

110+ Keyword Research Tools & SEO Guide

A Quick Guide to Keyword
Research and SEO

by: **Brian Lang (Small Business Ideas Blog)**
www.smallbusinessideasblog.com

110+ Keyword Research Tools & SEO Guide

Disclaimer and Legal Stuff

This report is for informational purposes only. Note that any stories or earnings in this publication are based on personal experiences and should not be viewed as typical or guaranteed. Although every effort was made to ensure accuracy of information, the author and publisher accept no responsibility for errors or omissions.

You should use the information presented in this publication at your own risk and discretion. Readers of this guide are advised to perform their own diligence and use their own discretion before acting on the ideas provided. By reading this publication, you agree that the authors, publisher, and the company are not liable for the success or failure of your decisions in regards to the material presented in this publication. Your situation and results may vary.

The information in this publication is copyrighted. All rights reserved. You are not allowed to give, sell or distribute this guide or any portion of it to anyone else without written permission from the author. However, you are free to direct interested parties to our website where they can obtain this publication.

This guide may reference third party trademarks, materials, and services. All trademarks and services are assumed to be property of their respective owners. References to third party products and services should not be implied as endorsements.

Also note that this report may contain affiliate links that I may profit from.

What's in This Resource

One thing that frustrated a lot of SEO's is Google's reduction of data in Google Keyword Planner and Google Analytics. This keyword research guide is a compilation of over 100 keyword research tools and ideas that were created to generate additional keyword ideas.

I've also included some commentary on how to use these tools so that you can start to get SEO traffic to your site. Keyword research has enabled me to increase my search engine traffic to my blog by around 1,380% in 2014.

The good news is that most search engine traffic comes from long tail keywords. These keywords have lower search volume per keyword phrase, but cumulatively make up 70% or more of the search engine traffic to a website.

They are also a lot easier to rank for and sometimes just including these keywords on your page is enough to start getting traffic.

What Else You Need to Do to Increase SEO Traffic

While this guide focuses on keyword research, you also need to promote your site heavily in order to maximize your SEO results.

You need other websites to link to yours to get SEO traffic, so promoting your website and generating publicity is important.

Some popular ways to promote your site include, guest blogging for other blogs, email outreach to other website owners and generating PR through press releases and media mentions.

But incorporating keywords and doing keyword research can give you the opportunity to start getting traffic for less competitive terms, even if you are just starting out.

Keyword Research Basic

Effective SEO requires more than just finding a bunch of keywords and adding them to your content. It also requires a strong understanding of what people want and what they are searching for online.

But keyword research does not have to be difficult. In fact, anyone that has a website can do it and start benefiting from increased search engine traffic.

Here's my basic process for keyword research.

1. Start with Google Keyword Planner & Analytics

Although Google Keyword Planner has limited data, it also has the most useful data for Adwords advertisers. Google decided to limit keyword data in Google Planner so that it would be easier for advertiser to focus on keywords that had enough volume to be worth spending money on.

Google Planner is still a good tool to identify higher volume keywords with monetary value. Keep in mind that it is in Google's best interest to show these keywords to their advertisers so that they can spend money and get results with the right terms.

Google Analytics also still reveals some important keyword data, particularly for higher volume search terms. Analyzing this data can give you ideas on what to write about.

2. Spend time exploring forums, communities and blog comments

Forums, communities and blog comments can be a good place to see what people are talking about. It can reveal common struggles that people face as well as what entertains them.

Look for discussions that seem popular or get upvoted and commented on a lot. Then pay attention to the language or phrases that are used in discussions. These can be possible ideas for keywords to incorporate into your content.

3. Use keyword suggestion tools

One way to get keyword ideas from Google is to starting typing a phrase into the Google search box. Google will automatically suggest keywords that you might be searching for.

Keyword suggestion tools automate this process and provide hundreds of possible keyword variations in a single search. You can then choose which keywords are relevant to your website and incorporate them into your content.

4. Use LSI or related keyword tools

Keyword suggestion tools provide keywords with the same base phrase. For example, if I search for “baby shower”, all the keyword phrases will contain “baby shower” in it.

We need LSI or related keyword tools to generate related keywords that don't have the same keyword base. Incorporating these keywords into our writing can make our content seem more natural.

5. Use competitive keyword research tools

Finally, a great place to look for keywords to rank for is your competitors. There are tools that can instantly reveal the best keywords that your competitors are ranking for.

You can then create content around these keywords and even devise a campaign to rank for those same keywords.

Although keyword research may seem like a good amount of work, it is a necessary first step if you want to start getting search engine traffic.

110+ Keyword Research Tools

A lot of people have created some innovative keyword research tools and ideas to simplify the keyword research process. Below are over 100 keyword research tools that you may want to consider to generate ideas for keywords to rank for in the search engines.

Look through the list and pick out a few that work for you. Incorporate keywords into your content, promote your articles and start benefiting from more search engine rankings and traffic.

Google Tools (1-4)

Google Keyword Planner was made for Adwords users, but is the most popular Google tool for keyword research. However, here are some more Google tools that can be helpful.

