# Guide to Keyword Research, Tracking and Monitoring

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## Welcome to the Ultimate Guide to Keyword Research, Tracking and Monitoring

Are you a content writer, a junior/mid-level SEO specialist, or simply someone who is eager to learn about keyword research and tracking? Whether you're aiming to rank higher or just starting your SEO journey, this guide is made for you!

## Unlock the Power of Keyword Tracking

Keyword tracking is the practice of monitoring the performance of specific keywords or phrases in search engine results pages (SERPs). When done correctly, it will improve search visibility for your content and drive more traffic to your website.

In these detailed chapters, you'll learn when and how to set up keyword tracking, tools you can use, and how to use keyword tracking insights to improve your SEO performance.

To get the most out of this guide, we recommend following along by using the free trial on Keyword.com:

**Start 14-day FREE trial**

no credit card needed

> ❝
>
> *One thing I have always loved about Keyword.com is the amazingly fast on-demand updates and accuracy.*
>
> *Neil Patel*
> *Co-founder of Crazy Egg and Hello Bar*

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# How to Choose the Right Keywords to Track

The right keywords lie at the intersection of your audience's pain points and the solutions your business provides. Here are five ways to find them.

## 1. Conduct Audience Research

Audience research helps you discover the type of information your target audience is searching for — like the questions they are asking about a specific topic or the general conversations around their pain points.

There are several ways to conduct audience research:

- Use a social listening tool like **Sprinklr** to track your audience's online conversations.
- Review customer support conversations to discover frequently asked questions.
- Join niche communities on online forums like Reddit and Quora and monitor discussions.

## 2. Analyze the Competition

Use SEO auditing tools like **Seobility** to discover the search terms your competitors are ranking for in the search results.

Seobility allows you to compare your website's domain to direct competitors to discover:

- Keyword gaps — that is, terms you're not ranking for yet
- Intersections — that is, terms you both rank for.

Sign up for a free trial on Seobility (or use Semrush or Ahrefs) and go to the Keyword Research Tool. Input your URL and those of the competitors as we did in the image here:

### Find keyword ideas with the Research Tool

Discover relevant keywords for your website quickly and easily with the Keyword Research Tool from Seobility.

Related keywords    URL / Domain    Competitor analysis

Your domain ⓘ   keyword.com

Domain A ⓘ   ahrefs.com

Domain B ⓘ   semrush.com

Analysis ⓘ   ⦿ Gap    ○ Intersections

Search engine ⓘ   Google.com ▼

You have 3 of 3 checks left today

**Keyword Research**

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And you'll get a result like this:



Pull this information into a rough keyword list.

## 3. Check for Volume and Difficulty

Keyword volume lets you know how many people in a particular location are searching that keyword term within a specific period — like a month or a year. On the flip side, difficulty lets you know how hard it will be to rank high for a particular search term.

Ideally, you want to choose a keyword with a high search volume and **low to medium** difficulty. This way, you can rank high for it and drive valuable traffic to your website.

Google has free tools like **Keyword Planner** and **Trends** that show search volumes for different terms in specific locations. For example, we input "content marketing" into the Google Trends search bar, set the location, and we can see the search volume for that keyword.

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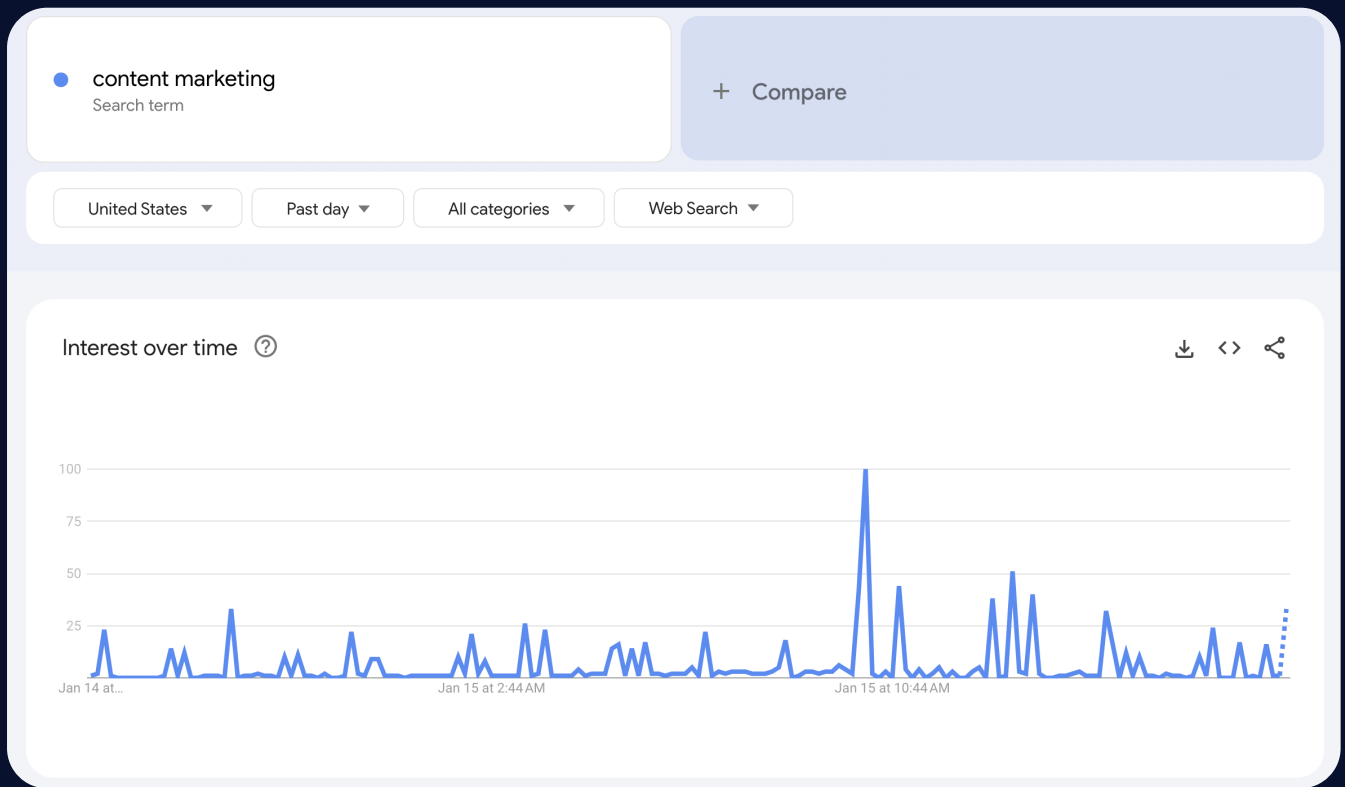
For narrower keyword volume data, consider using a third-party tool like **Seobility**. This tool will also show you the relative competition (difficulty) of each keyword.



Using the data from your keyword research tool, rearrange the terms on your list based on the lowest difficulty (competition) and easiest to rank for.

## 4. Check the Search Intent for Your Keyword

**Search intent** is what the audience searching for a particular keyword expects to see in the search results. It has four broad categories:

- **Informational:** the audience wants to learn new information about the search term. Example: What is SEO?
- **Navigational:** the user is looking for a specific website or page. Example: Seobility website.
- **Transactional:** the user is looking to purchase a product or service. Example: Buy laptops in Lagos.
- **Commercial:** the user is researching information about a product or service with the intention of making a purchase in the future — for example, shoe shops near me.

Search engines use intent to provide relevant results for different search terms. This means that the closer your content matches the keyword's search intent, the more likely it is to rank high in the SERPs.

You can analyze search results manually to discover their intent. Simply enter the keyword into the Google search bar and look at the types of responses you get. For example, let's compare the results of these two keywords:

- What is content marketing
- Best content marketing tools

The results of the first keyword are guides explaining the fundamentals of content marketing. Therefore, the keyword is informational.



