

How to research 5 keywords in 5 minutes?

Find the RIGHT keywords in less than 5 MINUTES

A horizontal search input field with a microphone icon on the right side.

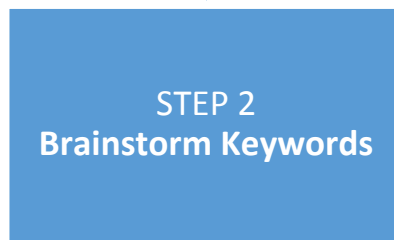
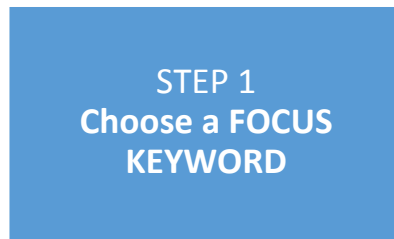
Google Search

I'm Feeling Lucky

Keyword Research In 5 EASY STEPS

Where to start?

- **Choose a focus/priority keyword**
- For more details refer to [“How to choose a perfect focus keyword”](#)



Should I stick to high level keywords?

- **Think like your potential customer**
- For more details refer to [“Short Tail vs long tail keywords”](#)

Are there any free tools that I can use?

- **Use free keyword research tools** to research keyword ideas
- For more details refer to [“Free keyword research tools”](#)

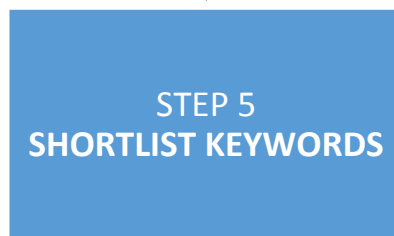


How do I compare keywords?

- **Use Google's Keyword Planner** to find out search volume & competition
- Refer to [“How to use Google Keyword Planner for keyword research?”](#)

How do I make final selection of keywords?

- **Select keywords based on search volume, competition & relevance**
- Refer to [“How to select the right keywords?”](#)



How to choose a perfect focus keyword?

5 questions to identify focus keyword

Answering these questions will help you in selecting a focus keyword

1) What do you want to be known for?

(Example: "insurance provider", "blinds sydney")

2) How would you describe what you do?

(Example: "best insurance", "best blinds in sydney")

3) What makes your product/service special?/ What is your Unique Value Proposition?

(Example: "cheap", "low cost", "quality")

4) Which products and services are most profitable to you?