1. Google Webmaster Tools

<https://www.google.com/webmasters/tools>

Google Webmaster Tools is currently the most accurate way to see what keywords people are using to land on your website. The data is only available for 90 days, so be sure to back it up every few months or so.

Since Google defaults to encrypted search now, Analytics does not show much of the data. With Google Webmaster Tools, however, you can view these encrypted searches.

2. Display Planner Adwords Tool

<https://adwords.google.com/da/DisplayPlanner/Home>

YouTube keyword tool showed what video watchers are searching for. In September of 2014, it was replaced with the Display Planner's Adwords Tool.

3. Google Correlate

<http://www.google.com/trends/correlate>

With Google Correlate, you can find keywords that exhibit similar trend patterns to the phrase you type in. A good way to find possible related search terms, although sometimes the terms shown are not related.

4. Adwords

<http://www.google.com/adwords>

Running your own Adwords campaigns can be beneficial for finding keywords for your organic SEO campaigns. Adwords provides better data than just running Analytics alone.

Other Search Engines (5-6)

1. Bing Keyword tool

<http://www.bing.com/toolbox/keywords>

I know that Bing and Yahoo search are used significantly less than Google, but Bing keyword tool can still provide a few ideas for keywords and it is free to use. Yahoo and Bing do still get significant search volume (25-29% of search volume according to Comscore in 2013) and it does provide real data from organic search so it is worth looking at.

Despite Google's dominance, Bing and Yahoo (which uses Bing search for its results) still get significant traffic. Enough so that it can provide real and useful keyword data, particularly for terms that have enough volume to be worth targeting.

Considering that Bing still has millions of users, if a keyword doesn't get enough data to show up in Bing's data, is it even worth targeting? To use the Bing Keyword tool, sign up for a Bing Webmaster Tools account.

2. Bing Ads Intelligence (BAI)

Bing Ads Intelligence is an Excel plugin that allows you to do keyword research using Microsoft Excel. It uses Bing's keyword data and can be downloaded here (<http://advertise.bingads.microsoft.com/en-us/b/bing-ads-intelligence>). Requires Excel 2007 or higher and an active Bing ads account.

BAI was intended as a tool to help people that want to advertise on Bing's network, but it is also a good keyword research tool for SEO's. I like that this tool uses Excel, since Excel is something that pretty much everyone knows how to use. Some useful information includes monthly traffic, demographics data, and other useful information.

Online Keyword Tools (7-33)

1. SEM Rush

<http://www.semrush.com>

SEM Rush is a competitor research tool that provides your competitors keywords and where they are ranking. The free version of the tool provides just a few keywords, but the

paid version provides a lot more. Simply enter your competitor's website (or your own) to see a list of keywords they are ranking for.

| Phrase match report 227 | | | |
|--|--------|-------|---|
| Keyword | Volume | CPC | SERP source |
| keyword research | 2,900 | 4.93 |  |
| keyword research tool | 1,600 | 5.57 |  |
| google keyword research | 720 | 10.15 |  |
| how to do keyword research | 590 | 4.08 |  |
| google keyword research tool | 590 | 6.61 |  |
| seo keyword research | 590 | 5.54 |  |
| best keyword research tool | 480 | 4.96 |  |
| keyword research tools | 480 | 5.17 |  |
| keyword research software | 320 | 5.17 |  |
| keyword research for seo | 210 | 3.67 |  |

Full Report Export

Example of SEM Rush Keyword Data for "keyword research"

2. Grep Words

<http://grepwords.com>

Cost: Plans starting at \$15 / month

Grepwords has a keyword query builder that allows you to exclude terms, specify starting words, filter by CPC cost, filter by search volumes, and other useful features so you can quickly find the keywords you want. Not only does it give you access to a lot of keywords, but it also allows you to use filters to narrow it down to what you want to see:

3. SerpIQ

<https://serpiq.com>

Cost: \$49/month and up

SerpIQ is more than just a keyword research tool. It was designed to me more of an all in one SEO tool and can find competitors by keywords and analyze their keyword usage.

4. Advanced Web Ranking

<http://www.advancedwebranking.com>

Advanced Web Ranking is a tool that has been around for awhile and integrates with Majestic SEO's API.

5. Wordtracker

<https://freekeywords.wordtracker.com>

The Wordtracker keyword tool is free but requires you to create an account. You can start with one keyword and then drill deeper to get more keywords.

6. Merge Words

<http://mergewords.com>

Merge Words are simple tools that creates combinations out of words or phrases that you enter into the boxes. This can be a convenient tool if you have some words in mind to start with.

7. SEO Book Keyword List Generator

<http://tools.seobook.com/keyword-list/generator.php>

The SEO Book Keyword List Generator creates combinations from words and phrases, similar to Merge Words.

8. Internet Marketing Ninjas Keyword Combination Tool

<http://www.internetmarketingninjas.com/search>

This tool combines keywords that you select and shows you all permutations. Another tool that is similar to Merge Words.