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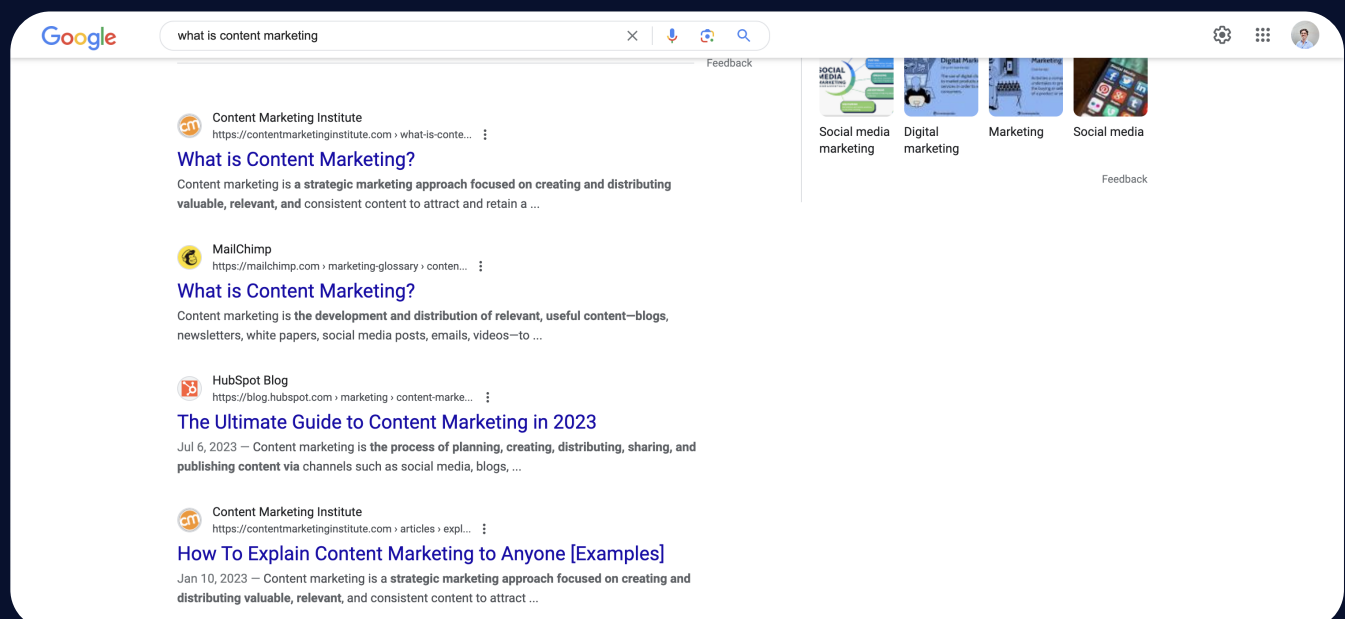
The results of the second keyword are listicles explaining the pros and cons of different tools, their pricing plans, and a high-level explanation of how they work. Therefore, the keyword is commercial.
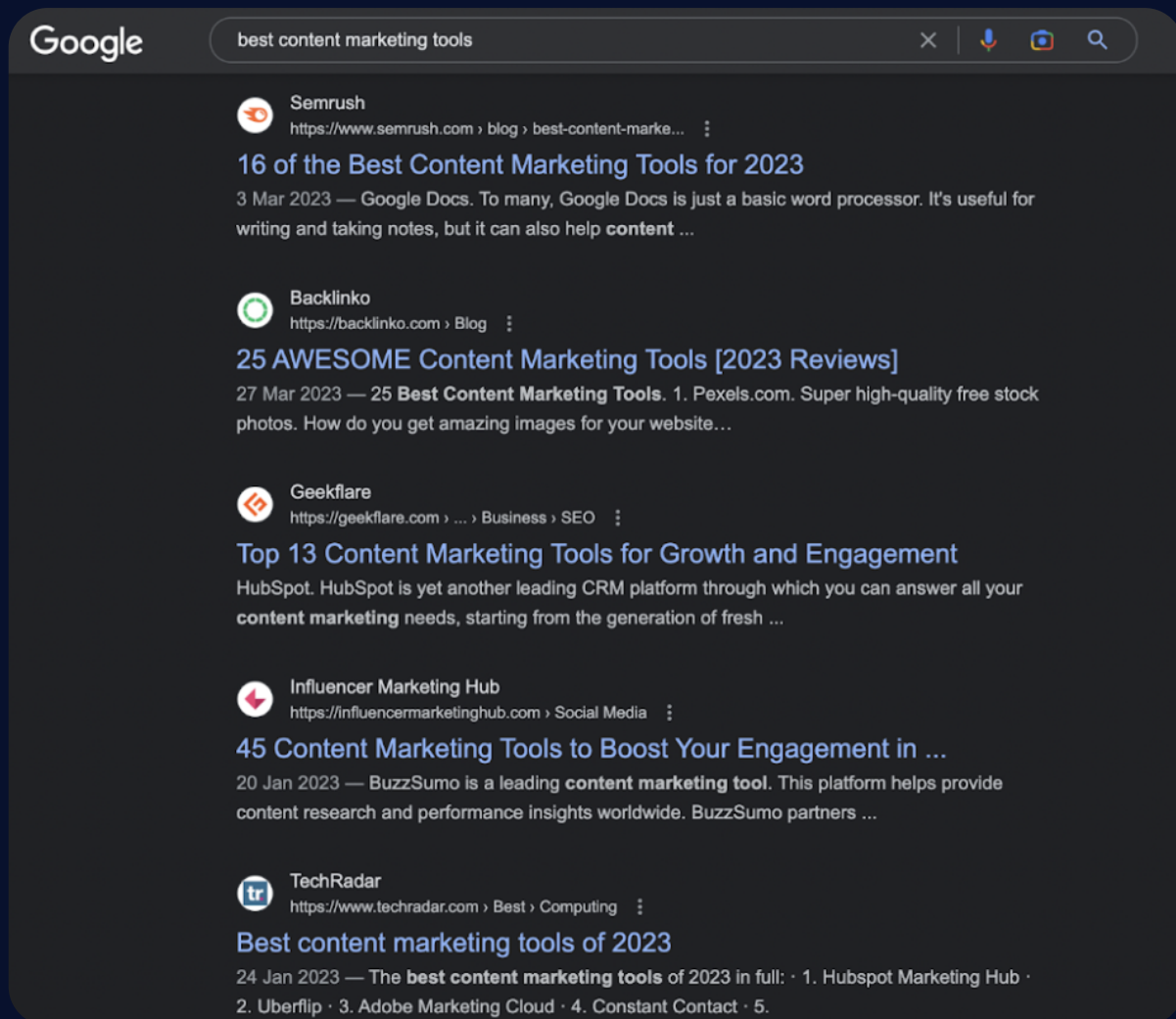


Alternatively, use tools like Semrush to view intent categories with your keyword data automatically.

## 5. Automate Keyword Research

Once you've published content pieces for your original keywords, you can set up automatic keyword suggestions with **Keyword.com.** With this, you can automatically discover new keywords to target with subsequent content pieces.

All you need to do is connect your Google Search Console to Keyword.com. Then set up parameters for new search queries — such as positions, impressions, and click-through rates. Keyword.com will automatically add keywords that match these criteria to your project.

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## Set keyword suggestion rules

Customize your rules so that Keyword.com can suggest keywords for this project

**The average Position of your website is between...**

| 1 | - | 100 |

**The number of Impressions are between...**

| 1 | - | 100 |

**The CTR of your website is between...**

| 0.01% | - | 100% |

**Data range**

Last month ⌄

☐ Automatically add suggested keywords to current project, group or tag

Cancel     **Save**

Overall, the keyword research process is pretty straightforward. Focus on finding the sweet spot where:

- Your customers' pain points are addressed
- There's little competition with decent traffic potential
- Your business's potential is high

This way, you can rank for terms that actually move the needle for your product or service. Once you know which keywords to track, a **rank tracker** will keep you in check and help you maintain the same (or better) positioning to boost authority.

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# Nine Keyword Tracking Tools You Can Use for Your Business

## 1. Google Analytics

Google Analytics is a free web analytics tool that provides detailed information about website traffic, user behavior, and conversions. With this tool, you can see the search terms driving traffic to your site, how long visitors are staying on your site, and whether they are converting into customers.

It also integrates with other Google apps in your tool stack, including Google Ads, Google Tag Manager, and Google Search Console. However, with the move to GA4, it requires some technical knowledge to set up and use effectively.

**Price:** Free

Key features:

- Marketing analytics integrations
- Real-time data reports and dashboards
- Content grouping

## 2. Semrush

**Price**: Starts at $129.95 per month. It also has a free plan.

Semrush's Keyword Magic and Keyword Manager tools allow you to track and analyze keywords for your website.

The Keyword Magic option shows the search volume, difficulty, and cost per click on each query. You can filter results to see related keywords and phrase matches. Once you have all your keywords, add them to Semrush's Keyword Manager.

In the manager, you can categorize search queries and track real-time metrics — like volume, seasonal trends, SERP features, and the domains that are ranking on the first page for your keywords.

Key features:

- Keyword categorization
- Filters for granular keyword research
- Track up to 5,000 keywords

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### 3. Ahrefs

**Price**: Starts at $89 per month.

If you have a small marketing budget, you can use Ahrefs' free rank checker tool to track keyword rankings for specific search queries.

All you need to do is enter the keyword, URL (or domain), and location into the tool's input boxes.

The rank checker will automatically scan and display your current SERP position for the keyword.

For specific data, consider using Ahrefs' Rank Tracker. This paid tool allows you to track multiple keywords simultaneously. You'll find data like:

- Organic traffic volume
- Average ranking
- SERP features

You can also compare your keyword rankings with competitors to know how to better optimize your SEO efforts.

Key features:

- Track rankings for specific keywords
- Competitor research
- Location-based keyword tracking

### 4. Keyword.com

**Price:** Starts at $26 per month **(with a 14-day free trial)**. There is also a free version.

Keyword.com's rank tracker allows you to track rankings for all your site's keywords simultaneously — as the name implies. You can also compare rankings over a specific period to know how well your SEO efforts are paying off.

In addition, this tool shows you keyword trends to help you identify SERP opportunities early and boost rankings ahead of the competition. Keyword is suitable for **local keyword tracking**, **agency** and **enterprise keyword tracking**.

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Key features:

- In-depth competitor SERP performance data
- Featured snippets tracking
- Search performance dashboards
- Custom-branded reporting
- International, national, regional and city location keyword tracking
- Daily, weekly and bi-hourly keyword data updates
- Google Search Console integration

## 5. SERPwatcher by Mangools

**Price:** Starts at $19.90.

Something that stands out with this tool is the ease of use. It's very easy to set up your account and start tracking keywords. This is perfect for freelancers and smaller agencies looking to avoid the complications of enterprise SEO tools.

SERPwatcher provides daily rank tracking, historical data, and competitor analysis. It allows you to monitor your site's rankings and track your competitors' performance. It also provides valuable insights into your keyword's performance and allows you to identify new opportunities for growth.

Key features:

- Daily SERP reports for your keywords
- Competitor keyword research
- Performance Index
- Historical SERP data

## 6. Moz Pro

**Price:** Starts at $99 per month

Moz Pro allows you to set up campaigns for keywords and track what's working and what's not. You can view the SERP changes for the keyword over time and even compare your competitors' performance data to yours — to see if your strategy is working or needs improvement.

