisfy in these results.

Assess the execution and writing style

Audience | What kind of reader is this targeted to? Is this intended for a single audience or multiple audiences?

Post structure | Is the post a how-to, a list, a roundup, a guide? Take note of how they're structuring the information.

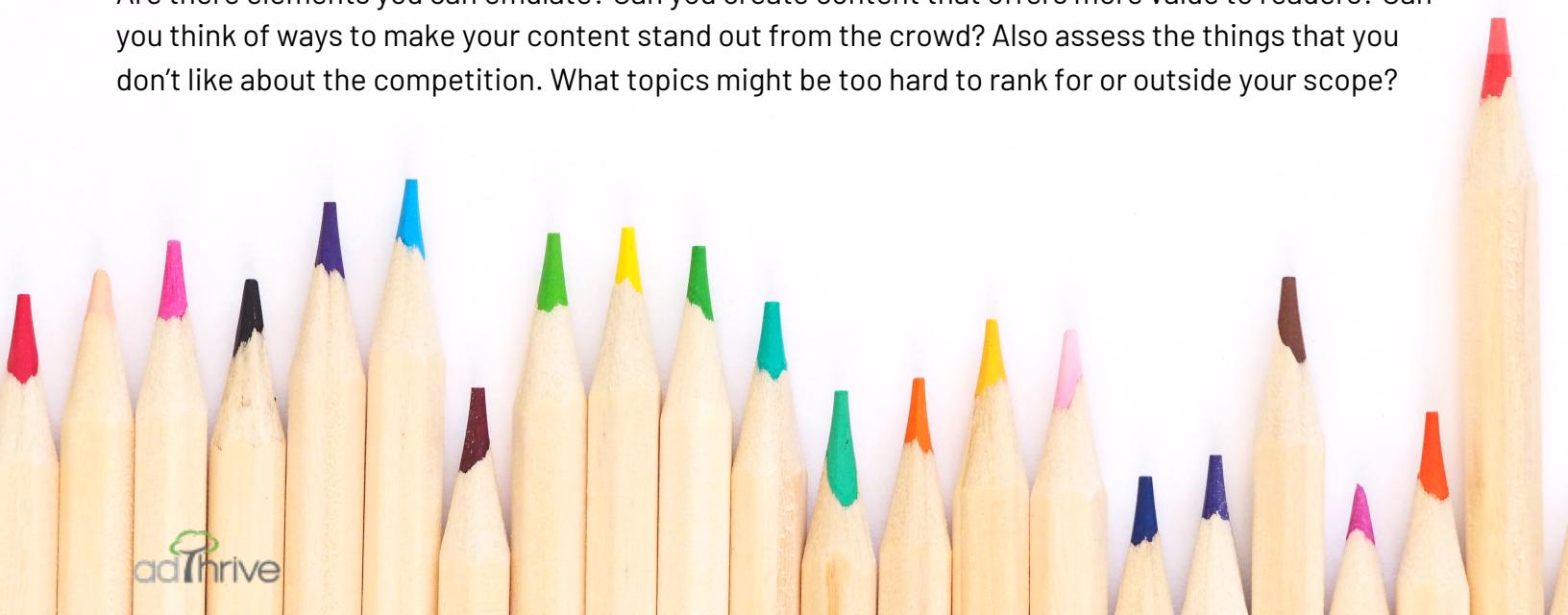
Writing style | How are they writing about the topic? What language are they using? Is it a formal or causal tone? Look at the length/word count of the post.

Media | What types of imagery are they using? Are there images and/or videos? How many? Are they using original photography and videos?

Search intent | Based on the content, title, and headings, how do you think the reader got to this page? What were they searching for? What questions does the content answer?

Determine how you can add value

Are there elements you can emulate? Can you create content that offers more value to readers? Can you think of ways to make your content stand out from the crowd? Also assess the things that you don't like about the competition. What topics might be too hard to rank for or outside your scope?



Finding keyword inspiration

A few additional tips

Check out comparison keywords

Think about comparisons your audience might be interested in. For example, cooking with almond flour vs coconut flour, pursuing knitting vs crocheting, planting annuals vs perennials, or choosing between camping vs glamping for their next trip. You can help your audience figure out their best path forward and, as a bonus, competition can be lower for these searches.

Tip: If you need a place to start, visit Answer the Public and type in your term. Check out their comparison section for what readers are deciding between.

Finding inspiration from your day-to-day life

What about your day-to-day life? You could potentially find all sorts of keyword inspiration just by browsing through the internet.

Using browser extensions such Mozbar, Keywords Everywhere, or Ubersuggest, you can start finding inspiration in your own searches. With these tools, when you search for a term in Google or other websites, you can see real-time information such as related keywords, interest over time, searches people also looked for, and more. You may stumble upon inspiration for content you want to build out for your site.