9. Moz Keyword Tool

<http://moz.com/tools/keyword-difficulty>

The Moz Keyword Difficulty tool is part of the Moz Pro Membership package starting at \$99 / month.

10. Wordstream Keyword Tool

<http://www.wordstream.com/keywords>

Wordstream has a few keyword tools that allow you to access their database of over a trillion keywords. You are allowed a limited number of free searches to try out the tool. Keyword data is aggregated from internet service providers, browser tools and search engines and then statistically analyzed, so Wordstream maintains their own database.

11. Keyword Eye

<http://www.keywordeye.com>

Keyword Eye allows you to analyze on site content, monitor competitors, and simplifies keyword research. One cool feature is that it shows the keywords visually, similar to tag clouds.

12. Keyword Discovery by Trellian

<http://www.keyworddiscovery.com/search.html>

This tool by Trellian is yet another keyword research tool that has accumulated its own database of keywords through the years.

13. Majestic SEO Keyword Checker

<http://www.majesticseo.com/reports/keyword-checker>

Majestic SEO has its own keyword checker that they say has never relied on Google's data. This tool will show you how many times the keyword phrase appeared in their own index.

14. Long Tail Pro / Platinum

<http://www.longtailpro.com>

Cost: \$97

Long Tail Pro uses Moz's data and is a competitor to Market Samurai. It is another popular tool for keyword research.

15. Web CEO

<http://www.webceo.com>

Web CEO is another paid keyword tool. They didn't specify where they get their keyword data from. They have a free version as well as paid versions with more features.

16. Positionly

<https://positionly.com>

Cost: Starting at \$19/month

Positionly is an all in one SEO suite that is designed for the non-technical website user and includes a keyword research tool.

17. Term Explorer

<http://termexplorer.com>

Term Explorer can give you up to a thousand keywords with exact match search volumes and also shows you if exact match domains are available for purchase. Free trial version is limited to 5 keyword searches per day. The paid version will allow you to do more than 5 searches a day and get more than 1,000 keywords per search. You can also download results as csv or pdf.

18. Colibri.io

<http://colibri.io>

An SEO suite with a keyword research tool set launched in February 2014. The updated Colibri tool can crawl your website for keyword ideas and also compare you to your competitors.

19. Jaaxy

<http://www.jaaxy.com>

Cost: \$19 / month and up. Free trial version limited to 30 searches.

Jaaxy has been around since around 2011 and according to the [Jaaxy blog](#), it gets its search volume by analyzing data from all search engines and using their algorithm to determine volume numbers that are closer to the actual volumes. It also has some competitive analysis features and a brainstorming tool to come up with new ideas.

20. SE Cockpit

<https://swissmademarketing.com/secockpit>

Cost: \$97/month and up.

SE Cockpit by Swiss Made Marketing generates tons of phrases in a short amount of time from just one keyword entry. Data is gathered from Google related searches, Adwords, and Google Suggestions. Other data provided includes estimated AdSense earnings, competitor Adwords data and traffic volume estimates.

21. Seed Keywords

<http://www.seedkeywords.com>

Seed Keywords is a unique tool that allows you to leverage friends or your own audience to come up with keyword ideas. Simply come up with a question or query, send the URL to your list, and watch your keyword list grow as they add keywords to the list. A great way to brainstorm with a group of people and come up with phrases that people will naturally search for.

22. Keyword Canine

<http://www.keywordcanine.com>

Cost: \$47/month or \$297 / year

Keyword Canine is a tool that provides competitive analysis with each keyword. Phrases that are easier to rank for are marked with a green color and difficult phrase are red, enabling you to target low competition, high volume phrases. Can also analyze competitor backlinks and has other features. They have a site boost feature as well with which they promote your content for you, although it is not clear how that feature works.

23. Keyword Revealer

<http://www.keywordrevealer.com/home.php>

Keyword Revealer has a free version that allows 3 keyword searches per day and a paid version that starts at around \$10/month. Asides from revealing lots of long tail keywords, this tool calculates keyword difficulty score and locates keywords that are easy to rank for.

24. The Last Keyword Tool by Themezoom

<http://lastkeywordtool.themezoom.com>

Cost: Packages starting at \$69/month

The Last Keyword Tool has many useful features, including the ability to import and export your own keywords, ability to evaluate international markets, keyword search volume, and create your own custom columns and filters. They are also working on a trending feature.

25. KW Finder

<https://kwfinder.com>

This free tool displays search volume and CPC cost as well as a competition rating for both PPC and SEO. It also displays Google trends chart along with sites currently ranking for the term along with social counts and other useful data.

26. SERPWoo Keyword Finder

<https://www.serpwoo.com/keyword-research>

Cost: Packages starting at \$25/month

SERPWoo is a rank tracker and reputation management tool that includes a keyword research tool called the Keyword Finder. The Keyword Finder identifies the top 10 competitors ranking for your keyword phrase and extracts other long tail keywords from the pages that are currently ranking. The video on their landing page was created in February 2015 and explains some of the features.