In addition, you can filter the data sets for granular results — such as a specific location and devices (web vs. mobile).

Key features:

- Competitor keyword data tracking
- Location and device-based keyword tracking
- Share of voice tracking

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## 7. Accuranker

**Price:** Starts at €116 per month. It also has a 14-day free trial

AccuRanker is a real-time rank tracker that allows you to track your keywords and monitor your website's search engine rankings in real time. It provides valuable insights into your keyword's performance and allows you to identify new opportunities for growth.

One of the benefits of AccuRanker is its user-friendly interface and fast, accurate results. However, it can be expensive for small businesses who want to track less than 1000 keywords.

Key features:

- Google Search Console integration
- Data segmentation for keyword categories
- Supports historical data importation

## 8. Google Search Console

**Price:** Free

In Google Search Console, you can view the keywords individual web pages rank for. It also shows you the performance data for all your site's keywords — including the total number of clicks, impressions, average position, and click-through rate. These pieces of data help you identify and optimize underperforming content to rank higher in the search results.

You can also submit **sitemaps** and individual URLs for **crawling and indexing**, review search traffic data and resolve page loading issues.

Key features:

- On-demand updates
- SERP history
- Data filtering and segmenting

# Chapter 3

# Step-by-Step Guide on How to Set Up Keyword Tracking

Keyword tracking means monitoring the SERP performance of specific search queries over time. You can do this for your website, competitor pages, or top blogs in your niche.

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**Why is Keyword Tracking Important?**

Put simply, keyword tracking enables you to discover what's working and what's not in your SEO strategy. It provides guidance for improving your SEO performance. You can use it to:

**1. Identify trends in the SERPs for a specific keyword**

Keyword monitoring can help you discover keyword performance patterns over time. Most keyword tracking tools display performance data in a graph, allowing you to visualize the rise and fall in SERPs.

Looking at your keyword data, you might notice that certain keyword gains increased traction during a particular time of the year — and vice versa. Based on this data, you can target relevant keywords during periods when they will gain the most traction.

**2. Monitor keyword rankings for drops and gains**

Keyword tracking enables you to track SERP volatility — that is, ranking changes in the search results.

Say you drop in rankings for a specific keyword; tracking the SERPs allows you to discover the situation early, trace why it happened and take the appropriate measures to improve performance. On the other hand, if you suddenly gain rankings, you can analyze the results to know why it happened and replicate the success with subsequent content pieces.

**3. Jump on keyword opportunities early**

Beyond what's already ranking on your or a competitor's site, keyword tracking tools show the SERP performance of related keywords. This insight allows you to identify and take advantage of keyword opportunities before your competitors do.

**4. Monitor competitors' SERP performance**

Monitor competitors' SERP performance to know what they're ranking for, how you compare, and discover any keyword gaps you can explore.

You analyze competitors' websites with your preferred SEO tool and input the data into your keyword tracker to keep tabs on their SERP performance.

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# How to Set Up Keyword Tracking With Keyword.com

Follow these simple steps to start tracking keywords for your website or external web pages.

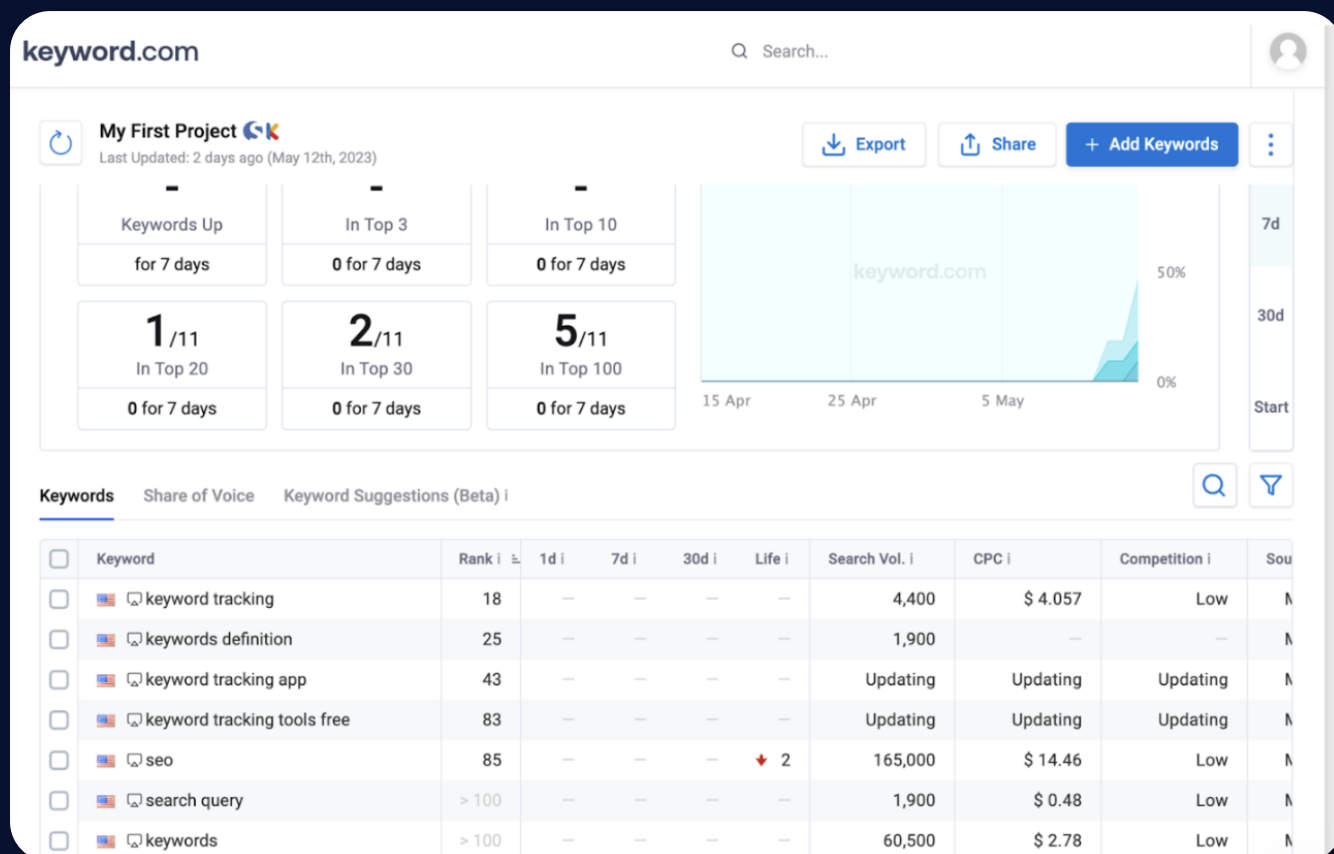**Step 1: Sign up for a Keyword.com account. You can get started with a free 14-day trial.**



**Step 2:** Enter your website's URL. Then the keywords and related data specifications.

**Step 3:** Now, you'll see a dashboard with performance statistics of your keywords — such as competition, volume, SERP positions, and the like.



Here you can:

- Navigate to **Share of Voice** to uncover competitors on those keywords
- Connect your Google Search Console account to the dashboard to view keyword suggestions
- View historical SERP data

## Keyword Tracking with Google Analytics

Google Analytics lets you track keywords for existing content on your website. Here's how to set things up:

**Step 1:** Sign in to your Google Analytics account and select the website you want to track.

**Step 2:** Click on the "Acquisition" tab in the left-hand menu and select "All Traffic."
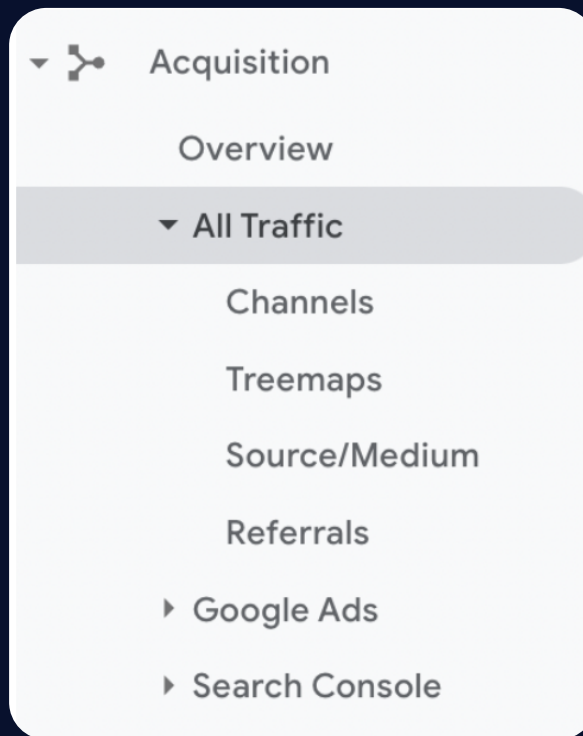
**Step 3:** Click on the "Channels" option and then select "Organic Search." You will see a list of keywords that users used to find your website. If you do not see any data, it may be because you have not set up search engine optimization (SEO) or there is not enough traffic to your website yet.
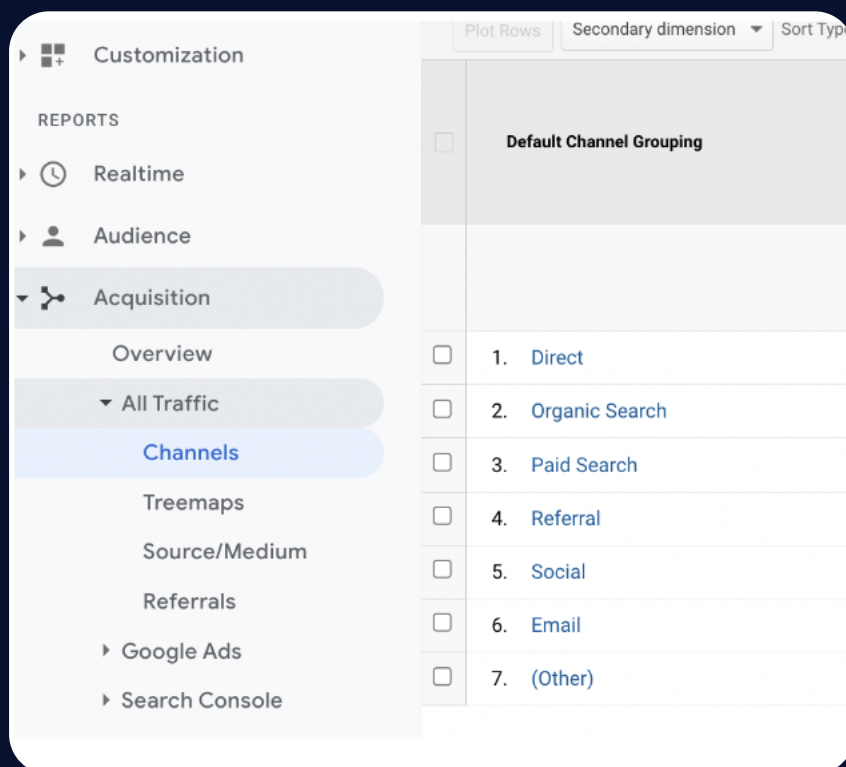