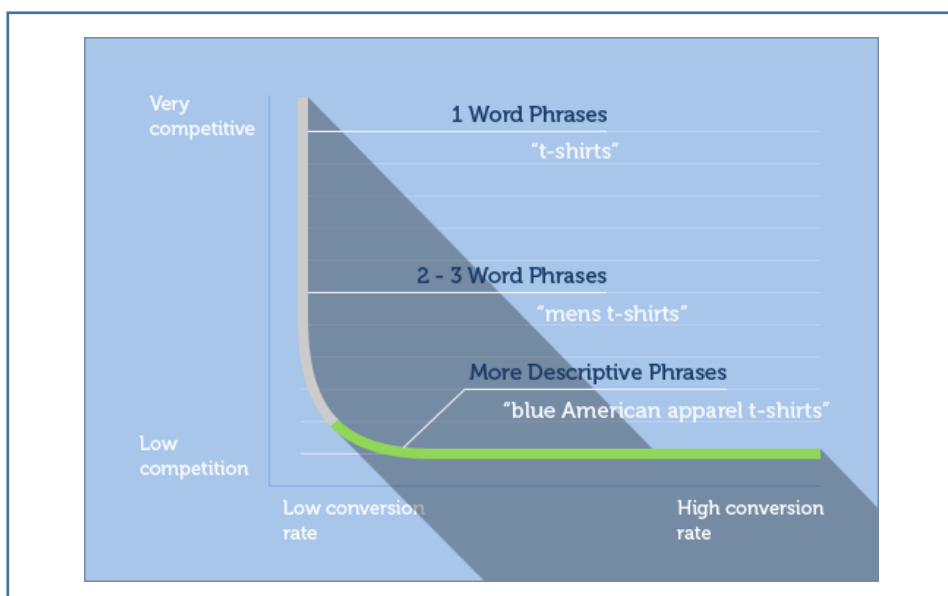
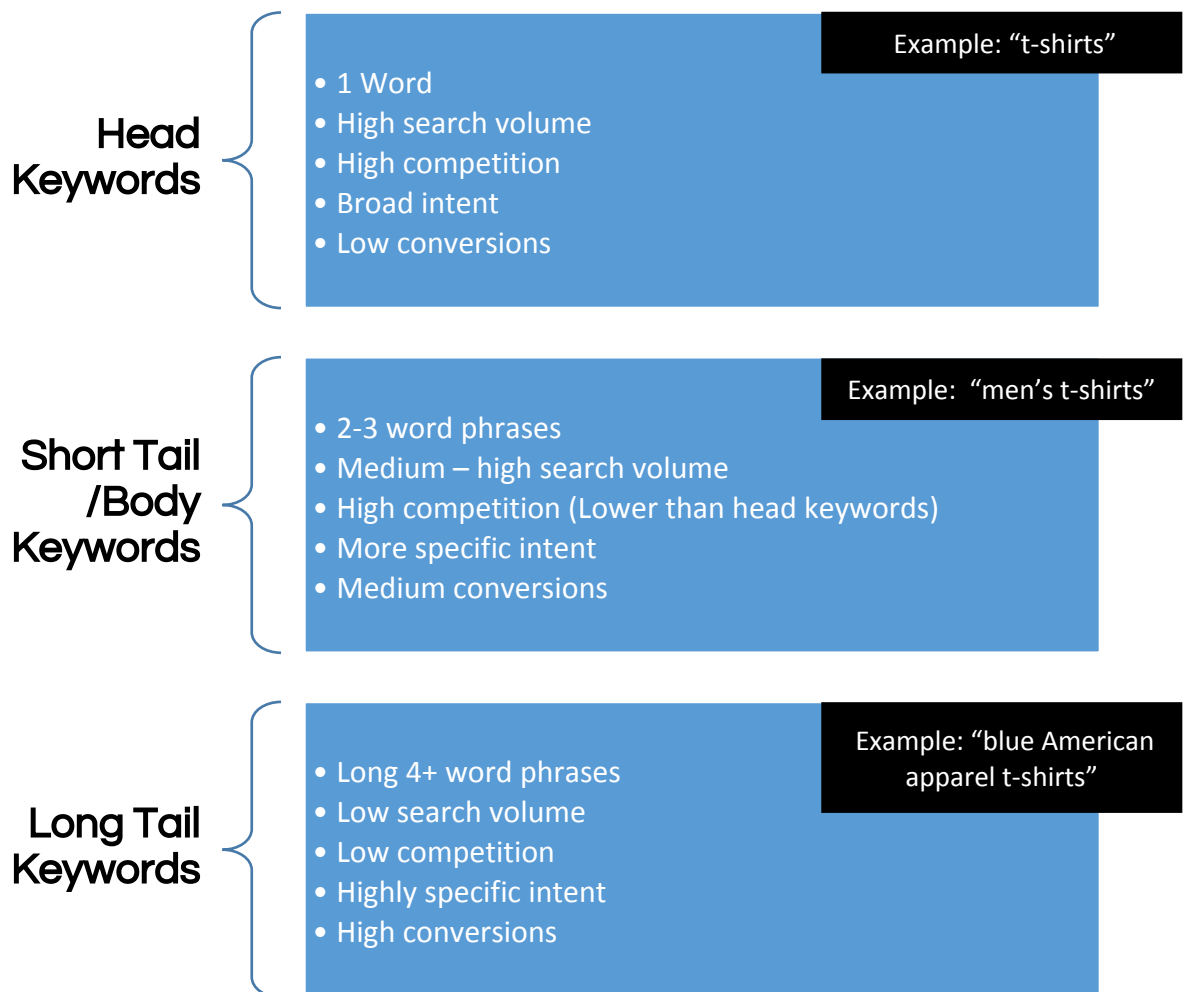
(Example: "An insurance provider makes most business by selling car insurance instead of public liability insurance")

5) What are your top competitors targeting on their website and in marketing campaigns?

