FINDING PROFITABLE KEYWORDS

So you've chosen a niche…

Now what?

For any niche you choose, there are hundreds and thousands of keywords that you could be targeting.

The challenge is finding them and organizing them as part of your content strategy.

GETTING STARTED

To start, let's discuss the different tools that you could be using for keyword research.

1. [Google Keyword Planner](#)
2. [Long Tail Pro](#)
3. [Market Samurai](#)
4. [Keyword Snatcher](#)
5. [SEMrush](#)

You don't need to use all of them. I personally use Google Keyword Planner as my main keyword tool, as well as a few of the others which I'll be discussing later on.

If you're not an expert in keyword research, getting a tool like Long Tail Pro or Market Samurai to help you is recommended.

I've been working with doing things manually since day 1, so I'm more comfortable using just Google Keyword Planner and not using a separate keyword tool.

Long Tail Pro vs Market Samurai

If you need to decide, go with Long Tail Pro. The founder, Spencer Haws, is an SEO and niche site expert, and is continuously making improvements to the software to make it better.

HOW TO FIND PROFITABLE KEYWORDS

This is the main way that I find keywords in a niche. Let's just go through the process and I'll explain everything as I go. That way, everything is more fluid and streamlined.

Let's get started!

The first thing I do is just get a feel for the keywords by entering in basic seed keywords.

Let's say the niche we're interested in is running.

What I'll do then is just come up with about 5 seed keywords just off the top of my head.

And I'll enter them into Google's Keyword Planner.

The seed keywords can be anything really. But I like to stick to tutorial based keywords.

Things like tips, instructions, tutorials, how to, etc.

Why? These are the keywords that usually have the highest search volumes across any given niche.

So here's what it would look like.

I input just any keywords that I can think of into Google's Keyword Planner.

I set the targeting to All locations. I do later check specifically for U.S. just to make sure that a certain percentage of it is at least from my targeted country.

But All locations will give you a more accurate estimation of a keyword's traffic volume.
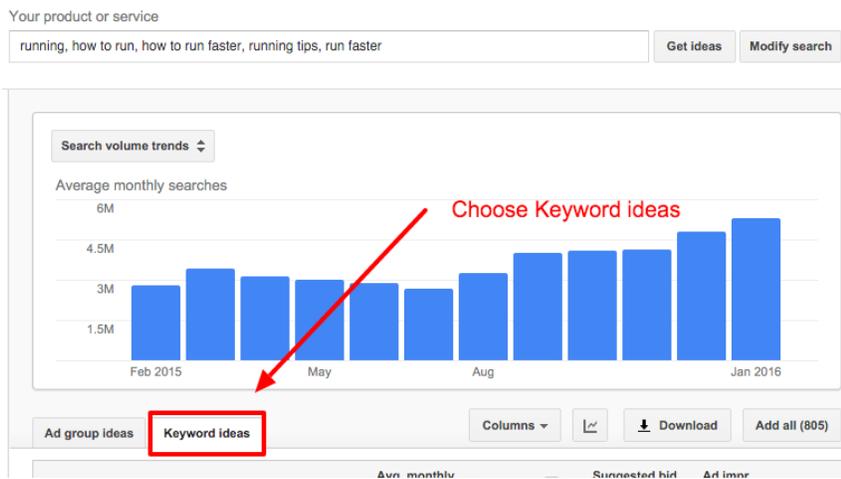

Why?

Because in the long run all traffic to a site is international. You can say your site is mainly targeted for U.S. visitors, but in the long run you will get international traffic.

So it's more accurate to account for them during the research stage.
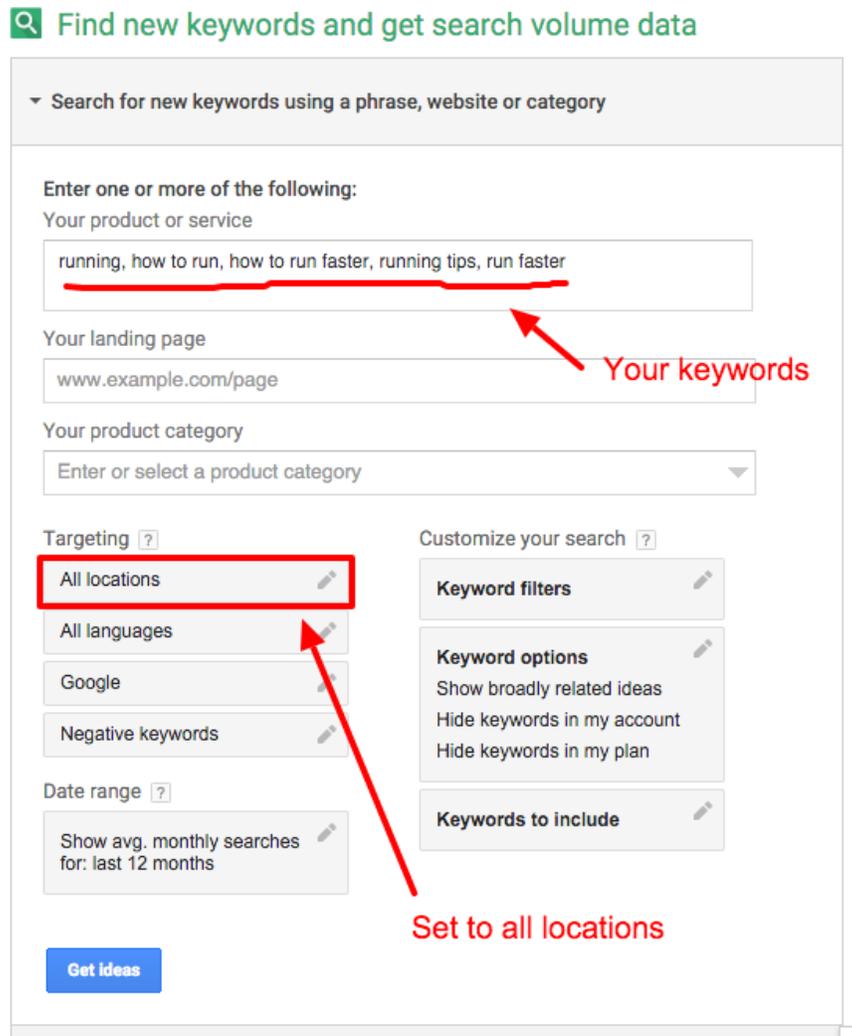
Running that search will bring you to the following page:

You need to make sure that you select Keyword ideas, which will then show you the search volumes of all the seed keywords you inputted as well as a huge list of suggested keywords.

These will give you even more seed keyword ideas. You can re-enter them into the Keyword Planner tool and run the searches again and new suggestions will pop up. From these, you can make note of the ones with high search volumes that you would potentially like to target.

TIP: If you see on the image to the right, you'll see the column "Avg. monthly searches". If you click that, it will re-order the keywords in order of highest to lowest search volume.

I know this seems kind of basic, but this is how I do my keyword research. From looking at the image, look at how many high search volume keywords you can find with just this simple tactic.

If you do this enough times, you'll get a really good feel for what seed keywords to enter, and which keywords you should be looking for.

At that point, niche selection becomes so much easier. You can find high search volume keywords for just about any niche. And when you get good at that, you're really unstoppable.

Of course… then there's the next stage which is competition research.

But we won't be getting into that in our kw research guide.

For now, I want to suggest some other methods of finding profitable keywords.

First off, let's take a look at SEMrush.

This is a paid tool, but it's freemium, meaning you can use it for free, but you'll get limited data.

That's okay.

If you don't want to pay for a subscription, the free version will still give you most of what you need to do.

First, go to SEMrush.

This step comes after we've done the first part of entering in seed keywords into Google Keyword Planner.

After that, we'll enter in some of the selected keywords into Google to see who's ranking for them.

So let's enter in a keyword, "how to run faster".

And we're going browse the list of sites.

What we're looking for is a site (domain name) that is directly related to our niche - in this case, running.

So we're going to ignore the sites that are ranking from domains like WikiHow, Wikipedia, BodyBuilding, etc.

Instead, we're going to focus on one from the list that's directly related to running.
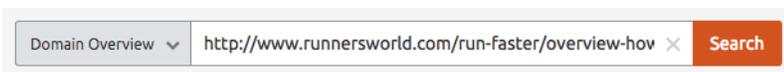
Here's a good one.

Why do we do this? Because of the information that SEMrush gives back.

You'll see in just a second what I mean.

Then, what we're going to do is enter in that site into SEMrush.

We're going to do 2 searches: One for the actual URL of the page that's ranking, and then one more for the overall domain.

Let's do the URL of the page first.

What this does is it gives a list of the page's TOP ORGANIC KEYWORDS.

This is a list of the top keywords that drives traffic to the page. And it also shows their rankings.

Why is this important? Because it gives you suggestion on which keywords are driving the most traffic to one of the top competitor's page that's already ranking. And you can see which keywords you should be focusing on.

It will also give you suggestions that you may not have thought of, and ones that weren't suggested by Google Keyword Planner.

You can click on "View full report" for the whole list, but to get all the data you'll need a premium subscription.

But this list of of their top 5 is plenty for now.

Now let's take a look at the overall domain.

Since this is a site dedicated to running, we can see which keywords drive the most traffic to their entire site in general.
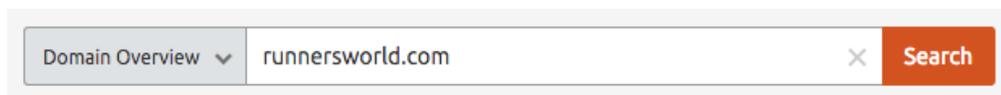
Make sure you type in the clean domain without http:// or www.

And you'll get more suggestions like this:

For a large brand, most of the top keywords will be branded keywords like you see here. But you'll also get a lot of new keyword ideas like "best running shoes".

One of the good things about running a search for their entire domain is that SEMrush will also give you a list of their top competitors.

These are the top competing sites for their keywords in the running niche.

You can click on any of the sites, and it will give you a whole new report. And you can keep going and you'll have a huge list of profitable keywords that you should be targeting.

One of the best things about using SEMrush is that these are the top keywords from the top sites in your niche.

These aren't just "good keywords in theory" but they're keywords that are driving the traffic of the top sites in the niche.

It's crucial to know this information if you're planning on entering and competing in the same niche.

By the way, I did all this just using the FREE version of SEMrush.

Just to show you that it is possible to get a bunch of data without having to pay for their full version. So if you were thinking, "this is so cool but I don't want to pay for a tool right now" then there's no excuses for not doing this :)

And that's the entirety of my keyword research phase.

Again, you can use software like Long Tail Pro to help you. But if you can get the strategy I just showed you right a few times, you'll have a powerful skill set that's essential to know in SEO.

You can go further with your keyword research using tools like [Keyword Snatcher](#), but the strategy I just showed you should fit you just fine for any niche you enter.

The most frequent questions I get on a daily basis are about keyword research.

It can all seem complicated when you're just reading about different strategies.

But I hope that by taking you step by step through the process, you were able to see just how easy it is.

And if you were already an experienced SEO with a lot of keyword research knowledge, I hope you were able to learn a thing or two from my method, which I think is kind of different from others.

If you can get this right, everything else comes easier.

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