**Step 4:** To view more detailed information about a specific keyword, click on the keyword in the list. This will bring up a report showing the number of sessions, bounce rate, and other metrics for that keyword. You can also use the "Secondary Dimension" dropdown to add additional data to your report, such as the source/medium or landing page.


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**What Other Tools Can You Use for Keyword Tracking?**

There are several tools available for keyword tracking, including:

- **Google Search Console** – This is a free tool provided by Google that allows you to see the keywords that are driving traffic to your website, as well as the ranking position for each keyword.
- **Semrush** – Semrush is a popular keyword research and tracking tool that provides a wide range of data on keyword performance, including search volume, ranking position, and competitors.
- **Ahrefs** – Ahrefs is another popular SEO tool that provides detailed keyword data, including search volume, ranking position, and traffic potential.
- **Moz Pro** – Moz Pro is an all-in-one SEO tool that includes keyword research and tracking features, as well as site auditing and link analysis.
- **SERPWatcher** – SERPWatcher is a keyword tracking tool that allows you to monitor keyword rankings and performance over time.
- **Rank Tracker** – Rank Tracker is a keyword tracking tool that provides detailed information on keyword performance, including ranking position, search volume, and traffic potential.
- **AccuRanker** – AccuRanker is a cloud-based keyword tracking tool that provides real-time data on keyword rankings and performance.

Go back to Chapter 2 to learn more about rank trackers.

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**Chapter 4**

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# How to Analyze Keyword Data

How do you know which keywords to target? Or which ones are dominated by large websites that make them nearly impossible to rank for? It's pretty straightforward — you analyze keyword data.

Keyword data is the set of metrics you get when you input a specific keyword into an SEO tool for analysis. This guide will discuss these metrics and how to use them to inform your SEO strategy.

**1. Search Volume**

Search volume refers to the number of times a particular keyword or phrase is searched for in a given period, usually every month. You can view this in your Keyword.com dashboard or any other SEO tool.
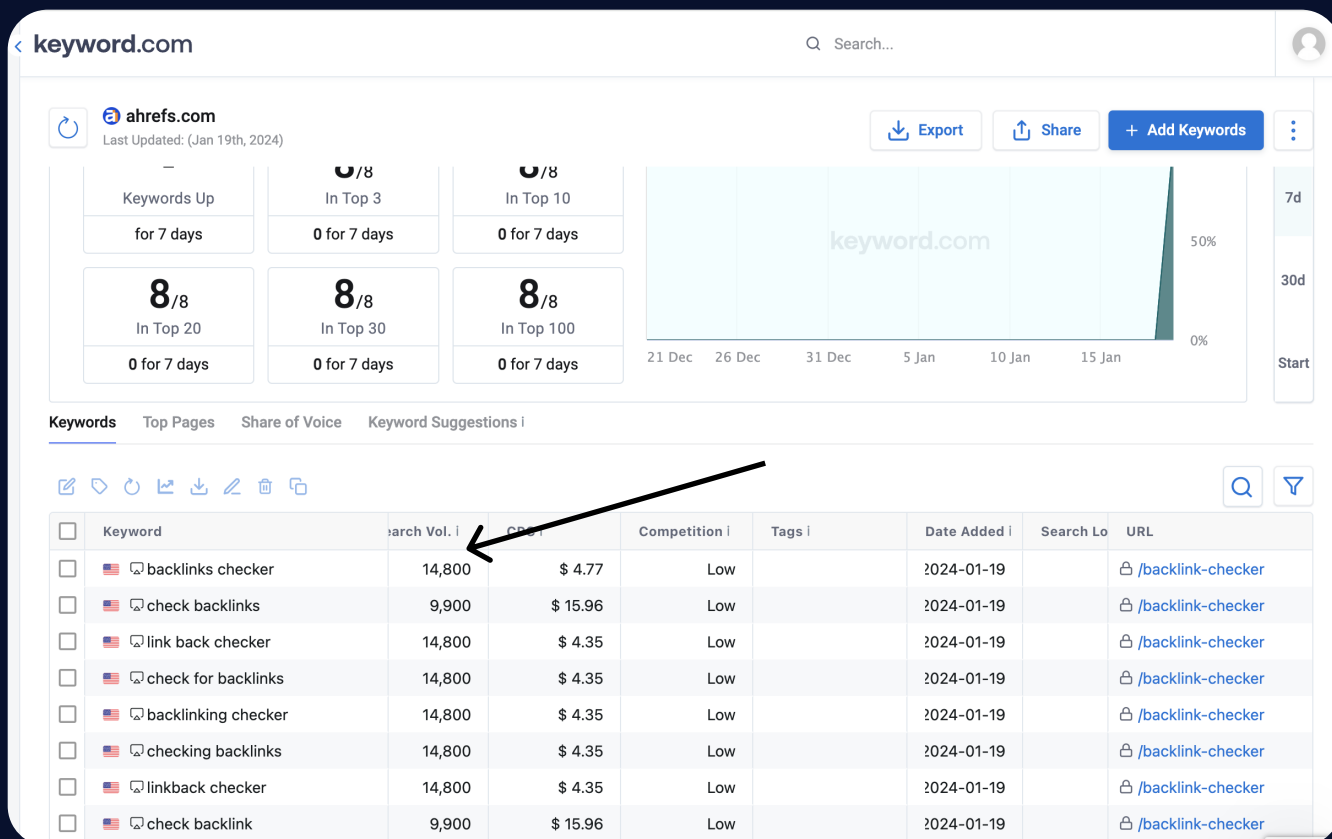
Search volume differs based on location. This means a keyword might have a high volume in a particular location and a lower volume elsewhere. If you're a location-specific business, this data shows you what the people around you are searching for, so you can tailor your strategy accordingly.

Using search volume data, you can identify high-volume keywords. While high-volume keywords may have a lot of competition, they could bring significant traffic to your website if you rank well for them. Conversely, you can also identify low-volume keywords with less competition and less traffic potential.

For example, if you are a company that sells shoes online, you may find that the keyword "running shoes" has a much higher search volume than "trail running shoes." By targeting "running shoes," you may be able to drive more traffic to your website, but you will also face more competition from other companies targeting the same keyword.