27. Can I Rank

<https://www.canirank.com/>

Cost: Free Trial, Cost is not disclosed on their site

Can I Rank is a keyword and competitive analysis tool that has Keyword ROI score which they say is more accurate than other keyword difficulty measures that other tools provide. Imports data from multiple tools including Moz and SEM Rush.

Keyword Suggestion Tools (34-49)

When people start typing something into a search engine, it suggest possible phrases that they might be looking for. The tools in this list leverage the power of keyword suggestions.

1. Ubersuggest

<http://ubersuggest.org>

You can also go to Ubersuggest and use their free tool to save some time, although Google keyword suggestion is a good tool for digging a little deeper and finding more keywords.

i keyword research + a

- + keyword research app
- + keyword research api
- + keyword research and analysis for seo
- + keyword research adwords
- + keyword research android app
- + keyword research and analysis
- + keyword research and quotation marks
- + keyword research after hummingbird
- + keyword research app store
- + keyword research and analysis tools

i keyword research + b

- + keyword research bing
- + keyword research basics

Ubersuggest Example Output

2. Google Keyword Suggestion

When you are typing in the Google search box, it suggests keywords for you. Even when Google Keyword Tool was still providing a lot of data, I was still using Google keyword suggestions to generate content ideas because it provided way more keywords than the keyword tool.

I usually start with a base keyword and just start typing. Then follow up with each letter in the alphabet. You get the idea...

3. Keyword Snatcher

<http://keywordsnatcher.com>

Cost: \$49

Keyword Snatcher scrapes keyword suggestions from multiple sources including Google, Yahoo, Bing, Amazon and eBay. It's like Ubersuggest on steroids.

What makes it better than Ubersuggest is that it goes deeper by trying out other combinations. This tool has a one time cost for lifetime access, but can provide tons of keywords.

4. HQ Suggest

<http://hqsuggest.com>

Cost: \$9

A desktop tool that attempts to provide keyword data by 3 main methods:

1) Keyword suggestions from 9 search engines including Amazon, Answer, Ask, Bing, Ebay, Google, Wild, Yahoo and YouTube.

Keyword and product searches are available. Adds 1-2 letters of the alphabet after each keyword phrase and 1-2 letters before the phrase and scrapes the keywords into a file.

2) “Question related searches” designed to take advantage of Google’s Hummingbird update.

3) “How to” searches – Comes up with lots of how to topics that you can use to create content.

5. SEO Chat Keyword tool

<http://tools.seoachat.com/tools/suggest-tool>

If you are looking for a free alternative to the keyword suggestion tool scrapers out there, then try out SEO Chat’s Keyword tool. It gets keyword suggestions from Google, Bing, Amazon (good for commercial searches) and/or YouTube (entertainment searches).

6. Soolve

<http://soovle.com>

This tool uses keyword suggestions from several places, including Wikipedia, the major search engines, and Answers.com.

7. Keywordsuggest.org

<http://keywordsuggest.org>

This tool allows you to search for a keyword and provides a few keyword ideas. Click on each new idea to expand the branch to reveal even more ideas.

8. Keyword Tool Dominator

<http://www.keywordtooldominator.com>

This tool uses auto suggest from Google, eBay, Bing, Amazon and Google Products. You can then download the results.

9. KeywordTool.io

<http://keywordtool.io>

This tool is new for 2014 and provides up to 750 keyword suggestions from Google for free. You can also select from Google search engines from different countries. Additionally, you can search from YouTube, Bing and the App Store as well as export data.

10. SG Serpstat

<http://sg.serpstat.com>

SG Serpstat is a new free keyword suggestion tool that provides questions from keywords, which can be used for content ideas. Another nice feature is that related keywords are listed on the left side that you can click on for more specific keyword phrases. You can also export the data, although you will be required to create an account.

11. Keyword Shitter

<http://keywordshitter.com>

This keyword tool generates hundreds of keyword suggestions very quickly. You can then copy and paste them into a document or wherever else you want.

12. Answer the Public

<http://answerthepublic.com>

In addition to the standard keyword phrases, Answer the Public also generates tons of questions from your keyword searches, which can be great for content marketers and bloggers. One unique feature is that it also displays the information both visually and alphabetically. You can also export the results.

13. Web Seer

<http://hint.fm/seer>

Web Seer is a neat tool that allows you to compare two different search results visually. The thickness of the lines indicates how many results come up for each search term.

Web Seer

Compare Google Suggest results.
Try the beginnings of questions: "are men" vs. "are women"
or "will he" vs. "will she."

[Read more about the project.](#)
Comments? Mail us at fm@hint.fm
And many thanks to Helio Costa.



14. SERPs Ubersuggest Alternative

<https://serps.com/tools/keywords>

SERPs Ubersuggest Alternative is another keyword suggestion tool. What I like about this tool is that it also reveals search volume and CPC cost, unlike most keyword suggestion tools.