(Example: "Your top competitor is using the word "best blinds" on your homepage heading, meta tags and content")

What are the different Types of keywords

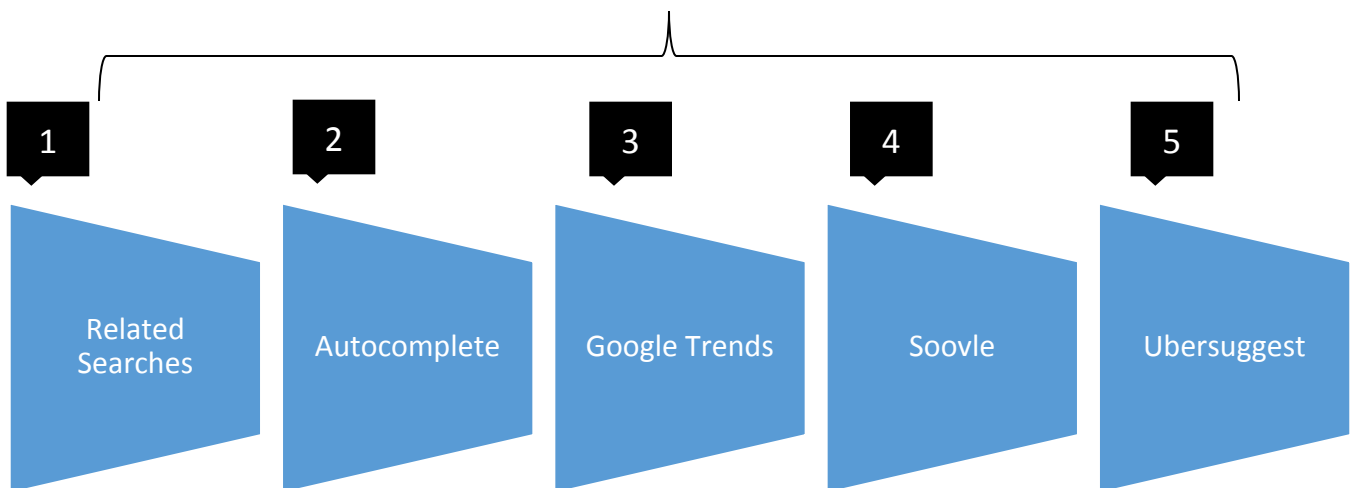
(Criterion for selecting keywords)



5 FREE Keyword Suggestion Tools

(Tools & techniques that will help in doing keyword research)

Use any of the tools & techniques below and get keyword suggestions in 1 minute



Tool Link:

- **Google Trends** - <https://www.google.com.au/trends/>
- **Soovle** - <http://soovle.com/>
- **Ubersuggest** - <http://ubersuggest.org/>
- **Google Keyword Planner** - <https://adwords.google.com.au/KeywordPlanner>

Tool 1- Google's Related Searches

(Searches related to a keyword)

Steps:

- Enter a focus keyword in the google search bar. Example "car insurance"



- You'll see searches related to your term in the "Related searches" section at the bottom of the page
- Select keywords with buyer intent

Get closely related body and long tail keywords

Searches related to car insurance

- | | | |
|-----------------------------------|------------------------------|-----------------------------------|
| ✓ car insurance comparison | suncorp car insurance | |
| ✓ car insurance compare | car insurance quotes | ✓ Keyword selected (Buyer intent) |
| coles car insurance | cgu car insurance | SEO Competitors |
| ✓ car insurance online | qbe car insurance | |

Keyword selected (Buyer intent)



DEFINED by Google: "For certain queries, we'll display a list of related search terms at the bottom of the search results page. These related search results present a set of similar information, which helps you refine your initial search."

Tool 2 - Google's Autocomplete

(Autosuggestion of Popular keywords searched by people)

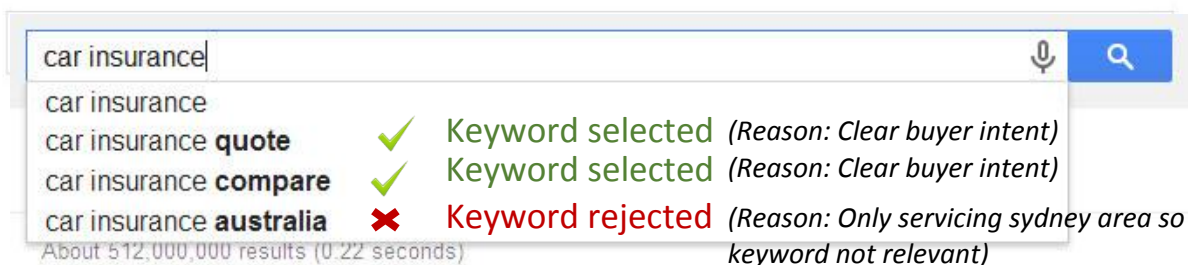
Steps:

- Start typing the focus keyword in the search bar (Example: "car Insurance")
- Google will automatically suggest keywords before you even finish typing

FOCUS KEYWORD

(Main Product or Service Offering)

"Car Insurance"



Google AutoComplete is driven by actual search results, which means that it is affected and influenced by what people are actually typing in to the search box.

Time: 1 minute

Tool 3 - Google Trends

(Real time trending keywords)

Tool Link: <https://www.google.com.au/trends/>

Google Trends is a tool that allows you to compare the popularity of search terms and trends

Steps:

- Enter the focus keyword. Example: "Car Insurance"
- Get keyword trend over time, related searches and breakouts (any rising keywords)

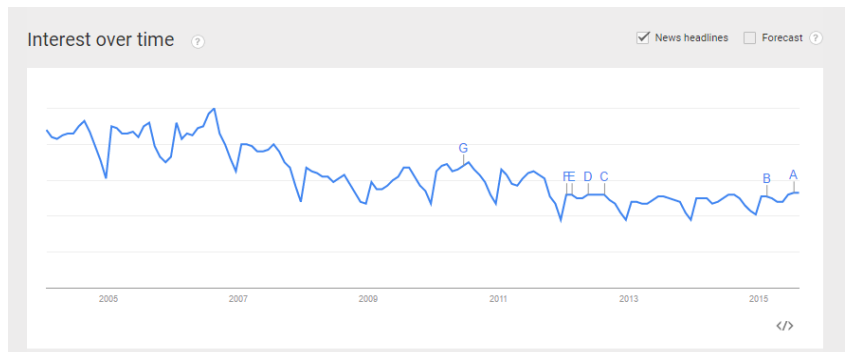
Compare Keywords

Compare Search terms ▾

car insurance
Search term

+ Add term

Keyword Trends over time



Related Keyword Suggestions

Related searches ⓘ

Top		Rising	
aami car insurance	100	compare car insurance	Breakout
aami	100	compare insurance	Breakout
aami insurance	100	aami insurance	+250%
nrma	75	car insurance quote	+250%
nrma insurance	75	aami car insurance	+200%
nrma car insurance	75	budget insurance	+200%
car insurance quote	60	nrma	+200%

</>

Time: 1 minute

Tool 4 - Soovle

Tool Link:

[Soovle](#)

(Real time trending keywords from different search engines)

Steps:

- Enter a focus keyword. (Example: “car insurance”)
- Get popular keywords from search engines like Google, Yahoo, Bing, Wikipedia, Youtube etc

The screenshot displays the Soovle tool interface. At the top, a search bar contains the text "car insurance" and the Soovle logo. Below the search bar, a list of search suggestions is shown, with three items highlighted with green checkmarks and the text "Keyword selected": "car insurance quotes", "car insurance calculator", and "car insurance cost". To the right of the suggestions, a list of related terms is displayed, including "car insurance holder", "car insurance and registration holder", "car insurance wallet", "car insurance holder leather", "car insurance book", "car insurance for dummies", "car insurance sleeve", "car insurance card holder", "car insurance and registration wallet", and "car insurance holder pink". Below the search bar, there is a section for "Soovled Link" with a link to "Auto Insurance: Get an Online Car Insurance Rate | Progressive" and a description: "Get the coverage you need, for the price you want. Start a car insurance quote today with the details you know offhand. www.progressive.com". At the bottom, there are two columns of search suggestions, with two items highlighted with green checkmarks and the text "Keyword selected": "car insurance quotes" and "car insurance rates".

Search suggestions from top search engine providers on the internet.
Easy to use, fast and efficient

Time: 1 minute

Tool Link:
[Übersuggest](#)

Tool 5 - Übersuggest

(Free keyword suggestion tool that makes good use of different suggest services.)