## 2. Keyword Difficulty

Keyword difficulty is a metric that helps you determine how hard it is to rank for a specific keyword. It considers the number of websites that are already ranking for that keyword, as well as the authority of those sites. On Keyword.com, we group difficulty into three categories: low, medium, and high.
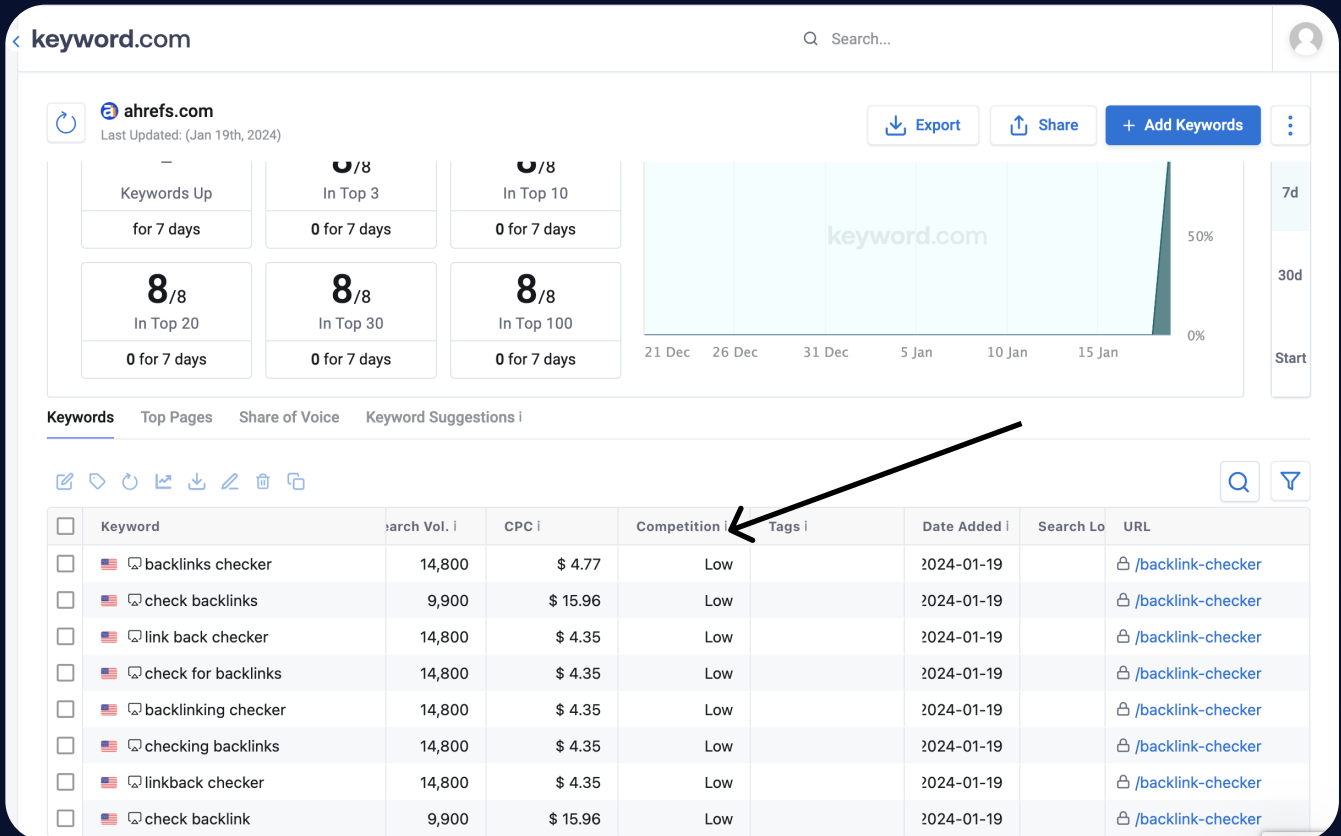
Using keyword difficulty data, you can identify easier keywords to rank for, allowing you to focus your efforts on them rather than competing with more established sites for highly competitive keywords.

For example, if you are a new blogger in the travel niche, you may find it difficult to rank for the keyword "travel tips," which has a high keyword difficulty score. Instead, you could target a less competitive keyword like "solo travel tips," which has a lower keyword difficulty score.

## 3. Cost Per Click (CPC)

Cost per click (CPC) is the amount of money an advertiser pays for each click on their ad in paid search results. CPC data is helpful for SEO because it can give you an idea of the commercial intent behind a particular keyword.

For example, if a keyword has a high CPC, it may indicate that people who search for that keyword are more likely to be looking for products or services to buy. This could be valuable information if you are trying to optimize your website for e-commerce sales.

It also helps with attribution for your SEO performance. If you're ranking tops for a keyword with a high cost-per-click and driving conversions, you're ultimately saving the money your business would have otherwise spent on paid ads.

## 4. Share of Voice

**Share of voice (SOV)** refers to the percentage of your market's total estimated search traffic going to your website for a particular set of keywords. It considers the number of times your website appears in search results for those keywords, as well as the position of your site in those results.
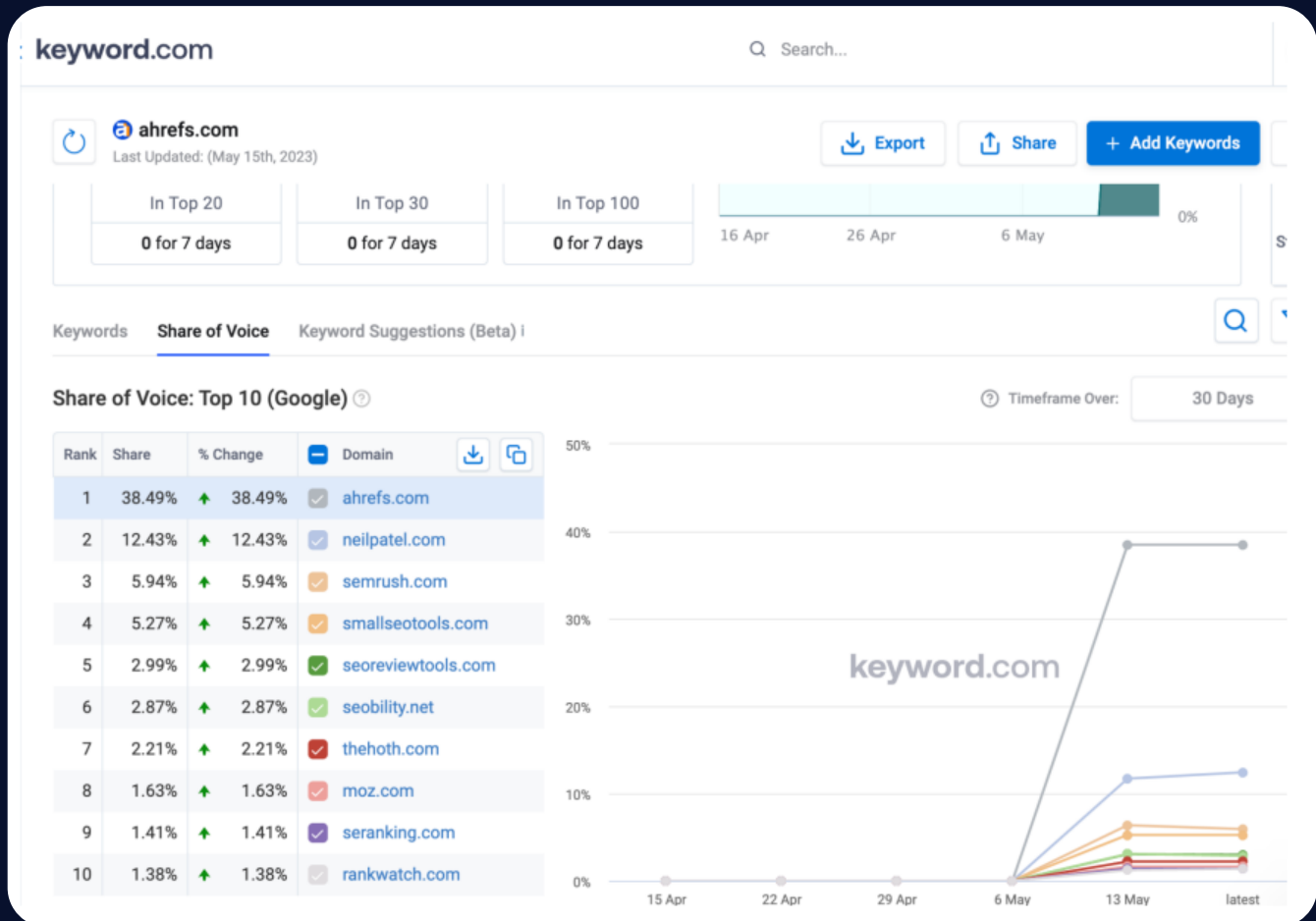


Using SOV data, you can identify areas where you may be losing visibility to competitors and work to improve your rankings for those keywords.

For example, if you are a company that sells home fitness equipment, you may find that your SOV is lower for the keyword "treadmill" compared to your competitors. By analyzing the search results for that keyword, you may discover that your competitors have better content or more authoritative websites. Armed with this information, you can develop a strategy to improve your rankings for that keyword.

## 5. Search Intent

**Search intent** refers to the reason behind a user's search query. Understanding search intent is crucial for SEO because it helps you create content that aligns with the user's needs and expectations.

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There are generally four types of search intent:

- **Informational intent:** The user is seeking information or answers to a question. For example, searching for "How to tie a tie" or "Capital of France".
- **Navigational intent:** The user is looking for a specific website or page. This type of intent is common when users are familiar with a particular website but don't know the exact URL. For instance, searching for "Facebook login" or "YouTube homepage".
- **Transactional intent:** The user intends to make a purchase or engage in some kind of transaction. This can include searches for product reviews, comparisons, or specific product names, such as "best smartphones 2024" or "buy iPhone 13".
- **Commercial Investigation (Investigational) intent:** The user is researching a product or service with the intention of making a decision in the future. This is a stage where users consider different options before purchasing. Examples include searches like "top digital cameras 2024" or "best budget laptops".

Using search intent data, you can optimize your content to match the user's intent better, leading to higher click-through rates, longer time spent on your site, and, ultimately, better rankings.

For example, if you are a company that sells health supplements, you may find that the keyword "best protein powder" has a high search volume, but the search intent behind it is primarily informational. This means that users are looking for information about protein powders rather than looking to buy them.

To optimize your content for this keyword, you could create a blog post that provides valuable information about protein powders, such as their different types, benefits, and how to use them. This better aligns with the user's intent, leading to higher engagement and better rankings for that keyword.

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**Chapter 5**

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## Six Tips for Interpreting Keyword Metrics

Want to have a successful SEO campaign? Then you need to know which keyword metrics matter most. In the previous chapter, How to Analyze Keyword Data, we discussed extracting meaningful insights from keyword data. In this chapter, we'll highlight some key information you should have at the back of your mind as you review your keyword metrics.

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## 1. Look at the SERPs

Most people discount looking at the SERPs manually because they have access to fancy SEO tools to automate the process. But there's nothing better than typing your keyword into the Google search box and seeing the results in real-time.

This manual process deepens your understanding of the type of content Google is prioritizing for a specific keyword. You'll also see the SERP features — like images, infographics, and videos — that accompany top-ranking pages. These insights provide a clearer picture of what you need to do to stand out in the search results.

Say you notice that articles with videos rank higher in search than text-only blogs. In that case, you'll need to plan to add a video in your article.