15. Keyword Researcher Pro

<https://clevergizmos.com/keyword-researcher>

Cost: \$97, Free trial

Keyword researcher pro is a one time cost paid tool that uses Google auto-complete to generate long tail keyword ideas. You can even write content in it. This software comes with a free trial and there are several instructional videos, screenshots and tutorials on their page.

16. Keyword Studio

<https://www.keywordstudio.com>

Cost: Starting at \$79 / month

Keyword Studio is a new tool for 2015 that pulls keyword data from multiple sources into one place and saves you the trouble of merging data into a spreadsheet and eliminating duplicates. Also includes volume, CPC, rankings and competition scores.

Other Desktop Keyword Tools (50-58)

1. SEO Gadget for Excel by Built Visible

<http://builtvisible.com/introducing-seogadget-excel>

SEOGadget for Excel is a tool that connects to Majestic SEO, Moz, aHrefs, Grepwords, and SEMRush API's and sends the data to Excel. SEO Gadget recent rebranded to Built Visible in 2015, but the tool still works the same.

2. Market Samurai

<http://www.marketsamurai.com>

Market Samurai was an old favorite desktop tool for many SEO's when it came to keyword research. The new version of Market Samurai uses exact match search with Keyword Planner so it might not be an alternative but rather a tool that makes using Keyword Planner more convenient.

3. Traffic Travis

<http://www.trafficttravis.com>

Traffic Travis is a free desktop SEO tool from Affilorama with a premium version that cost \$97. It's an older tool that gets data from Google, Yahoo and Bing.

4. Good Keywords

<http://www.goodkeywords.com>

Good Keywords is a desktop software that finds keywords. The home page says that it uses Google Keyword Tool though, so not sure if it's up to date.

5. Scrapebox Keyword Scraper

<http://www.scrapebox.com/keyword-scraper>

Scrapebox has a keyword scraper that scrapes keywords from various sources, including keyword suggestions from Amazon, eBay, Google, Bing, Yahoo and more.

6. Scrapebox Webpage Meta Scraper

<http://www.scrapebox.com/webpage-meta-scraper>

Scrapebox has a built in feature to scrape title tags, meta descriptions and meta keywords

from a list of website URL's. You can easily grab keywords from your competitors with this tool. Take this data and run it through the Scrapebox Keyword Scraper for even more ideas.

7. Keyword Bee

<http://keywordbee.com>

Keyword Bee is a free tool that you can download. It can crawl website URL's and suggest new keywords. Check out their 2 minute video on their site.

8. Places Scout

<https://www.placesscout.com>

If you are doing local SEO, then check out Places Scout. It has a keyword generator that does keyword suggestions from the 3 major search engines, can import adwords data, and can even suggest exact match domain names with your keywords in it. This tool is targeted to finding keywords for local, so check it out if you are doing local SEO.

9. Keyword XP

<http://www.keywordxp.com>

Price: Starting at \$37 one time cost

Keyword XP is a tool that provides keyword suggestions and questions that people ask. It also has trend analysis that shows which keywords are rising in popularity over time and regional keywords.

Old Data (59-60)

A good way to find evergreen keyword ideas is to look at old sites and old Google Analytics data.

1. Other Blogs and Websites

Another idea is to go to other blogs and websites in your niche and see what they are writing about, especially if you know that they do SEO on their sites. I usually find a few ideas that I overlooked through traditional keyword research when I look through other websites.

Old Made for AdSense (MFA) sites are particularly good sources and I have scoured these sites for ideas for my own sites, especially ones that were created before 2011.

These were sites that were specifically made to get AdSense revenue by targeting keywords.

Older MFA sites had the keywords blatantly displayed in the navigation links and as page titles. Sometimes you will have to look further than the first couple of pages in Google to find these sites as many are no longer ranking well in Google. You can also use Bing instead to pull up these sites more easily in searches.

2. Old Analytics Data

If you have older websites that have been around for awhile, take a look at older Analytics data before when Google started to conceal data with encrypted search. This can be a good way to find keywords related to evergreen topics.

You can also use Google Trends to see if searches for those keyword phrases are declining, increasing, or remaining steady.

Competitive Analysis Tools (61-70)

Some competitive analysis tools can be used to obtain keyword intel from your competition.

1. Keyword Spy

<http://www.keywordspy.com>

Keyword Spy is a tool that you can use to do keyword research or to see a competitor's free and paid keywords. The free version will only show limited data and paid plans start at about \$90 per month.

2. Spy Fu

<http://www.spyfu.com>

Spy Fu is another competitive research tool that shows keyword ideas as well as competitor keywords. The free version is limited – upgrading to a paid version will reveal more data.

3. Ispionage

<http://www.ispionage.com>

Another competitive analysis tool that can also be used for keyword research.

4. Screaming Frog SEO Spider

<http://www.screamingfrog.co.uk/seo-spider>

The Screaming Frog SEO spider can crawl websites and see what keywords are being used in the title tag and meta fields. Although this tool was meant to identify technical issues on your own site, it can also be used for competitive keyword research.