Use a variety of tools to do your keyword research

To break away from the pack, you should supplement your standard research tools with additional sources. People may tend to see the same keywords if everyone is using tools like Google Keyword Planner and SEMrush, which makes it harder to find less competitive, high-volume options to go after.

Think outside the box by incorporating other platforms like Answer the Public, Keyword Sheeter, and others to get into a more creative mindset. Check out the "Tools" section in the appendix for some platform ideas you can use.

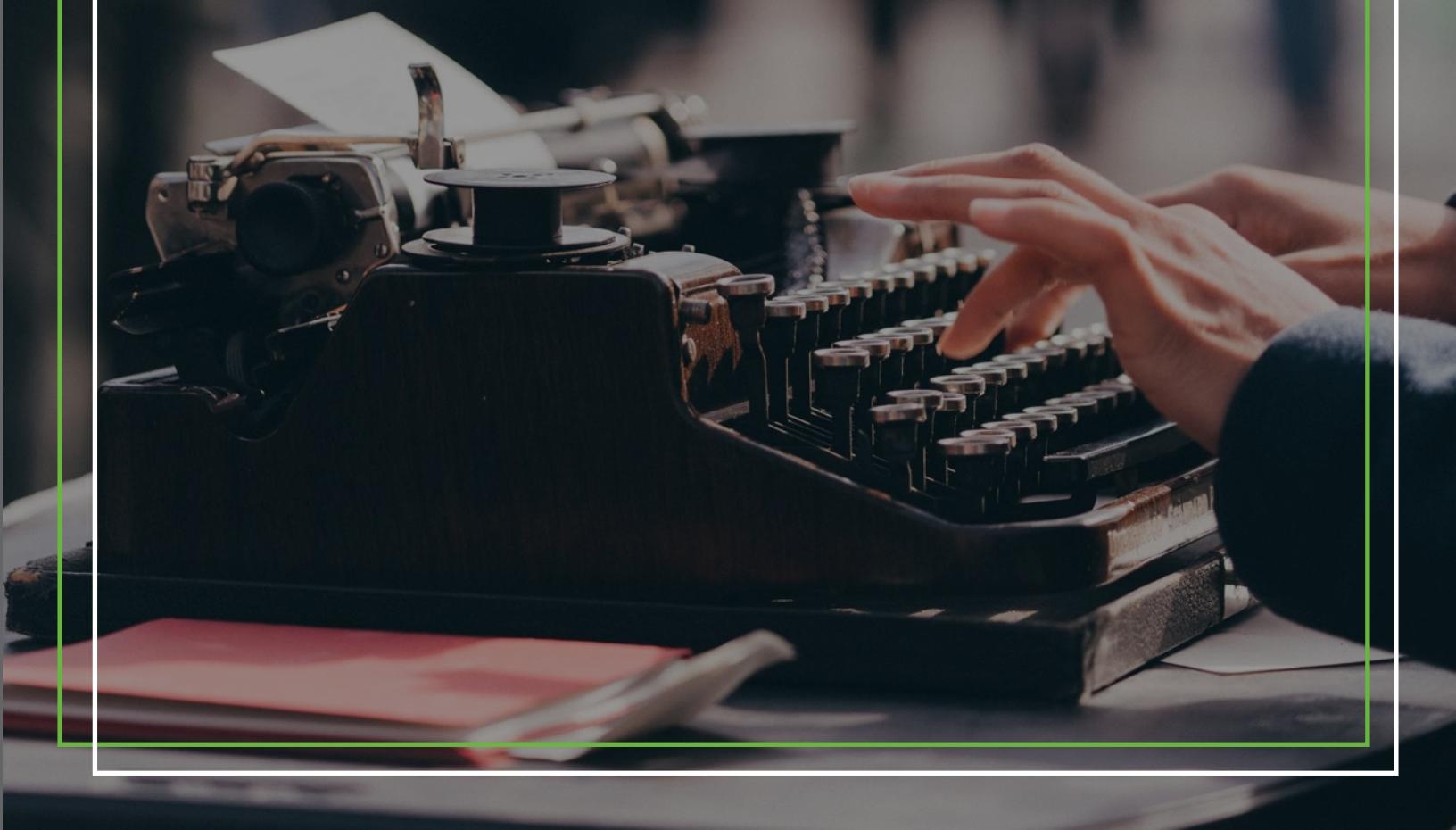
Dig deeper to identify the best longtail keywords

Go beyond your keyword research tools to find the best long tail keywords. Use Reddit, Quora, Wikipedia, and other sites to find meaningful longtail keywords that people are using when discussing the topic.