## 2. Understand Search Volume

Search volume is a keyword metric that indicates how often a particular keyword is searched for in a given period, usually on search engines like Google. It helps you gauge the popularity and potential traffic a keyword can bring to your website.

High search volume keywords have the advantage of reaching a larger audience, but they also tend to have higher competition. On the other hand, low search volume keywords may have less competition but might not attract significant traffic. Striking a balance between search volume and competitiveness is crucial. Tools like Google Keyword Planner, Semrush, Seobility and Ahrefs can provide valuable insights into search volumes.

For example, if you have an online store selling sneakers, you might discover that the keyword "running shoes" has a high search volume of thousands of monthly searches. However, it also faces stiff competition from major brands and established websites. In contrast, a long-tail keyword like "best lightweight running shoes for women" may have a lower search volume but can attract a more targeted audience.

## 3. Consider Keyword Relevance

Keyword relevance refers to how closely a keyword aligns with the content of your website or the intent of your target audience. Choosing relevant keywords ensures that your website's content matches what users are searching for, which increases the likelihood of attracting qualified traffic that converts into customers or fulfills your desired goals. Relevance is crucial for both user experience and search engine rankings.

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For instance, if you run a blog about healthy recipes, using keywords like "healthy dinner ideas" or "quick and nutritious meals" would be highly relevant to your target audience. These keywords align with the content you provide and reflect the intent of users seeking healthy meal suggestions.

## 4. Analyze the Competition

To assess competition, examine the search engine results pages (SERPs) for your target keyword. Look for factors like the authority of top-ranking pages, their backlink profiles, domain strength, and the quality of their content. Tools like Moz, Keyword.com, and Seobility can provide valuable competitive insights and metrics, such as domain authority and backlink profiles.

For example, if you're operating in a highly competitive industry like online marketing, targeting broad keywords like "digital marketing" might be extremely challenging due to the presence of established players. Instead, you could narrow your focus and target long-tail keywords like "social media marketing for small businesses" to find a more manageable level of competition.

Learn more about finding the right competitors' keywords to track in Chapter 8.

## 5. Explore Long-Tail Keywords

Long-tail keywords are longer and more specific keyword phrases. They typically have lower search volume but often result in higher conversion rates.

These types of keywords help you target users with a clearer intent, allowing you to provide more relevant content and attract qualified traffic. Long-tail keywords are particularly useful when you have a niche audience or offer specialized products or services.

For instance, if you have a website selling handmade leather bags, targeting the broad keyword "bags" would be extremely competitive and challenging to rank for. However, targeting long-tail keywords like "handmade leather tote bags" or "minimalist leather backpacks" would narrow down the competition and attract users specifically interested in those products.

Additionally, long-tail keywords often reflect users who are further along the buyer's journey, as they have a more specific intent. This can lead to higher conversion rates and better ROI for your SEO efforts.

**6. Consider Search Intent**

Search intent, also known as user intent, refers to the goal or purpose that a person has when entering a search query into a search engine. It reflects what the user is looking for or hoping to achieve through their search. Understanding search intent is crucial for search engines and website owners, as it helps ensure the search results match the user's needs.

Go back to page 19 to learn more about search intent.

**To Sum It Up:**

- Interpreting keyword metrics is a critical skill for successful SEO and digital marketing.
- By combining keyword analysis with a comprehensive strategy, you can maximize your chances of ranking well in search engine results, driving targeted traffic, and achieving your business objectives.
- Remember to regularly evaluate and refine your keyword strategy as search trends and user behavior evolve over time.
- Incorporate keyword metrics when doing keyword research so that you can get better quality and more business relevant search terms.

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**Chapter 6**

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# How to Identify Keyword Opportunities and Threats

The days of SEO being a once-off project are gone — especially when it comes to new keyword opportunities and threats that seem to fluctuate on a daily basis.

Keyword research sometimes feels like you're chasing your tail — what worked last year might not work next year. Google's algorithms are ever-changing, trends are unpredictable, and you're competing for high SERP rankings in a highly competitive space. Not to mention the latest integration of generative AI results to the SERPs.

With such intense organic and paid competition, it's important to evaluate your SERPs on a keyword and a page level to maintain or improve your position.

This chapter will show you exactly how to do that.

**1. How to Research Popular Topics on Quora and Reddit**

Quora and Reddit are forums to gather insights into industry conversations and discover emerging topics before they become mainstream. You can create content around these topics before competitors and earn a first-mover advantage.

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To find keywords with Quora:

- **Search for your topic on Quora:** start by typing your niche or topic in the search bar on Quora. This will bring up a list of questions and answers related to your topic.
- **Look for high-traffic questions**: sort the results by "Top" or "Most Viewed" to find the most popular questions related to your topic. These questions will give you an idea of your target audience's most pressing concerns or interests.
- **Analyze the questions:** read through the questions and answers to identify keywords or phrases that are frequently mentioned. Make a list of these keywords to use in your content.
- **Use Quora topics:** explore Quora's Topics section to find subtopics related to your niche. These topics can provide additional keyword ideas for your content.

To find keywords with Reddit:

- **Explore Subreddits:** click on individual posts or subreddits to explore discussions related to your topic. Look for commonly used terms, phrases, or keywords that users are using in their posts and comments.
- **Sort Search Results by Relevance or New:** use the sorting options to arrange search results by relevance or new. Sorting by relevance can help you identify popular and widely discussed topics while sorting by new can provide insights into the latest discussions.
- **Check Sidebar for Related Subreddits:** in some subreddits, you'll find a sidebar that contains information about related subreddits. This can be a valuable resource for discovering additional keywords and topics within your niche.
- **Utilize Reddit's Search Operators:** Reddit's search supports operators that can help refine your search. For example, you can use "OR" to search for posts containing two keywords or quotation marks to search for an exact phrase.
- **Analyze Upvoted Content:** pay attention to posts and comments that have received significant upvotes. This indicates that the content is popular within the community, and the keywords used may be relevant and widely accepted.

## 2. How to Conduct a Content Gap Analysis

A content gap analysis can help you discover keywords your competitors are ranking for that you're yet to target. It's a great way to uncover **keyword suggestions** that are already gaining traction in the SERPs.

You can use many tools for content gap analysis, such as Ahrefs, Semrush, and Seobility. Here's how to set this up with Seobility; for example:

**Step 1**: Log into your Seobility dashboard and select "Keyword Research Tool" at the right side of the page.

**k** **keyword**.com

**Step 2:** Select "Competitor Analysis" Fill in the required information and click "Gap."



**Step 3:** Now, you'll see a dashboard showing the keywords a competitor ranks for that you can target. You'll also see metrics for the different queries, including search volume, competition, and cost per click.

You can export the keyword data to your keyword planning tool.

## 3. How to Find Keywords That Forums and General Websites Rank for

You can use many tools for content gap analysis, such as Ahrefs, Semrush, and Seobility. Here's how to set this up with Seobility; for example:

If Google ranks a Quora or Wikipedia page high in the SERPs, it's a sign of a keyword opportunity. Google rarely ranks these websites in the top ten results unless there's no better content targeting a particular keyword. So, if you can create a targeted page with authoritative content, you have a good chance of snagging the top spot for the keyword in the search results.

Keyword.com allows you to view Share of Voice data for search queries. Here, you can see the top websites ranking for that keyword. If the SERP is dominated by Quora and Wikipedia results, it's a good keyword opportunity to explore.

## 4. How to Analyze Search Results Report in Google Search Console

Analyze your Search Console report to find keywords you're ranking for without targeted content.

**Step 1:** log in to your Google Search Console account and navigate to the "Performance" section.

**Step 2:** select the "Queries" tab. This will show you the search queries people used to find your website.

**Step 3:** review the data in the report. Look at the total number of clicks, impressions, click-through rate (CTR), and average position for each query.

**Step 4:** look for keywords with high impressions related to topics you don't have targeted content for.

**Tips for Discovering Keyword Threats**

1. **Check for negative keywords:** negative keywords are words that you want to exclude from your PPC or SEO campaigns because they are not relevant or may attract the wrong audience. For example, if you are selling luxury products, you may want to exclude keywords related to cheap or discount products.

2. **Monitor your search engine rankings:** keep track of your website's search engine ranking for the keywords you are targeting. If you notice a sudden drop in ranking, especially for your money-making keywords, it could be a sign of a keyword threat — such as an algorithm change, a technical SEO issue, or your competitor creating better content for the search query.

3. **Analyze your website traffic**: use Google Analytics to analyze your website traffic and identify any unusual patterns or sources of traffic that are not relevant to your business. If you notice traffic coming from irrelevant or suspicious sources, it might be an early sign of a keyword threat.

4. **Keep an eye on your competitors:** analyze your competitors' websites and SERP data to know the keywords their targeting, overall SERP performance, and how it compares to yours.

5. **Stay up-to-date with industry trends:** stay up-to-date with the latest trends in your industry and monitor any changes in search engine algorithms or ranking factors that could affect your website's search engine ranking.

Go to chapter 11 to learn about to monitor industry trends.

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### Chapter 7

</div>

## How to Use Keyword Data for Your Business

Once you've identified relevant keywords, the next step is infusing them into your SEO and overall business strategy to drive results. In this guide, we'll show you seven ways to achieve this.

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## 1. Optimize Existing Content

Content optimization means improving the quality and relevance of an existing piece of content. It increases the chances of your content ranking higher in the search results.

During keyword research, you might discover that a particular search query is better suited for an already-published article on your blog. In that case, you can add a new keyword to your content to improve its performance.

However, be careful not to stuff your content with too many keywords.

## 2. Add Keywords to Meta Tags

Meta tags, also known as HTML tags, are snippets of code that provide information about a web page. Examples include meta descriptions, title tags, and meta content types.

