
TOP 10 FREE KEYWORD RESEARCH TOOLS

Keyword research is very important when it comes to SEO and any branch of digital marketing. Keywords are very important for every business website as they drive targeted web traffic to your business for free. Without spending adequate time doing keyword research for your industry, market, and audience, much of your SEO efforts will just be blind guesswork. To get started on your new site, check out these 10 free keyword research tools.

1. Google AdWords: Keyword Planner

This is probably the most widely used keyword tool around, and it's totally free of charge other than what you pay Google if/once you start advertising through AdWords. This keyword research tool provides estimated search volume on Google's network for each keyword and phrase, and it provides tons of keyword suggestions.

2. Alexa

The Alexa tool will let you see search queries of a competitor and the percentage of traffic it brings to the website.

3. Google Correlate

by using this tool, you can find related keywords that people are searching for and create content or develop advertising strategies that cater to those related terms. Overall, Google Correlate will help you grow your keyword list and cast a bigger net.

4. AdWord & SEO Keyword Permutation Generator

With the AdWord & SEO Keyword Permutation Generator tool, it's easy to get creative as you search for keywords that align with your site, marketing strategy and goals.

5. Soovle

This free tool provides autocomplete suggestions from a variety of sources, not just from Google. While you can use it for Google suggestions, there are many other sources, including Yahoo, Bing, YouTube, Wikipedia and Amazon.

6. Moz's Keyword Explorer

Keyword Explorer is a new tool by Moz that adds some extra dimensions to keyword research. The tool draws on Keyword Planner, Google Suggest, and Related Searches. If you've already developed a list of keywords with a different tool, you can easily upload them to Keyword Explorer to get more insights and start prioritizing.

7. Keyword Tool

Anyone using Google's Keyword Planner for keyword research should also use Keyword Tool. Since Keyword Planner is designed for advertisers, it won't always show lucrative long-tail keywords that Keyword Tool manages to capture. Another cool feature of Keyword Tool is that it also helps you find long tail keywords for YouTube, Bing, Amazon, and the App Store.

8. Google Trends

Google Trends not only allows you to compare the popularity of one keyword over another, it also tells you which keywords are rising in popularity in your markets, thereby allowing you to exploit the top keywords in your niche.

9. KeywordTool.io

Keyword Tool.io goes deep down and researches many permutations and combinations, ending up with a solid list of very useful long-term keywords. The tool is free, but charges a monthly fee if you want to go deeper down or get volume information.

10. Wikipedia

Wikipedia is an amazing source of contextual keywords. Just search for your keyword/s and read the page. You will come across a goldmine of LSI keywords.