Keyword strategies & tips



Keyword strategies & tips

Grow your keyword tree and figure out your topic clusters

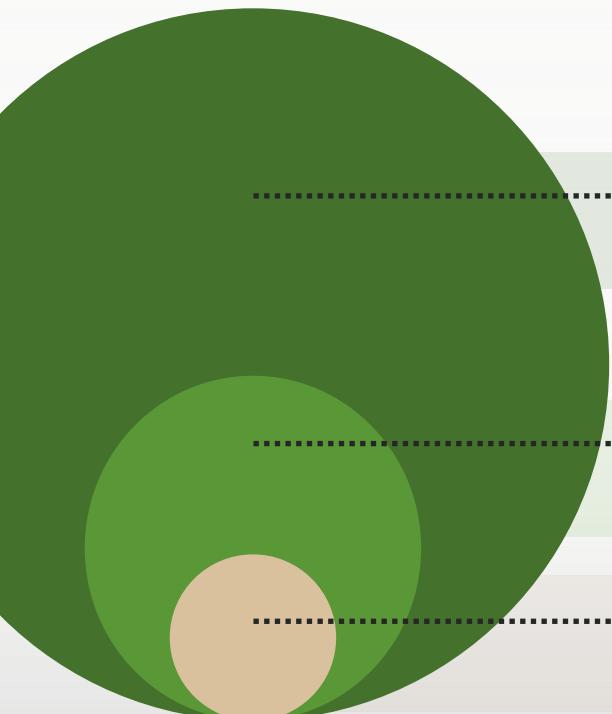
Using a topic cluster framework can be very helpful for your SEO. Topic clusters, or a collection of interlinked web pages, are constructed around a topical framework targeting a broader keyword. The advantage of structuring your content like this is that it helps establish your expertise in the subject, increasing your authority and therefore your rankings for that keyword.

Start broad and get narrower

Using your keyword planning tool, you may look as broadly as the seed words that represent your site such as “recipes”, “crafts”, “décor”, etc., and get inspiration from the keyword results that pop up such as variations or related keywords. This can help if you need some of that bigger picture inspiration.

Example of how you might drill down to find those narrow, longtail keywords:

- recipes > chocolate recipes > chocolate cake recipes > dark chocolate cake recipes
- crafts > kids crafts > kids holiday crafts > kids popsicle holiday crafts
- décor > rustic décor > rustic farmhouse décor > rustic farmhouse décor kitchen
- camping > camping gear > camping cooking gear > best camping cooking gear



“chocolate chip cookies”

monthly search volume: 550,000

“oatmeal chocolate chip cookies”

monthly search volume: 74,000

“oatmeal peanut butter chocolate chip cookies”

monthly search volume: 6,600

Start small and go broad

Alternatively, you can also start with the longtail keywords and get broader. Looking at your own data (such as your Google Search Console data), you can look across the keywords that you're currently ranking for and see if there's a broader umbrella keyword that encompasses them that you could target next.

Example: If you were ranking well for "kindergarten summer crafts", "kindergarten first day of school crafts", and "kindergarten holiday crafts" you may try writing a post to help you rank for the parent term, "kindergarten crafts".

Example

Keywords you're currently ranking for

"best
tent
heaters"

"cold
weather
tents"

"winter
camping
gear"

"best
tent
fan"

"hot
weather
sleeping bag"

Consider targeting the parent words

"winter camping"

"summer camping"

Leveling up over time to take on bigger and bigger words

"camping"

Keyword strategies & tips

Accurately assess what you have a shot at ranking for

To figure out what you realistically have a chance to rank for in Google, look at your historical data.

Use the keyword difficulty score

Look at the keywords that you currently rank for and look up their competition/difficulty score with your keyword planning tool. What's easy for you to rank for, and what are you currently struggling with? Use these as a benchmark to assess the potential of future keywords for your site.

Look at your historic volumes

What is your average search impression volume for your posts? Using your average impressions per page as a starting point, look at the indicated search volume in your keyword planning tool for the keywords that you're interested in to understand how you might rank.

Strike the balance between volume and competition

Higher volume = higher competition. Lower volume = lower competition. Finding the balance for your site is something only you can gauge. When performing your keyword research during your ideation phase, your objective is to identify the keywords that have a high monthly search volume but a medium or low keyword difficulty score relative to your site.

That said, you should keep both your long-term and short-term goals in mind. Maybe right now you have a better chance of ranking higher for a longtail keyword, but, using your topic cluster strategy and building up your keyword tree, you can keep those bigger keywords that your longtail keywords ladder up to in mind for later. By doing so, you will ultimately help your business continue to scale and grow so that you can go after more and more competitive keywords and have a better shot at ranking for them.



Keyword strategies & tips

Pick the right places to use your keyword

You want to make sure you're hitting the right places in your post to insert your keywords while also striking the right balance – putting the word or phrase in a few key places but not overdoing it, to avoid getting dinged for keyword stuffing.