Steps:

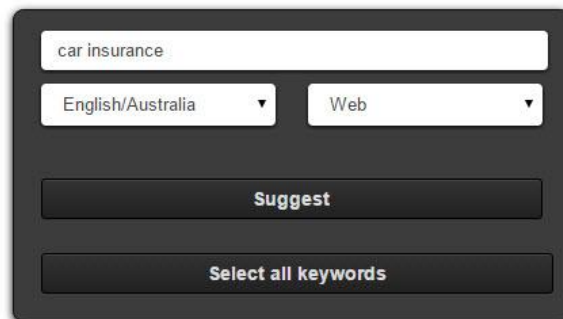
- Enter a focus keyword. Example: “Car insurance”
- Get keyword ideas with Übersuggest. It takes your base term, adds a letter or a digit in front of it and extracts suggestions for it.

Get keyword ideas with Übersuggest the free keyword suggestion tool that makes good use of different suggest services.

How it works?

- Write a term in the box.
- Choose a language and a source. Übersuggest can get suggestions either from regular Web search or from search verticals like Shopping, News or Video (more to come).
- Übersuggest takes your base term, add a letter or a digit in front of it, and extracts suggestions for it.
- Click on each word to get further suggestions based on that term.
- Add each keyword to your basket clicking on the plus sign on its left.
- Add all visible keywords to your basket clicking on the large grey button.

With this free keyword tool you can instantly get thousands of keyword ideas from real user queries! Use the keywords to get inspiration for your next blog post, or to optimize your PPC campaigns.



[Update about the recent Google announcement](#)

380 suggestions found.

[original](#) _ a b c d e f g h i j k l m n o p
q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

↑ car insurance

- ⊕ car insurance ✓ Keyword selected (*Buyer intent*)
- ⊕ car insurance quote ✓ Keyword selected (*Buyer intent*)
- ⊕ car insurance compare ✓ Keyword selected (*Buyer intent*)
- ⊕ car insurance australia ✗ Keyword not selected (*Broad targeting*)
- ⊕ car insurance nsw ✓ Keyword selected (*Location keyword*)
- ⊕ car insurance qld ✓ Keyword selected (*Location keyword*)
- ⊕ car insurance calculator
- ⊕ car insurance wa
- ⊕ car insurance companies
- ⊕ car insurance quote comparison

↑ car insurance + a

- ⊕ car insurance australia
- ⊕ car insurance aami
- ⊕ car insurance adelaide
- ⊕ car insurance agreed value
- ⊕ car insurance anz
- ⊕ car insurance allianz
- ⊕ car insurance act
- ⊕ car insurance apia
- ⊕ car insurance australia compare
- ⊕ car insurance ads

How to compare keywords?

(Use Google's Keyword Planner to compare keywords based on search volume and competition)

Steps to use Google's Keyword Planner

- Step 1 - [Sign in](#) to Google Adwords Keyword Planner or [Create a new account](#)
- Step 2 - On Sign in, click on "Tools" in the top navigation and choose "Keyword Planner"
- Step 3 – Find new keywords. Enter your sourced keywords from any suggested tool under "Product & Service" and click "Get Ideas"

