

What are the best tools to do Keyword Research?



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What are the best tools to do Keyword Research?



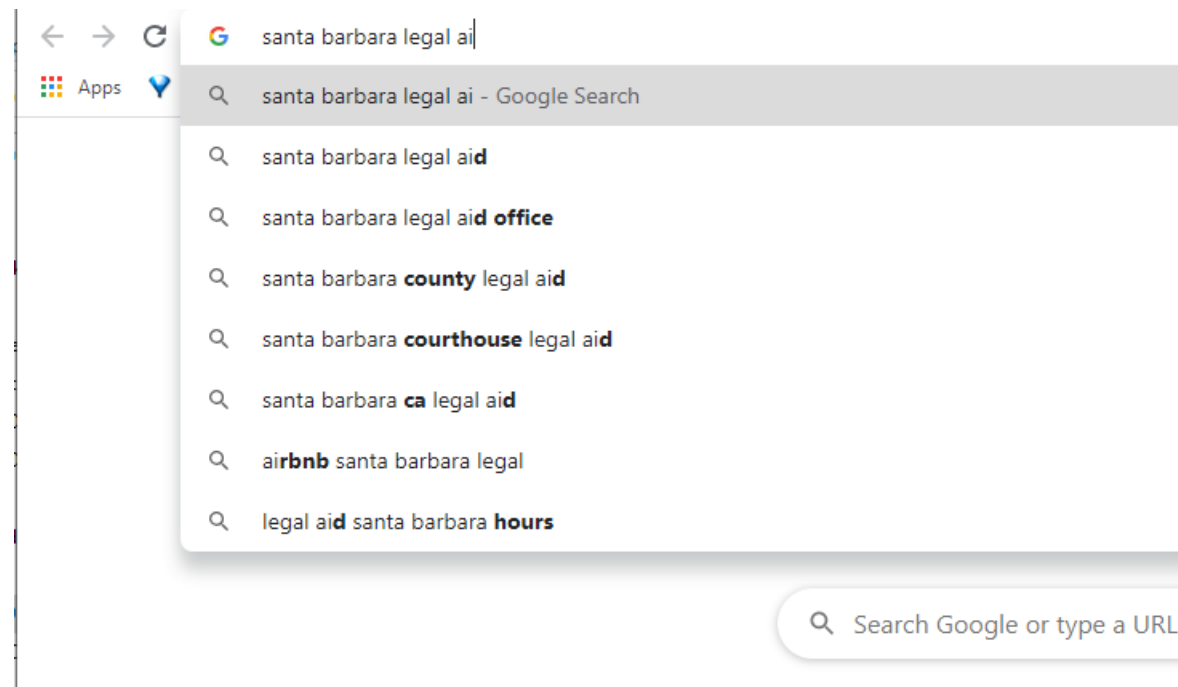
Michael Kramer



What are  
the best  
tools to do  
Keyword  
Research?

## Simple Tools are the best and easiest

Go to [www.google.com](http://www.google.com) and start typing a keyword phrase and watch Google try to finish your phrase with the most popular typed in keywords





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## Simple Tools are the best and easiest

Go to [www.google.com](http://www.google.com) and start typing a keyword phrase and watch Google try to finish your phrase with the most popular typed in keywords

You need more information to make good decisions.

- Number of searches per month
- Trend of searches over time
- Cost to advertise for the keyword if your website doesn't rank high for the keyword (CPC = Cost Per Click)
- Other related Keywords that people also type



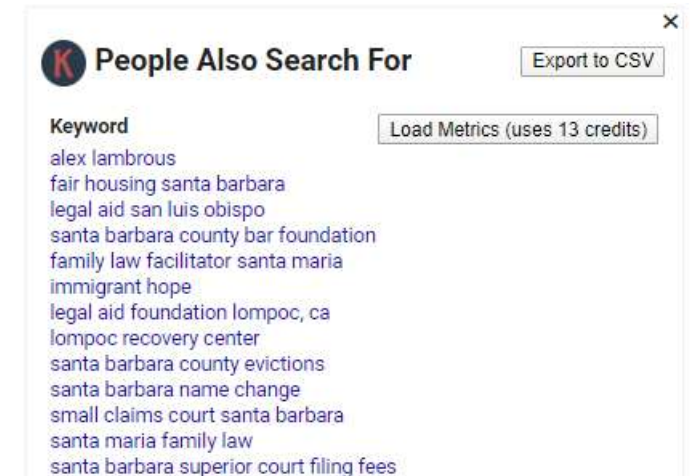
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## Browser Based Tools

Install this extension to your Chrome Browser



Do a Google Search for “santa barbara legal aid”





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## Web Application Based Tools

<https://moz.com/free-seo-tools>



### Keyword Explorer

Leverage the largest, most accurate search keyword database to discover and prioritize the best keywords for your site.