When building out your content, think about your main keyword as a topical framework and tie all elements of your post back to the topic. Make sure all headings, images, and videos are relevant to the main subject. Also, use different iterations of the primary keyword. You can get a robust list of these iterative keywords during your keyword research and then sprinkle them throughout your headings, throughout the copy, and in other elements of your post, such as image alt text.

Important places to include your keyword

As a reminder, especially when going through older content to update and optimize it, double-check that the keyword and/or iterations of the keyword you want to rank for are included in the following places on the page:

- ✓ Title / Title tag
- ✓ Introduction
- ✓ Conclusion
- ✓ H1 heading
- ✓ H2 or H3 subheading.
- ✓ URL (keep your URL short)

Avoid keyword stuffing

The practice of repeating the same keyword too much throughout the page and copy is called keyword stuffing. Search algorithms can penalize your post if this happens. By doing your keyword research up front, you can generate a large target keyword list with multiple variations of the term to help you avoid repeating the same words too often. Find ways to talk about your topic in different ways and supplement your copy with those longtail keywords you discovered. It can help avoid repeating the same keyword too much, while ensuring you're covering all aspects of the subject that your readers are seeking out. And you might find yourself ranking for those extra keywords, too!

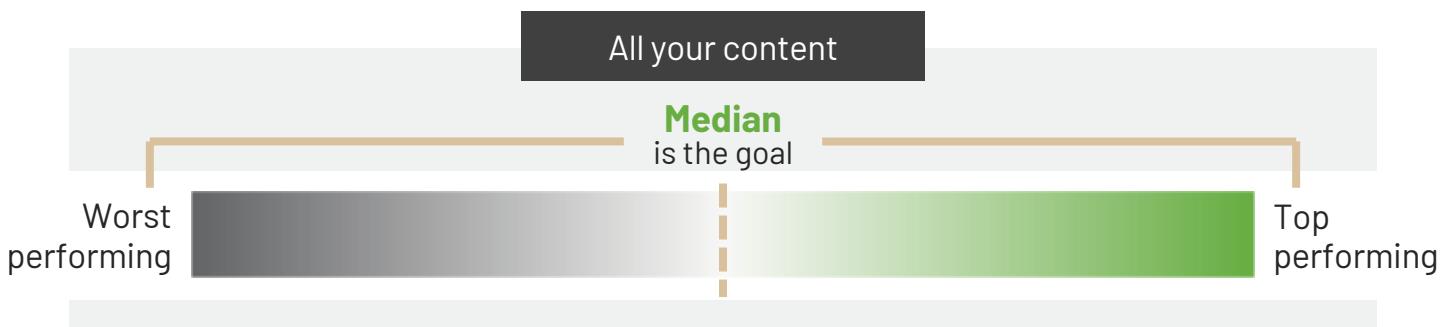
Keyword strategies & tips

Performing maintenance

Keyword research isn't a one-off activity. Your readers' language and search interests are constantly changing and evolving, so you need to regularly assess your existing content to monitor how your posts are performing, check how your content is doing in the rankings, identify posts for improvement, and find content gaps to create new posts for. Performing maintenance involves frequent auditing and optimizing to keep your keyword rankings strong and growing.

Auditing: the median is the goal

When it comes to auditing, one strategy we suggest is judging your content's performance in terms of your median performance metrics across your site to be able to assess what is doing well and what posts may need some TLC.



First, look at the traffic coming from all your posts and determine what your median performance is for the metric you want to measure.

- > Use sessions or any other audience growth metric that you prefer (search impressions, CTR, revenue, pageviews).
- > Compare the last 30 days to the last 90 days to make sure the trendline is consistent.

This median becomes the goal for all current and future posts.

Once established, you can start monitoring your top and worst performing pieces of content to optimize and update based on how it compares to the median.

Audit your content and put into 1 of 3 buckets:

Top performers

Poor performers

New opportunities



Keyword strategies & tips

Audit: Top performers

Top performers

Poor performers

New opportunities

Top 50% of your content

These posts are hitting goal, but you don't want to settle if there's room for improvement. You can categorize these into either the Maintain bucket or the Improvement bucket.

Maintain

Improve

Very top posts that require no updates

They are ranking well, earning well, and bringing in a lot of visitors to your site. These only require monitoring to ensure they stay at the top.

1. Monitor these regularly to make sure that they continue to perform well.
2. If performance starts falling, you may need to move to the Improve bucket, but make sure any dips are not a result of seasonal trends.

These posts may fit the following criteria:

- Links: Tons of quality backlinks
- Ranking signals: Top ranking in Google
- Engagement: Receives consistent traffic, time on page is high, low bounce rate
- Revenue metrics: High overall earnings, (high RPM or moderate/low RPM but very high traffic)

Strong performing posts but can be leveled up

These are your golden opportunities that can get a lot of value by leveling up and performing even better for you.