Find new keywords

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

- car insurance
- car insurance comparison
- car insurance compare

Your landing page

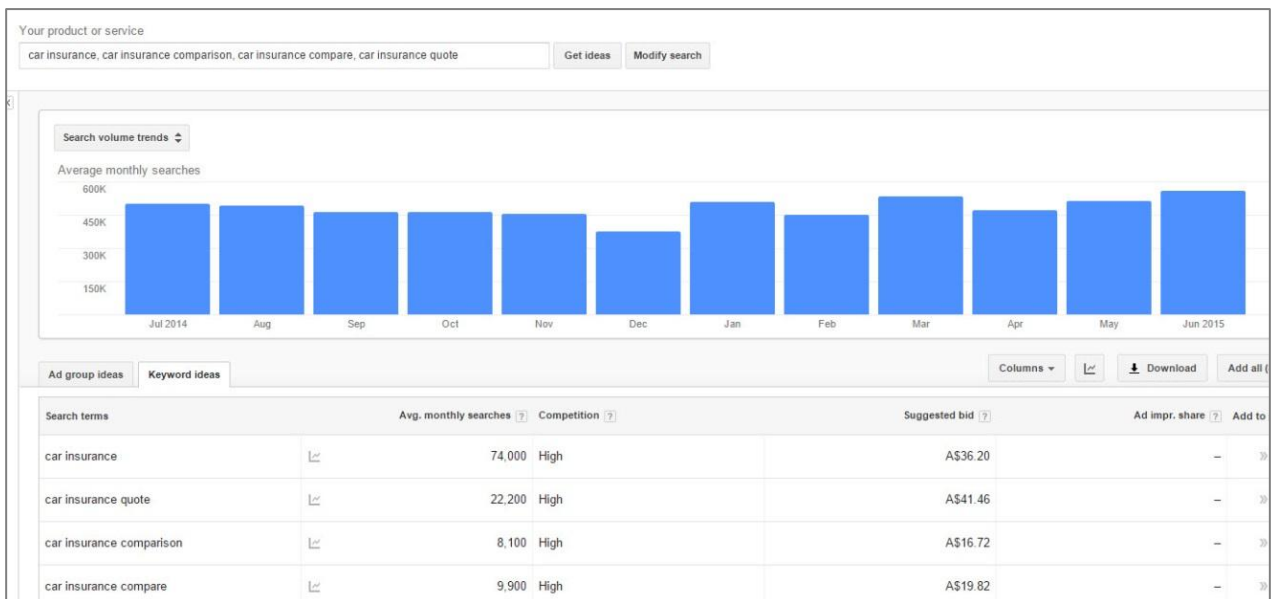
www.example.com/page

Your product category

Enter or select a product category

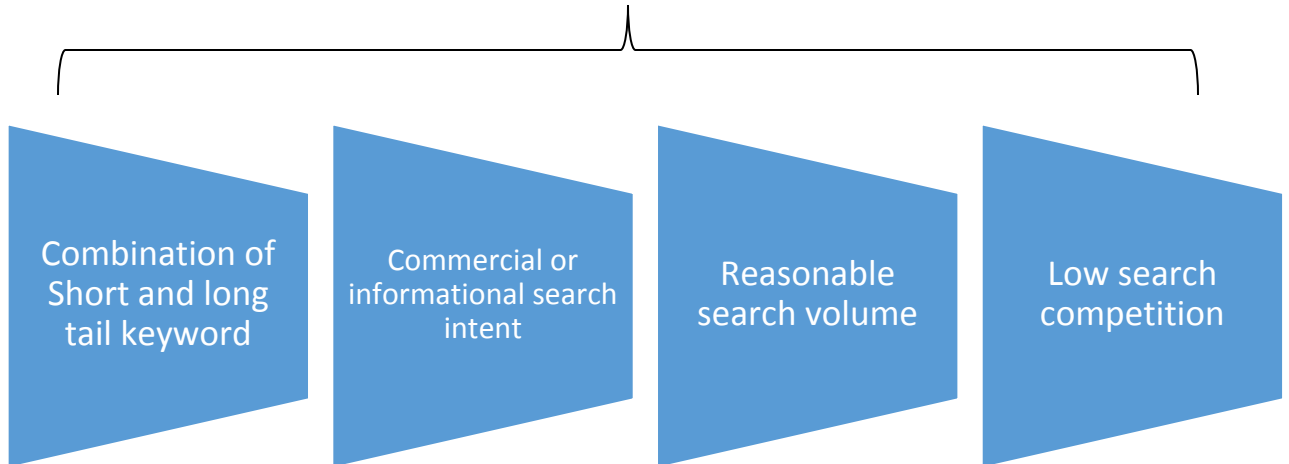
Get ideas Cancel

- Step 4 – Get search volume and competition data



How to select the right keywords?

Select keywords that have the below attributes:



5 questions before you make the selection

- *Does the keyword match my brand?*
- *Do I offer these services?*
- *Is my target audience searching for these keywords?*
- *Are these competitive keywords?*
- *Are these informational or commercial keywords?*

Keyword selection is fundamental to the success of website's natural or organic ranking on the search engines.

Resources & Tools:

[Google Adwords – Keyword Planner](#)

Top 5 things to remember

- 1** *Selecting the RIGHT keywords and strategically optimising them will result in targeted traffic and higher chances of conversions*
- 2** *Google chooses the most relevant page for a search query*
- 3** *Use more specific keywords on the homepage*
- 4** *Keep your pages as tightly themed as possible*
- 5** *Avoid internal competition while selecting keywords for internal pages*