



5 Tools to Help You With Your Keyword Research

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Keywords are a big part of search engine optimization. As such, it is important that you are using the right ones for your industry, and the ones that people are most likely to use. Keep in mind, though, that relevant keywords can and do often change, so you'll need to stay on top of things. Here are five tools that can help you do just that.

Google AdWords Keyword Planner



If you could use only one tool to find the best keywords for your content, Google AdWords Keyword Planner is probably the best. Google originally developed this tool for AdWords advertisers who actually purchase ads from them, so it is in their best interest to provide the absolute best data they can to make those advertisers happy. The good news is that you can use that data to your advantage, even if you have no plans to purchase a Google ad. It's easy to use, too, and that's always a plus.

Spokal

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Spokal is a fantastic tool for content marketers. It is an entire SEO suite that you can integrate with WordPress, which is fantastic for building websites and managing blogs. Aside from awesome keyword research, it also offers up email marketing workflow, title split testing, rank tracking, and much, much more. All of the keyword data comes from SEM Rush, which allows you to remove keywords that are irrelevant or simply not useful. You can also use geographic locations if you want to target an audience in a particular area.

WordStream's Keyword Tool

WordStream is completely free to try, and you'll get 30 searches for free. It's great for both SEO and PPC campaigns, and you can target groups of related keywords, too. The best part about WordStream is that it makes suggestions based on common themes, and with all of this information in mind, your ad group launches quickly become a breeze. After your 30 free searches, the service is no longer free, but signing up will net you another seven-day free trial.

FreshKey

FreshKey isn't free, either, but it's well worth the \$20 you'll spend on it. It takes you far beyond Google's suggestions and predictions (the searches that appear when you start to type a phrase into Google) to give you even more insight. FreshKey offers up new ideas and variations on already existing keywords, and it also provides you with synonyms. The software will let you export your results to a spreadsheet or copy them to your clipboard for placement in a Word or Notepad file.

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YouTube Keyword Tool

If you're planning to incorporate YouTube videos into your marketing campaign (and you should be!) then you'll want to give the YouTube Keyword Tool a shot. It's completely free, and it could send thousands of new visitors to your site. This tool provides you with excellent opportunities to find out what kind of video content related to your industry that people want to see most. Then, you can create the videos, use the suggestions in the title and description, and call it a day. Keyword research is important for driving traffic to your site, and while it might seem a little overwhelming at first, it doesn't take much to generate a solid and profitable list. For the best results, use at least two of the aforementioned tools so that you can compare and contrast the results. If you find that one result populates across all of the tools you use, it should be your focus.