1. Look for posts where your keyword rankings could be improved (e.g., ranking #4-6 but could be #1-3).
2. Scan the posts to see where you can add value.

These posts may fit the following criteria:

- Links: Lots of quality backlinks
- Ranking signals: Good ranking in Google
- Engagement: Receives consistent traffic, time on page is good, low bounce rate
- Revenue metrics: Pretty good overall earnings (high RPM or lower RPM but good traffic to offset it)



Keyword strategies & tips

Audit: Poor performers

Top performers

Poor performers

New opportunities

Bottom 30% of your content

Look at the bottom tier of posts and assess why they are down there. Is there a way to fix them? Should you fix them? You're going to break these up into two buckets: Optimize or Abandon.

Optimize

Abandon

This is a post that you want to save and make it better.

You love the story and want to workshop it and believe your readers are interested.

1. Validate there is audience interest and quantify search interest using search volume or Google Trends data.
2. Craft a path to success. Find ways to improve your keyword strategy and optimize the post.

These posts may fit the following criteria:

- Links: Some quality backlinks
- Ranking signals: Decent ranking in Google
- Engagement: Receives consistent traffic, time on page is average, low bounce rate
- Revenue metrics: High or moderate RPM, low RPM but high traffic, low or moderate overall earnings

You might decide to abandon and stop working on the absolute bottom of your posts.

These pages are the poorest performers and/or offer the least value to your reader.

1. Identify posts that are performing worst in terms of traffic/revenue and retire them from your workflow.
2. You might want to prune these pages from your site, but make sure you're using expert guidance if archiving or redirecting.

These posts may fit the following criteria:

- Links: No backlinks
- Ranking signals: Very poor or no ranking in Google
- Engagement: Low to no traffic, low time on page, high bounce rate
- Revenue metrics: Low RPM, low to no earnings



Keyword strategies & tips

Audit: New opportunities

Top performers

Poor performers

New opportunities

Build out your content

Review your site to find content gaps. Use your existing content to get ideas for iterations where you can continue to flesh out your subject matter expertise on a topic or think about new topics you're passionate about.

Iterations

Look for areas to build out your authority.

Scour your posts to see where you have established some authority already:

- > Find topic clusters you can flesh out and add more branches by creating more posts (broad to narrow strategy).
- > Look for posts that have a lot of commonality and consider writing a post targeting a parent keyword that ties them together (narrow to broad strategy).

New content

Create new content trees and topic clusters.

What new avenues do you want to explore on your site?

- > Think about topics you're passionate about that you want to take an opportunity to see if your audience would be interested in.
- > Identify potential content topic gaps on your site – which areas or topics haven't you covered that would supplement what you already have?



Keyword strategies & tips

Optimizations

Disclaimer: These optimizations are recommended for improving your bottom-performing content only. Don't risk tanking any high-performing posts by making changes without expert guidance. Also, keep these in mind as you're developing new or iterative content opportunities.

Title

Is your title optimized? Does it include a reader benefit? Does it include the keyword?

URL

Keep the same URL whenever possible. However, if your post is performing very poorly, you may benefit from updating it. Ideally, the URL is short, easy to read, includes the target keyword, and is not too restrictive (so that you have the flexibility to pivot the topic on the page over time).

Publication date

Does the content need to be updated or refreshed? Updating any content with new trends, information, or tips, along with changing the publication date to the current year, can help indicate to your readers that your content is current and relevant.

Length

Fewer words isn't necessarily a sign of low-quality content, but it could potentially indicate an opportunity to incorporate additional value to the reader. If your post is < 1000 words and performing poorly, consider adding more information that your reader might be looking for.

Quality

Does it solve your reader's problem? Is educational, entertaining, valuable, inspiring, original, shareable, etc? Is there a way to add more value or serve your reader at an even higher level? What is your competition doing better?

Links

Are there quality backlinks to the article? How many internal links do you have to other pages on your site? How can you add or generate more links to the article?

Authority

Is the author an expert in the field? Can you build out additional posts on this topic to show that you are a subject matter expert and increase your authority? Can you get reputable backlinks?



Keyword strategies & tips

Improve your rankings for existing keywords

Remember those golden opportunities we mentioned earlier? These are smart places to focus your efforts when optimizing existing content. You'll get a lot of bang for your buck by focusing on boosting keywords that already rank well.

Scan these posts to see where you can add value:

- > Check the competition – what do they have that you don't?
- > What is the competition missing that you can provide?
- > Think about how you can get readers to spend more time on the page.
- > Can you add a brief history of the concept?
- > Can you include some best practices or tips for things to avoid?
- > What about original imagery or video content you can create to supplement the post?