5. Tag Crowd

<http://tagcrowd.com>

Tag Crowd is a nice tool to visually see the most important keywords used on a web page – a convenient tool for quickly analyzing on page SEO of competitors. You can copy and paste keywords into the text box or simply select the Web Page URL field and enter the URL there. You can also save your tag cloud as a PDF or print it out.



6. Alchemy API

<http://www.alchemyapi.com/products/demo/alchemylanguage>

Alchemy API extracts text from web pages and analyzes the keywords on it. Some of the features are a bit technical, but you can click on the keyword tab to get a summary of keywords used on the page.

7. Ahrefs Keywords Explorer

<https://ahrefs.com/keywords-explorer>

Ahrefs re-launched its keyword research tool called Keywords Explorer around 2015. Just type in a keyword and it will provide related keywords from its database. About ten

keywords are provided for free, but a paid account (starting at \$79/month) is required to view the full list of keywords.

8. Bright Edge Data Cube

<http://www.brightedge.com/products/target-demand/data-cube>

BrightEdge is an enterprise level provider of SEO software that is used by established businesses for rank tracking and SEO. Some users have reported a cost of around \$40,000 a year. The Bright Edge Data Cube accesses and analyzes data from around the web on a daily basis so that its data is up to date.

9. Open Site Explorer / Moz Keyword Difficulty Tool

<https://moz.com/tools/keyword-difficulty>

Open Site Explorer is a popular SEO analysis tool and comes with the Moz keyword difficulty tool, which reveals how difficult it is to rank for a particular keyword.

10. Similar Web

<http://try.similarweb.com>

Similar Web has a tool that can provide competitive analysis on your competitors and it also provides a list of some of the keywords they are ranking for. Just enter the URL and click the “Search Website” button.

Browser Add-ons and Plugins (71-73)

1. Wordtracker Scout

<http://www.wordtracker.com/scout>

Wordtracker Scout is a Google Chrome plugin that shows on page keywords in a visual cloud. It also accesses Wordtracker’s large keyword database to display other keyword insights.

2. KGen

<https://addons.mozilla.org/en-us/firefox/addon/kgen>

This Firefox add-on allows you to see what keywords are used frequently on a web page. Click “View – Sidebar – Kgen” after it is installed to open the interface. Although it has been updated recently, some people say this plugin is no longer working.

3. GrepWords CPC and Search Volume Enhancer

<https://chrome.google.com/webstore/detail/grepwords-cpc-search-volu/ajjnlokmaomjcbjhlkmfamfnibladde?hl=en>

Grepwords has created a Chrome plugin that shows CPC and volume data in Google Webmaster Tools, Ubersuggest, Moz's Open Site Explorer (OSE), Majestic SEO and Ahrefs. A convenient browser add-on if you use the mentioned services.

Analytics Tools / SEO Suites (74-82)

1. HitTail

<http://www.hittail.com>

HitTail is an Analytics software that is designed to show long tail searches that users have used to find your site in real time. Another great feature of HitTail is that it also suggests keyword topics that you should write about based on what keywords are currently bringing you traffic.

<http://searchenginewatch.com/article/2235266/PR-SEOs-Listen-Up-HitTail-is-Back-to-Make-You-Panda-Proof>

2. Raven Tools – Keyword Opportunities Tool

<http://raventools.com/tools/keyword-opportunities>

Raven Tools is a popular paid SEO suite that has its own keyword manager.

3. Search Metrics Suite

<http://www.searchmetrics.com/en/suite/research-keywords>

Cost: Free version and paid versions starting at \$69/month

Search Metrics Suite is an SEO and analytics tool that includes keyword research tools and search volume data. Includes competitor keywords as well as related keyword suggestions.

4. Compete Pro

<https://www.compete.com/products/compete-pro>

Cost: Starting at \$199/month, Free trial available

Compete collects its own data from about 2 million Internet users (roughly 1% of the US population) and uses statistical analysis to estimate activity on the top 1 million websites

on the web. With Compete Pro, you can see what keywords your competitors are targeting as well as projected keyword volumes.

5. Ginza Metrics

<http://www.ginzametrics.com>

Cost: Starting at \$1000/month, Free trial available

Ginzametrics a competitive analysis tool that allows you to compare your site to your competitors and see how you compare for keyword rankings. It's the only platform to update keyword ranking data daily. Uses Moz data.

6. Concentrate

<http://www.concentrateme.com>

Cost: Starting at \$39/month, Free Demo available

Concentrate connects with whatever analytics tool you are using, including Google Analytics, Hitwise, Comscore, Trellian and Compete and extracts long tail keywords from your analytics data. This allows you to target long tail keywords more effectively.

7. Dragon Metrics

<http://www.dragonmetrics.com/landing-pages/keyword-research>

Cost: Starting at \$99/month

Most keyword and SEO tools are designed for an English audience, but Dragon Metrics is an SEO suite that was designed to target foreign search engines like Baidu (China), Yandex (Russia), 360 and Naver. This tool also works with Google and SEO's wanting to target an English audience.