[Target with Keyword Explorer](#) ↗



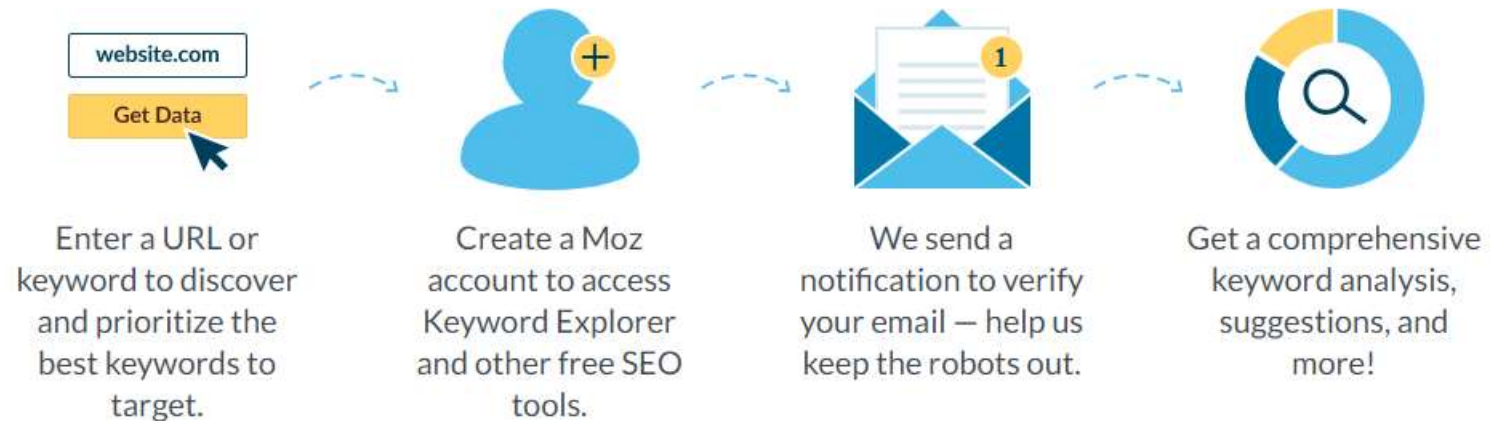
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## Web Application Based Tools

<https://moz.com/explorer>



How it works





What are the best tools to do Keyword Research?

## Web Application Based Tools

<https://moz.com/explorer>



Products

Blog

About



Resource

Moz Pro

Campaigns

Keyword Research

Explore by Site

Site Overview

Ranking Keywords

Explore by Keyword

Keyword Overview

Keyword Suggestions

SERP Analysis

Keyword Lists **SAMPLE**

Link Research

Fresh Web Explorer

On-Page Grader

On-Demand Crawl

Rank Checker **NEW!**

[Home](#) > [Moz Pro](#) > [Keyword Research](#) > [Explore by Keyword](#) > Keyword Overview

### Overview

Research by keyword to analyze predictive metrics and identify high-impact suggest

Explore by keyword:

santa barbara web design

9 of 10 queries available until 04/25

**no data**

Monthly Volume

Learn more about Volume



**22**

Difficulty

Learn more about Difficulty





What are the best tools to do Keyword Research?

## Web Application Based Tools

<https://moz.com/explorer>



### All Keyword Suggestions

Export CSV Add to...

<input type="checkbox"/> Keyword	Relevancy <sup>i</sup>	Monthly Volume <sup>i</sup>	Search
<input type="checkbox"/> santa barbara web design	●●●●●	no data <sup>i</sup>	
<input type="checkbox"/> santa barbara website design	●●●●●	no data <sup>i</sup>	🔍
<input type="checkbox"/> santa barbara web design companies	●●●●●	no data <sup>i</sup>	🔍
<input type="checkbox"/> santa barbara ceramic design website	●●●●●	1	🔍
<input type="checkbox"/> santa barbara web designer	●●●○○	no data <sup>i</sup>	🔍
<input type="checkbox"/> web design santa barbara	●●●○○	31	🔍





What are the best tools to do Keyword Research?

## Advanced Web Applications

<https://www.semrush.com/prices/>



# SEMRUSH

### Plans & Pricing

Billed monthly Billed annually **Save 16%**

Pro

**\$99**.95 per month

Subscribe

For freelancers, startups and in-house marketers with limited budget

Run your SEO, PPC and SMM projects with 40+ advanced tools.

Know your competitors' traffic sources, rankings, social media results & more.

[See a full plan comparison](#)

Guru

**\$199**.95 per month


Subscribe

For SMB and growing marketing agencies

All the Pro features plus:

- Content Marketing Platform
- Branded reports
- Historical Data
- Extended limits

[See a full plan comparison](#)

 Business

~~25~~ 200 projects

**\$399**.95 per month

Upgrade Now

For agencies, E-commerce projects and businesses with extensive web presence

All the Guru features plus:

- White label reports
- API access
- Extended limits and sharing options
- Google Data Studio Integration





What are the best tools to do Keyword Research?