Keyword tools & resources





Keyword research tools

There are a plethora of amazing tools at your disposal – free and paid alike! As a best practice, we recommend using a variety of tools to cross-check and derive inspiration from. Here are some of the tools you may want to consider using:

Google Search Console

This tool is a fantastic, free resource with loads of helpful information that you can take action on. Check out reports for your site's performance, index, and enhancement areas.

The Performance Report tab is especially useful for your keyword research efforts. This report allows you to see:

- ✓ Changes in your search traffic over time
- ✓ Where your traffic is coming from
- ✓ All search queries you are currently ranking for and what position you're currently ranking at
- ✓ Queries by device so you can optimize your mobile traffic
- ✓ How many people are clicking through to your page from the entry on Google's search results
- ✓ And more!

This tool is great for figuring out where you should optimize your site to improve your rankings as well as identifying topic clusters you can build upon.

Helpful resource: Check out [this official Google guide for getting started](#) with Google Search Console or this [helpful guide](#) from Backlinko.

[View tool >](#)

Google Keyword Planner

Another free tool from Google that can help you find keywords to write about is the Google Keyword Planner. This tool is designed for advertisers but can be a helpful way to come up with new keywords for content creation as well. (Note that in order to access it, you need to set up a Google Ads account first and set up an Adwords campaign. You can immediately stop the campaign and then proceed to the Keyword Planner tool.)

There are two tools within the platform:

- Discover new keywords: Enter keywords you are thinking about and discover new or longtail keywords you may want to target. This is likely going to be the most valuable tool for you.
- Get search volume and forecasts: Use this to get search volume for any keywords you are thinking about targeting.

Whereas Google Search Console is good for identifying existing keywords you can optimize for and build on, Google Keyword Planner is a great, free tool for new keyword discovery.

Helpful resource: Check out [this guide from Google](#) for help using Google Keyword Planner. You can also refer to [Ahref's detailed guide](#) or this [step-by-step guide from Backlinko](#) on how to use this tool for your content creation process and SEO efforts.

[View tool >](#)

SEMrush

This is one of the most useful keyword tools out there. SEMrush comes with a higher price tag but it really is a Swiss army knife of tools and resources for you to maximize your growth and hone in on the right keywords for your business.

For your keyword research, they offer powerful keyword analytics, as well as a helpful Keyword Manager so you can save your favorites, get the latest numbers, and export your keyword list to use elsewhere.

One of our favorite tools is the Keyword Magic Tool, which can help you uncover some great low competition keywords. This shows you the volume, competition, and difficulty for the keyword. You can also explore the keyword by topic groupings and use the helpful filters to narrow in on your desired results.

Helpful resource: SEMrush offers a [keyword research course](#) to help you get up to speed on how to use their tools. AdThrive publishers can also check out this recording of [Competitive Research and Content Strategies using SEMrush](#) from AdThrive's 2019 Summit for helpful tips and tricks.

[View tool >](#)

Ahrefs Keyword Generator

This is a free, basic tool to get your creative juices flowing. Ahrefs Keyword Generator allows you to put in a seed/parent keyword and it will provide you with 150 keyword ideas and 50 question queries with a keyword difficulty score (for the first 10 entries) and the volume. You can also use this tool to find ideas for other platforms besides Google, including Bing, YouTube, and Amazon.

[View tool >](#)

Ahrefs Keyword Explorer

Similar to SEMrush, Ahrefs' Keyword Explorer is an extremely powerful paid keyword research tool. It allows you to discover lots of new keywords, calculate the volume, and understand the competition and ranking difficulty, across various search engines including Google, YouTube, Amazon, and more. They display an estimated number of clicks for the keywords, help you understand the context for your keyword by showing you broader parent topics you can reach for, and provide you a way to save and segment your keywords to organize upcoming projects.

Helpful resource: They have a [Keyword Explorer](#) database with tutorials, FAQs, and best practices to help you navigate the tool as well as a free blogging for business course.

[View tool >](#)

KWFinder

This is a great cheaper alternative to SEMrush and Ahrefs keyword tools. It's also lauded for having a very intuitive UI and being an easier-to-use tool for people who are less experienced with keyword research. It helps you find longtail keywords with low SEO difficulty, do some quick competitive research, get search volumes and historical data, filter our words that aren't profitable, and more for a much cheaper subscription price.

[View tool >](#)

Keysearch

Keysearch is another tool that's a fraction of the price of SEMrush and Ahrefs keyword tools. It's got a great easy-to-use interface and all the standard features you need — keyword recommendations, difficulty scores, volume, backlink analysis, and more!