8. SE Ranking

<http://seranking.com>

Cost: Starting at \$9/month, Free trial and demo available

SE Ranking is an SEO suite that allows you to monitor your keyword rankings in the search engines and also has a keyword suggestion tool integrated. One nice feature is that it can be white labeled for agencies wanting to resell the product.

9. SEO Powersuite

<http://www.seopowersuite.com>

Cost: Free version with unlimited keywords. Other versions start at \$299.

SEO Powersuite gathers data from 19 different keyword research tools (327 search engines) and can track your rankings along with up to 10 competitors. The suite includes SEO Spyglass, Rank Tracker, Website Auditor and Link Assistant. It can create branded reports with your company logo for your clients.

Amazon & E-commerce Tools (83-88)

1. Freshkey

<http://freshkey.com>

Cost: \$49.95

Amazon keyword suggestion tool. Although this tool was designed to come up with niche ideas for Kindle books, it can also be used for commercial keyword research for some niches

2. Merchant Words

<http://www.merchantwords.com>

Cost: Packages starting at \$30/month

Merchant Words is a search tool that provides Amazon keyword search data, including search volume. It currently uses only US data which is updated monthly and gets its info by crawling Amazon. This could be a useful tool for e-commerce sites and people selling information products.

3. AMA Sniper

<http://amasniper.com>

Cost: \$27

AMA Sniper is a tool that provides keyword data from Amazon and Ebay, made for affiliates and dropshippers. Shows data like pricing and number of reviews.

4. AMZ Tracker

<https://www.amztracker.com>

Cost: Packages starting at \$29/month

AMZ Tracker tracks your competitors keyword rankings and sales volume. It also will notify you of negative reviews. With their keyword suggestion tool, you can choose which Amazon keywords to track and which country.

5. Keyword Inspector

<http://www.keywordinspector.com>

Cost: Packages starting at \$50/month

Keyword Inspector is an Amazon keyword research tool that can show you top selling products that are similar to your keywords. You can enter an ASIN (Amazon Standard Identification Number) and generate a list of keywords that way too. Can also track competitors and sales ranking.

6. Seller Metrics

<https://sellermetrics.com>

Cost: Starting at \$40/month

Seller Metrics allows you to do keyword research by entering a keyword or ASIN. This service also allows you to monitor position rankings for not only your own product, but to view movement in the other items too. Data is refreshed every 24 hours.

WordPress Plugins (89-92)

WordPress plugins can save you time from having to do keyword research somewhere else.

1. Inbound Writer

<http://www.inboundwriter.com>

Cost: \$50/month

Inbound Writer is a plugin that integrates with WordPress and provides suggestions to help you improve your results. Besides from providing suggested keywords to integrate into your content, this tool provides an overall SEO score for your content and suggestions to improve it.

2. SEO Pressor

<http://seopressor.com>

Cost: Starting at \$47 one time or \$5 a month

SEO Pressor is one of the most popular paid SEO plugins for WordPress users. Choose 3 keywords per post that you want to optimize for and it will analyze keyword density as well as suggest related keywords.

3. WP Keyword Suggest

<https://wordpress.org/plugins/wp-keyword-suggest>

WP Keyword Suggest is a free keyword plugin that came out in 2015. Give keyword suggestions from Google, Yahoo and Bing without having to leave your WordPress site.

4. Wordpress Keyword Tool Plugin

<http://codecanyon.net/item/wordpress-keyword-tool-plugin/2840111>

Cost: \$17

WordPress Keyword Tool Plugin allows you to do keyword research inside WordPress. Provides keyword suggestions and monitors keyword density of your articles.

LSI & Related Keyword Tools (93-96)

Keyword suggestion tools can provide a lot of keyword ideas, but unfortunately, they all have the same keyword root. LSI and related keywords should be incorporated as well so that your articles don't look like they are keyword stuffed.

1. Latent Semantic Analysis Tool

<http://lsa.colorado.edu>

This tool finds the relationship between keywords from data from millions of documents. I won't pretend to even begin to understand what all the fields in this tool do, but play around with the searches and you will find some keywords.

2. Ultimate Keyword Hunter

<http://ultimatekeywordhunter.com>

I noticed early in 2015 that LSI Keywords had shut down, so when searching for a replacement, I found Ultimate Keyword Hunter. This tool can be downloaded for free and you can enter URL's of content you want to analyze and even write content in it while it matches your content up to LSI keywords and phrases.

3. Niche Laboratory

<http://www.nichelaboratory.com>

Niche Laboratory is a great free keyword tool that also has the option of generating keyword ideas based on location and also adult keywords. The completed search gives a good bit of data including LSI keywords, keyword tag cloud, top websites ranking for your search term, title tags and meta descriptions from top sites, and related images and forums.

4. Market Muse

<https://www.marketmuse.com>

Pricing: Starting at \$195/month

Market Muse is an enterprise level tool that gathers keyword ideas from other articles and sources. It uses semantic algorithms to identify keyword opportunities and identify content gaps.