## Advanced Web Applications

<https://www.semrush.com/prices/>



Dashboard > Keyword Overview > Keyword Magic Tool US

### Keyword Magic Tool: Web Design

Database: United States | Currency: USD

All Questions Broad Match Phrase Match Exact Match Related Advanced filters

By number By volume All keywords: 7,764 Total volume: 36,860 Average KD: 71.24% + To Key

Keyword	Volume	Trend	KD %	CPC \$	Com.
<input type="checkbox"/> use	549				
<input type="checkbox"/> what is web designing	1,300		75.57	3.91	0.33
<input type="checkbox"/> how much do web designers make	1,000		81.15	4.91	0.21
<input type="checkbox"/> how to become a web designer	880		76.73	3.90	0.51
<input type="checkbox"/> who's in yes exactly web design	880		n/a	6.38	0.12
<input type="checkbox"/> what does a web designer do	390		73.96	5.31	0.22

8% of all searches are Questions



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All keyword details for: ameravant.com

Shared 7 Missing 1 Weak 0 Strong 2 Unique 953 All keywords 1.3K

Keyword	amerav...	phiweb...	Fateyes...	santab...	Volume	KD%	CPC (USD)
santa barbara web design	2	1	9	5	260	42.74	12.40
santa barbara web design companies	5	4	10	8	90	33.06	8.80
web designer santa barbara	2	1	13	7	70	39.32	5.71
web developer santa barbara	5	7	17	12	50	68.74	7.28
sb web design	11	3	40	1	40	42.58	0.00
santa barbara web marketing	2	9	79	18	30	41.38	0.00

GAP Report to compare your competition to you



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## Optimize your website for the best keywords

### SEO - How to Search Engine Optimize a Web Page

By Michael Kramer, Ameravant Web Design Studio, [www.ameravant.com](http://www.ameravant.com) 805-456-6011

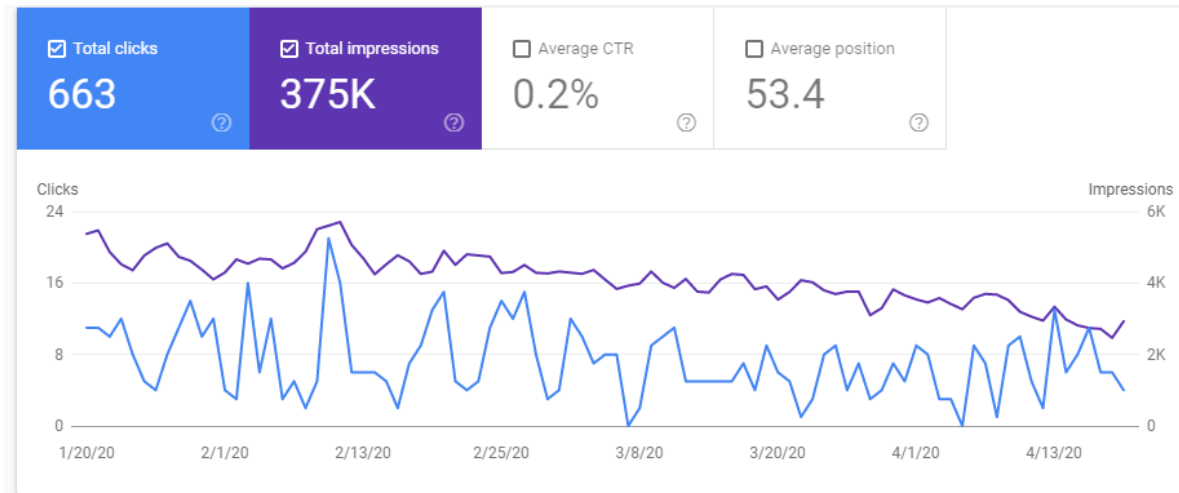
Optimize your webpages by making sure the keywords people are searching for when they need your services/products are showing up in the following places:

1. Page Title worth 40 points - divide each word into the 40 to get the value of each word. Words in the front are more valuable
2. The URL, after [the.com](http://the.com) is worth 35 points
3. H1 Heading Titles worth 25 points
4. Alt Text on Photos worth 25 points
5. H2 Heading Titles worth 20 points
6. Paragraph Text worth 1 point
7. Bold Text worth 2 points
8. Heading Text in Videos: 30 points
9. It's a good idea to put in the footer, all the geographic communities you serve

Once you  
know the best  
keywords, you  
need to  
optimize your  
website.



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QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Query				↓ Clicks	Impressions
ameravant				42	122
ameravant web design				14	54
amerivant				14	42
postpartum education for parents				13	118
web design santa barbara				7	726

Google Search Console

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