[View tool >](#)

Ubersuggest

If you're looking for a free keyword planning tool, this is one of the best around. You can check out keyword suggestions, search volume, keyword difficulty, annual search volume trends (to help identify those seasonal lulls), and more!

[View tool >](#)



Keyword browser extensions

Keywords Everywhere

This is a very handy extension for Chrome or Firefox that will show you the monthly search volume, cost per click and competition data of keywords on 16 websites (including Ebay, Etsy, Answer the Public, Amazon, YouTube, Bing, and more). The toolbar will display the "People Also Search For" and "Related" keyword results and provide the volume metrics right inside Google's results page whenever you search for something. It also helps streamline your search by appending the term, volume data, etc., into your favorite keyword research planning tool.

[View tool >](#)

Ubersuggest extension

The Ubersuggest extension for Chrome will display search volume and CPC data for your search term right in the Google search bar – for Google, YouTube, and Amazon. One especially interesting feature is that it will show you the average number of backlinks, the domain score, and Pinterest/Facebook shares for the top 10 ranked Google search results. Another interesting feature is that it will provide you with data for the numbers of searches in the past 12 months, the click-through rate the term gets on Google, as well as the age demographics searching for that topic.

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MozBar

With MozBar, you can compare metrics and create custom searches by search engine, country, region, or city. What's cool about MozBar is that you can also see an assessment of Page Authority and Domain Authority for any site or page. You can find and highlight keywords on a page, see different links by type, expose page elements, and more!

[View tool >](#)

Keyword Surfer

This is another free extension for Chrome that allows you to see search volume for your desired topic directly in your Google search results. It will also add search volume estimates for other autocompletes and similar keywords in the search results.

[View tool >](#)



Tools for keyword inspiration

Keyword Sheeter

This is a basic but fast tool to get lots of ideas instantly. This tool will show you thousands of autocomplete suggestions from Google which you can easily export. You can use positive (include) and negative (exclude) words to help filter your results a bit more.

[View tool >](#)

Buzzsumo

Buzzsumo is another unique, fantastic content planning tool. It has your standard keyword tool features – monthly volume, cost per click, articles published, etc., but what really makes it stand out are the trends and social insights you can glean. You can see how many social shares the top-ranking content got across various social platforms (Facebook, Twitter, Pinterest, Reddit) and dive deep into Facebook optimizations. You can also use the tools to find emerging viral trends and get instant performance data for newly released content. Get deep into different topics and gather a lot of creative inspiration to break through ruts. There's also some great backlinks tools and ways to keep on top of your SEO performance.

[View tool >](#)

Answer the Public

Answer the Public is another fun tool to get some creative inspiration! It will find questions, prepositions, comparisons, alphabeticals (Google autocomplete suggestions), and related searches on your desired parent topic. In the questions section, for example, it will display all the various search queries containing the keyword that people are asking – who, what, why, where, how, can, which, when, will, are, and is. The results, by default, will display a cool visualization but you can also toggle to a list format or save images of the breakdown.

[View tool >](#)

Keyworddit

This is another unique tool to get into the mindset of your audience by scanning through Reddit. It extracts keyword ideas when you input a subreddit name (or choose from autocomplete suggestions), mining the titles and comments of the various threads to provide you with up to 500 relevant keywords.

[View tool >](#)

Soovle

This is a cool website that allows you to see suggested keyword ideas from Google, Amazon, Yahoo, Bing, YouTube, Ebay, Wikipedia, and many more (you can choose from a list of search engines). You can see the top keywords of the day, save your suggestions, and export your list.

[View tool >](#)

Keyword Guru

Similar to Soovle, this tool will show you a quick overview of related phrases from Google, Yahoo, Bing, YouTube, Amazon, Ebay, and Google Play. Use it when you are stuck and need some fast inspiration.

[View tool >](#)

Tag Crowd

Tag Crowd is a free, easy-to-use tool that can help you quickly see which keywords are important on a specified web page. Use it to analyze your competitor's pages or your own content. It will display a nifty cloud visualization of keywords, with the most important keywords highlighted.

[View tool >](#)

Niche Laboratory

Niche Laboratory will analyze the top results for the search term you input and display a list of keywords and phrases, a keyword tag cloud to show which words are most important, a list of the top URLs that rank for the keyword, and some article ideas!

[View tool >](#)

Seed Keywords

With Seed Keywords, you can ask your audience directly what they'd search for. You create a search scenario and send a link to your readers and contacts, inviting them to type in the keywords they would use to search for information on the topic.

[View tool >](#)

And many more!

This list of tools is by no means exhaustive. There are a lot of other amazing tools available so keep your eyes open, ask your peers, and experiment. You never know which platform might help you find that next big idea, so try a few of these and see what works best for your creative process.



Module Exercises

Module Exercises:

1.

Go to Google Search Console and click on the “Performance” tab or “Search Results”. Export your data for the past 28 days of data.