Other Search Tools (97-103)

1. Yahoo Answers and Forums

<http://answers.yahoo.com>

A good place to look for natural keyword phrases that people are using is Yahoo answers and similar sites. Forums are another place where you can look for these patterns.

2. Thesaurus

<http://thesaurus.com>

An online thesaurus can be used to find related synonyms that you haven't thought of, which can be used to form new keyword phrases and combinations.

3. Dictionary

<http://dictionary.reference.com>

Looking up keywords in the dictionary can also reveal related keyword phrases and concepts.

4. BoostSuite

<http://www.boostsuite.com>

BoostSuite has a keyword analysis tool, but not a keyword iteration tool, so it doesn't suggest alternatives to keywords you've entered. After you add your keywords to BoostSuite, it will analyze them and rank them based on opportunity (low competition & med-high monthly search volume) and number of conversions from organic search visitors for each. It will then help you assign these high-opportunity keywords to your new and existing content to optimize it.

5. Spokal

<http://www.getspokal.com>

Cost: Packages start at \$49/month

If you are using WordPress, then check out Spokal. Besides from keyword research, it also tracks SEO effectiveness and social media reach as well as rankings. Available in multiple languages.

6. Already Coded

<http://www.alreadycoded.com/category/keyword-tools>

Cost: Tools start at \$15 each

Want to add a keyword tool to your own website? Already Coded has created an archive of php keyword tools that you can purchase and add to your own site. Some tools include long tail keyword research tool, Ebay keyword tool, Amazon tool and more. These tools are coded in php and range from \$15-\$100 each.

7. Tellagence Discover

<http://www.tellagence.com/tellagencediscover>

Cost: Pricing starts at \$200 per topic

Tellagence Discover is an enterprise level tool that can gather data from Twitter and analyzes the language to find the top themes. Although the cost is expensive, this tool can surface keywords that are being used by your target customers and allow you to write in the language that they are using on social media.

Other Ideas (104-116)

Here are a few other ideas for generating keywords.

1. Survey and Engage with Your Audience

Another overlooked opportunity for getting real keywords is to simply survey your audience. Ask them open ended questions and see how they reply. Look for patterns in the language used.

If you ask enough people, then you might start to see patterns in the words that they use. As Google continues moving towards better serving conversational search, this can be a good way to come up for keywords that might not show up in other tools.

2. Internal Site Search

Using internal site search can also be a good method of keyword analysis if your site has a lot of traffic, as this data is information that you can access. You can see what keywords and phrases that people are searching for on your site. This data can also be useful in coming up with new content ideas.

3. Analyze Traffic to URL's

If you are creating a ton of content or have a large site, then analyzing traffic to website URL's can be highly beneficial. Basically, you look at the URL's that are getting the most search traffic and then take any keywords from those pages and plug them into your keyword tool of choice. From there, you can analyze keyword opportunities and make educated estimates on volume.

4. Use Filters

For advanced Analytics users, you can use filters to get back some keyword not provided data. EConsultancy wrote a good article about how to do this.

EConsultancy – How to Use Filters to Get Back Some Keyword Not Provided Data
<http://econsultancy.com/blog/8342-how-to-steal-some-not-provided-data-back-from-google>

5. Hashtags.org

<http://www.hashtags.org>

The free version won't show you much, but with a paid account at Hashtags.org, you can view data for hashtag searches on Twitter.

6. Hashtagify.me

<http://hashtagify.me>

You can enter a hashtag to see related hash tags on Twitter. The free version only provides a few, but the \$5/month paid version provides up to 50.

7. nTopic

<http://www.ntopic.org/tools.php>

nTopic is a tool that suggest keywords for the articles that you write to increase relevancy. A study that they showcased on their site shows how adding relevant keywords can increase search traffic.

8. Brainstorming Sessions

A brainstorming session is a great way to come up with some good keyword ideas. Tools don't always show you related keywords. To get even more ideas, get a team together and create a database of keyword ideas that all team members can contribute to.

9. Print sources

Industry magazines, newsletters and direct mail are another possible source for ideas. Look through these to find words and phrases that you might have missed.

10. Social monitoring and listening tools

Social monitoring tools like mention.com can provide some new ideas. Sometimes, for example, people will reword the default wording of your tweets and pins or add their own hash tags.

11. Conference presentations / Slideshare

Watching conference presentations or viewing Slideshare Powerpoints can be a good way to find more phrases to target.

12. News Feeds and Aggregators / Industry Bookmarking sites

Check out news feeds for your industry and also aggregators and bookmarking sites like Scoop.it. Headlines can be good inspiration and a source for keywords, especially if you see the same terms repeated in various articles.

13. Domain Search

People often register domains for competitive keywords, even if they don't plan to use them. Also, when searching for domains, it also suggests alternate domain names if the one you want is taken, which can provide other keyword ideas.

Pay attention to if all the domain extensions are purchased (including less popular ones) and how much people are trying to sell the domain names for (if they aren't in use) as this can be an indicator of competitiveness and keyword value. You can try this out at [GoDaddy domain search](#).