### What is a Meta Description:

A meta description is a brief summary of the content, and it appears on the search engine results page (SERP) below the page title. Its purpose is to provide a preview of what users can expect to find on the page and to entice them to click through to the website. Meta descriptions are usually limited to 160 characters.

### Meta Description Example:

Say you search for "the juiciest burgers in New York." One of the results might have a meta description like this: Have a taste of our double bun burger made from organic beef and other wholesome ingredients.

### What is a Title Tag (Meta Title):

A title tag is a short, concise HTML tag that describes the title of a web page. It appears in the tab at the top of a web browser and as the headline of a search result on the SERP. Title tags are important for SEO because they give search engines a brief overview of the content on the page.

### Title Tag Example:

Suppose you search for "how to cook pasta" on Google. One of the results might have the following title tag: "How to Cook Perfect Pasta: A Step-by-Step Guide | Food Network." This title tag clearly indicates what the page is about and includes relevant keywords that users might search for.

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**Meta Content Type:**

The meta content type is a tag that specifies the type of content that a web page contains. It tells the web browser what type of file it is accessing and how to handle it. This tag is particularly important for multimedia content such as images, videos, and audio files.

**Meta Content Type Example:**

Suppose you are accessing a webpage that contains an MP3 file of a podcast. The following meta content type tag would appear in the HTML: "<meta http-equiv="Content-Type" content="audio/mpeg">". This tag tells the web browser that the content is an audio file in MP3 format so that the browser can handle it appropriately.

Adding relevant keywords to your meta tags will help search engines determine what a web page is about and how to index and rank it. The more relevant the keyword is to your overall content context, the greater your chances of ranking in the search results.

## 3. Add Keywords to URLs

While URLs are not a direct ranking factor, using relevant keywords in your blog URLs can improve your chances of ranking higher on the SERPs for relevant search queries.

Search crawlers look at your URL structure to understand the content and context of a page. Having your target keyword in there signifies that the web page is targeting a particular search query.

## 4. Use Keywords for Internal Linking

Use your target keywords as anchor text in your internal links to help search engines understand the context of your pages. It improves your ranking because it shows the crawlers that the linked page is relevant to a specific keyword.

## 5. Create New Content

Create new content targeting relevant keywords to help you rank for them in the search results. You can even create pillar and cluster pages targeting a group of related keywords across the funnel — so you can rank for (and own) the entire topic; not just individual keywords.

For example, if you sell organic skincare products, you might use the keyword "organic skincare" to generate content ideas such as:

- What is organic skincare? (Top of Funnel)
- Organic skincare vs. non-organic skincare (Middle of Funnel)
- The top ten organic skincare brands (Bottom of Funnel)

By using your target keywords to generate content ideas, you can create content that resonates with your target audience, as well as establish your brand as an authority in your industry.

## 6. Run Targeted Ads

If you're running paid advertising campaigns, keyword data can be especially valuable. To start, conduct keyword research to identify the money-making keywords for your business.

These are the keywords with commercial intent — in other words, people searching for them are most likely to make a purchase. By creating ads targeting these keywords, you can drive immediate conversions and generate revenue for your business.

For example, if you sell hiking gear, you might create ads that target people who are searching for keywords such as "hiking boots," "backpacks for hiking," or "camping gear."

## 7. Develop New Products and Features

Keyword data can also be used to inform product development. During keyword research, look out for keywords that suggest specific needs or pain points that your target audience is experiencing.

Once you have this information, you can use it to develop new products or improve existing ones. For example, if you notice that people are searching for "waterproof hiking boots," you might consider developing a new line of boots that are specifically designed to be waterproof.

By using keyword data to inform your product development, you can create products that are more likely to meet the needs of your target audience and drive more sales for your business.

# How to Track Your Competitors' Keywords

Keyword tracking entails monitoring the performance of specific keywords or phrases relevant to a business's products, services, or industry. In other words, it involves analyzing how well a website ranks for particular search terms and how much traffic those terms generate. But you don't have to stop there. You can use your competitors' keywords to get new keyword ideas and to keep an eye on what they are targeting.

Tracking your competitors' keywords allows you to:

- Compare your SEO performance against competitor benchmarks.
- Identify untapped keyword opportunities to improve your search performance.
- Gain valuable insights into their SEO tactics.
- Identify trends and patterns in search results.

In this guide we will show you how to see your competitors' keywords. We use Seobility for this because its a great SEO tool for spying on your competitors, but you can use any tool you prefer that has the same or similar features.

This competitor keyword guide will still be helpful even if you don't use Seobilty. It has free tools and plans so we encourage you to check it out.

Follow these simple steps to find and track your competitors' SEO keywords.

**Step 1:** Open **Seobility's keyword research** tool and click "competitor analysis."



k **keyword**.com

**Step 2:** Fill in the required information. Click "Gap" if you want to see untapped keyword opportunities (what you're yet to rank for) and intersections if you want to see keywords that you and your competitors rank for. We selected "Gap" for this tutorial.

**Step 3:** Now, you should see a list of keyword ideas. Export this list as a CSV file.



**Step 4**: **Log into your Keyword.com dashboard.** Enter your competitor's URL, then copy and paste the keywords list from your CSV file. Keyword.com gives you suggestions of related keywords you can track.

**Step 5:** Set the data parameters for granular keyword tracking. You can specify the location, device (whether mobile or deskopt), and other information. Next, click "Add keywords".



**Step 6:** Now, you can see a competitor's performance for those keywords over time. Keyword.com also shows you its current SERP ranking, competition, and search volume for these queries.
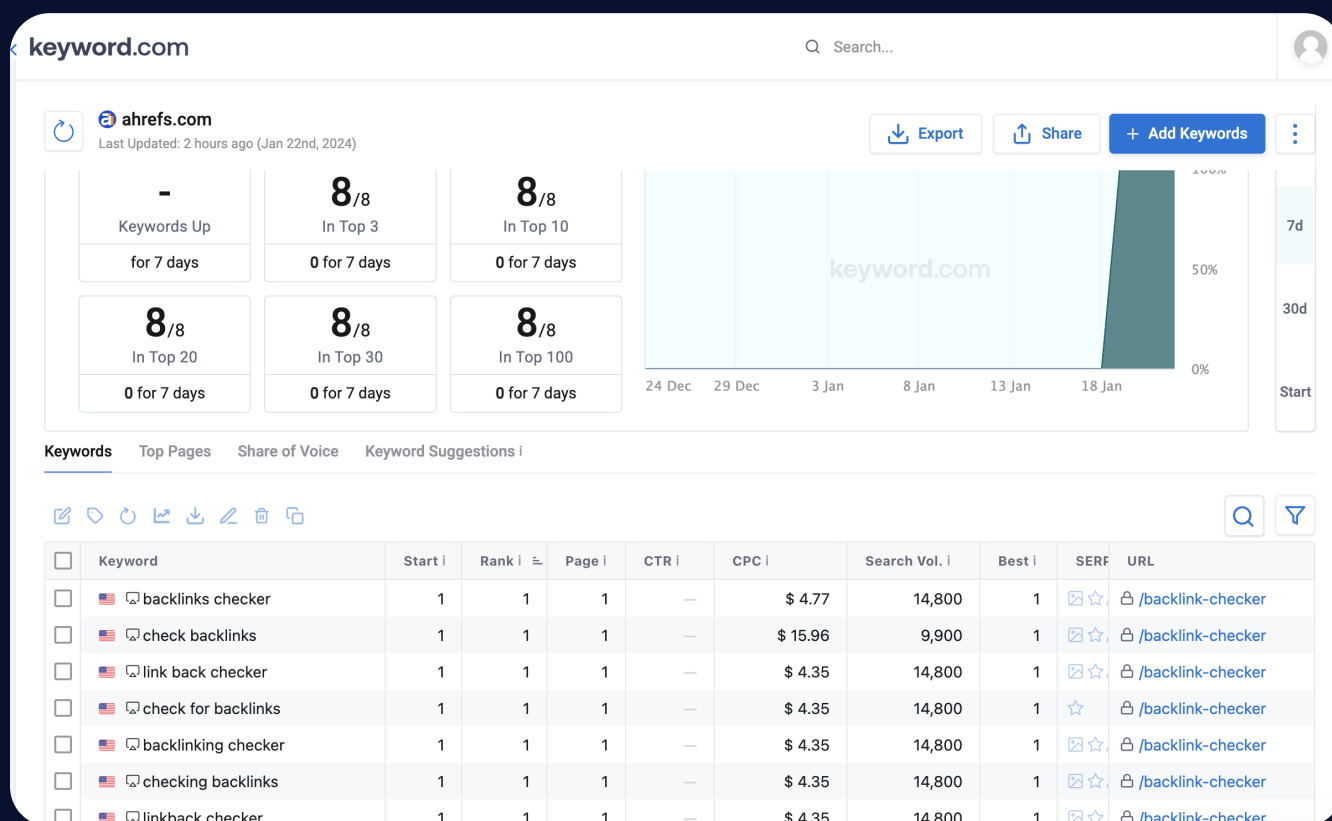
This dashboard updates automatically in real-time so that you can see historical and current competitor performance for these keywords.

Beyond SEO tools, here are two other ways to know the keywords your competitors are prioritizing:

- **Social media listening:** use social media monitoring tools — like **Hootsuite** and **Talkwalker** — to track your competitors' keyword usage on social media platforms. This covers hashtags, mentions, and other keywords that they are using in their social posts.
- **Use Google Alerts**: Google Alerts is a free tool that can help you monitor your competitors' keyword usage. You can set up alerts for specific keywords and receive notifications whenever your competitors use those keywords online. This can help you stay up-to-date on your competitors' online activities and identify new opportunities to improve your SEO strategy.