Find 5 “golden opportunities” – query keywords that are ranked highly but could be improved.

1.

2.

3.

4.

5.

2.

Pick one of those opportunities to work on.

Using a broad to narrow strategy, can you come up with 5 longtail keyword variations you could add to increase your authority?

1.

2.

3.

4.

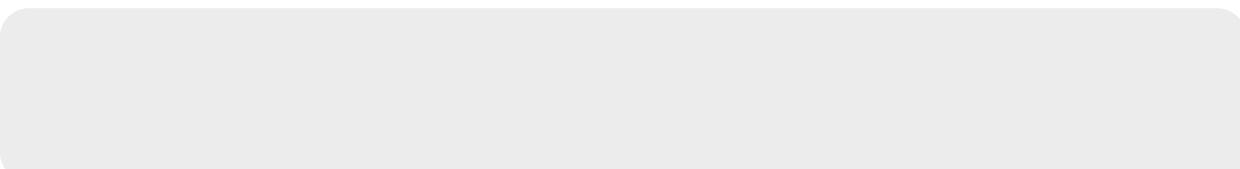
5.



3.

Looking once again at your exported Google Search Console data, find the keywords you are currently ranking for.

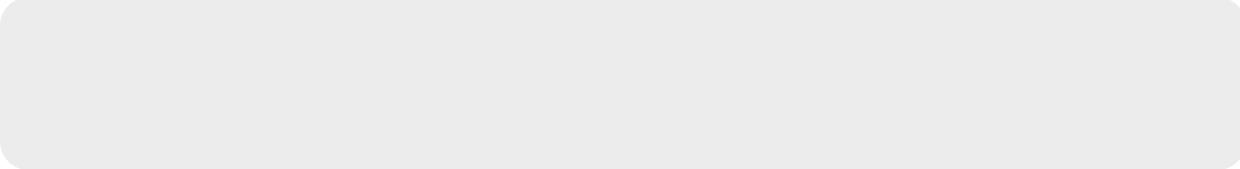
Is there an umbrella or parent term that several of your keywords fall under that you could write a post about?



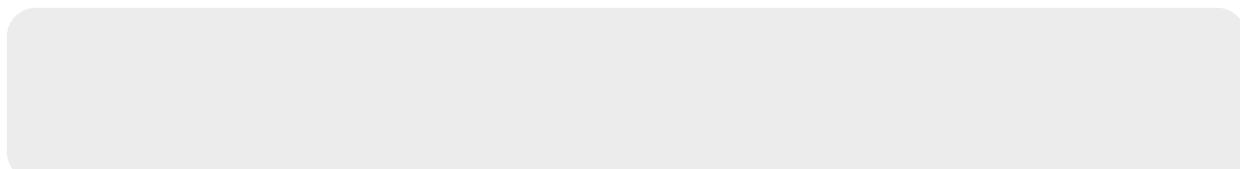
4.

Audit your content

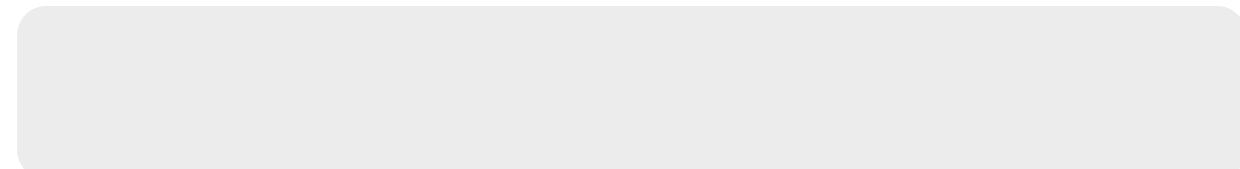
Review a few of your bottom performing posts (using traffic, earnings, rankings, or any other metric you'd like to use). What is one post you want to optimize and workshop?



What is one post that is performing well but you think could perform even better and plan on improving?



What is one post that you like and/or is performing well that you could build out with additional posts, forming a series or topic cluster?



5.

Pick a keyword you want to improve your rankings for or a keyword idea for a brand-new piece of content that you're passionate about and may want to write about.

Using a tool like Answer the Public, write down 1-2 comparison terms that people are using with regards to that topic.

Using a tool like Keyworddit, what are some phrases people are using on user-generated sites like Reddit that may be useful to keep in mind ?

Using a tool like Tag Crowd, check out what the competition is writing about for your topic. List a few keywords they're using that intrigue you.

Using a tool like SEMrush (if you have it) or a free tool like Ubersuggest or Google Keyword Planner, pick 5 longtail keyword terms on your topic that you feel you have a chance at ranking for.



Thank you

Questions, comments, feedback?

Reach out to support@adthrive.com