**How to Use Insights From Competitor Keyword Tracking**

You don't have to prioritize every keyword your competitor ranks for — otherwise, you'll be deemed a copycat brand. Rather, use these insights to improve your content strategy.

Say your competitor ranks top for broad keywords like "search engine optimization" or "AI for SEO." In that case, you could target narrower keywords with similar intent, lower difficulty, and a reasonable search volume — such as "how SEO works." This way, you can rank for a relevant keyword and drive targeted traffic while limiting the competition in the SERP.

Keyword tracking data can also be used to find new channels for content distribution. Suppose the social listening data shows that your competitors gain lots of traction for money keywords on X/Twitter. In that case, you can make X a major content distribution channel to get your content (and brand) in front of a wider audience.

## Chapter 9

# Six Best Practices for Ongoing Keyword Monitoring

Congratulations! You've just published a new blog post targeting a specific keyword. But the job doesn't end here — you need to track the content performance over time to ensure it still ranks well in the SERPs for your target keyword.

Effective keyword monitoring is not a once-off task. It requires ongoing effort to ensure that your strategy stays up-to-date and your website stays relevant. Here's how to do it:

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## 1. Set Up Automated Alerts

Setting up automated alerts is an essential first step in ongoing keyword monitoring. There are several tools available that can help you set up alerts for your target keywords.

For example, Google Alerts is a free tool that allows you to monitor the web for mentions of your brand or other keywords. Simply enter your target keyword, and Google will notify you whenever it appears in new content online. This can help you stay on top of mentions of your brand, as well as identify new opportunities to engage with your audience.

Other tools like Semrush and Ahrefs also offer automated alerts for keyword monitoring. These tools allow you to track your keyword rankings, monitor backlinks, and receive notifications whenever there are changes to your rankings or backlink profile. This can be a powerful way to stay on top of your SEO performance and identify areas for improvement.

## 2. Track Keyword Rankings

By monitoring your rankings over time, you can gain insight into how your SEO efforts are performing and identify opportunities to improve. You can set up keyword tracking in Google Analytics or use a third-party tool like Keyword.com to uncover more data insights — such as **share of voice**, **related keyword suggestions**, and historical SERP performance.

## 3. Monitor Search Engine Results Pages (SERPs)

In addition to tracking your own rankings, it's also important to monitor the search engine results pages (SERPs) for your target keywords. This can help you stay on top of changes in the search landscape, identify new competitors, and spot opportunities to better optimize your content according to search intent.

For example, if you notice that a particular keyword is starting to generate more featured snippets or People Also Ask (PAA), you may want to adjust your content to target that feature. Similarly, if you notice that a new competitor is starting to rank well for a particular keyword, you may want to adjust your content or link-building strategy to compete more effectively.

## 4. Analyze Competitors' Keywords

Analyzing competitors' keywords can give you valuable insights into their online strategy and help you improve your own. By understanding what keywords your

your competitors are targeting, you can identify gaps in your own strategy and find new opportunities to attract more traffic to your website.

Tools like Semrush and Seobility offer competitor analysis features that allow you to see the keywords that your competitors are ranking for, as well as the content that they are creating to target those keywords. This can help you identify new opportunities for content creation and link building, as well as adjust your own SEO strategy to better compete with your rivals.

## 6. Use Social Listening Tools

Social listening tools are powerful resources for tracking keywords and monitoring online conversations relevant to your brand, industry, or specific topics. Here's a general guide on how to use social listening tools for keyword tracking:

- **Choose the Right Tool**: Select a social listening tool that suits your needs and budget. Some popular options include Brandwatch, Sprinklr, Sprout Social YouScan, Hootsuite Insights, Mention, and Socialbakers.
- **Define Your Keywords:** Clearly define the keywords or phrases you want to track. These should include your brand name, product names, industry terms, competitors, and any relevant hashtags.
- **Set Up Monitoring:** Input your selected keywords into the social listening tool. Most tools allow you to create specific queries, including Boolean operators (AND, OR, NOT) to refine your search.
- **Filter and Refine Results:** Use filters to refine your results based on criteria such as location, language, sentiment, and engagement. This helps you focus on the most relevant conversations.
- **Monitor and Analyze Conversations:** Regularly monitor social media platforms and other online channels for mentions of your keywords. Analyze the sentiment, volume, and context of these mentions. Look for patterns, emerging trends, and key themes in the conversations.

## 6. Adjust Your SEO Strategy

Ongoing keyword monitoring is only effective if you use the insights you gain to adjust your SEO strategy. Analyzing your rankings data, monitoring the SERPs, and tracking your competitors' keywords gives you valuable insights into how to optimize your content and improve your rankings.

For example, if you notice that a particular keyword generates a lot of traffic, you may want to create more content around that topic. Similarly, if you notice that a particular competitor is outperforming you for a particular keyword, you may want to adjust your content or link-building strategy to better compete with them.

**K**eyword.com

# How to Adjust and Refine Keyword Tracking Efforts

Keyword tracking isn't a once-off process. The SERPs are ever-changing, so you must continuously adjust and refine your keyword tracking strategy to stay ahead of the competition. Here are five ways to do so:

## 1. Analyze Your SEO Performace

Use SEO tools to track your keyword rankings and identify any fluctuations or changes in the SERPs. In Keyword.com, for instance, you can see position changes over time for specific keywords, as well as Share of Voice (SoV) data.

Say you notice that a specific keyword consistently loses ranking in search results. In that case, you can optimize a piece of content containing that keyword to improve its chances of ranking higher for relevant search queries. You can also remove and redirect it altogether if you find that it's no longer relevant to your target audience or industry.

Google Analytics and Search Console are great tools for analyzing your SEO performance too. Google Analytics, for example, lets you know the top pages driving organic traffic to your website and vice versa. You can further analyze the poor-performing pages to know what's wrong and how to improve them.

Google Search Console, on the other hand, shows you the average position of your website's keywords in the SERPs. You can filter the data to show the average keywords' position of a specific page — like an article or landing page — on your website.

Based on these insights, you can eliminate low-performing or irrelevant keywords to focus your efforts on those with higher potential.

## 2. Update Your Keyword Selection

Regularly review and update your keyword list to ensure it aligns with your target audience's search intent.

Use keyword research tools to analyze search trends and identify new relevant keywords. For example, you can set up **Google Alerts** for your industry:

- Go to **https://www.google.com/alerts**
- Enter the topic you want to create an alert for.
- Enter your email address. Also, enter the specifications for your alert, like language, geolocation, and how often you want to receive the alert.

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You can also use **Keyword.com** to get real-time **keyword suggestions.** It's pretty straightforward:

- Go to your keyword tracking dashboard and click "Add Keywords."
- Enter a topic. Keyword.com will automatically show you related keywords you can add to your tracking list.
- Enter your data parameters to complete the setup.

### 3. Refine Keyword Targeting

Narrow down your keyword targeting by using long-tail keywords instead of obsessing over short-tail keywords with a high amount of competition.

Long-tail keywords typically have lower search volume but higher conversion rates because they are specific. For example, someone who searches for "Which SEO tool should I use for my small business?" is closer to making a purchase than another user searching for "SEO benefits."

You can find long-tail keyword ideas in Google's People Also Asked section and through keyword suggestions in third-party SEO tools like **Seobility** and **Keyword.com.** Seobility, for instance, lets you filter keyword research results for related terms and searches, autocomplete, and similar keywords.

### 4. Analyze Competitors' Keywords

Keep an eye on your competitors and analyze the keywords they are targeting. Identify any gaps or opportunities where you can improve your keyword strategy. Look for high-performing keywords that you might have missed and consider incorporating them into your content if they are relevant to your goals and target audience.

Go to Chapter 8 to learn how to set up keyword tracking for your competitors' websites.

### 5. Monitor and Adapt to Search Engine Algorithm Updates

Search engines frequently update their algorithms, which can impact keyword rankings. For example, Google recently retired some of its legacy ranking parameters, causing some degree of disruptions in the SERPs.

Some signs of algorithm-related ranking drops include:

- You're suddenly losing rankings for a high-performing keyword.
- Other websites in your niche have experienced similar drops.
- SEO experts are talking about SERP volatility.

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If your rankings drop due to algorithm updates, assess the changes first and wait for a week or two to see whether the changes even out. If there's no improvement, consider updating your content and keyword strategy to align with the new requirements.

## How to Stay Up-to-Date on Keyword Trends

Keeping tabs on keyword trends enables you to identify and jump on SEO opportunities before your competitors.

For example, say you're a tourism company, and the trends show that searches for "holiday in Jamaica" increased during the summer. With this information, you can create pillar content and topic clusters targeting the key phrase and related queries. Or you could refresh related content to boost your visibility in the SERPs.

Staying up-to-date on keyword trends can be tricky because the data changes constantly. To help you keep up, we've put together ten simple ways to spot topic trends early and within a reasonable budget too.

### 1. Keyword Tracking

As the name implies, keyword tracking enables you to keep tabs on search queries and even discover new keyword suggestions that you can target for better search visibility and traffic.

You can set up keyword tracking with Keyword.com in only a few steps:

**Step 1:** Log into your **Keyword.com dashboard.** Enter your URL, then list the keywords you'll like to track.

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**Step 2:** Set the data parameters for granular keyword tracking. You can specify the location, device (whether mobile or desktop), and other information. Next, click "Add keywords."

**Step 3:** Here, you will see your SERP performance for those keywords over time and uncover trends or patterns. Keyword.com also shows you current SERP ranking, competition, and search volume for these queries.
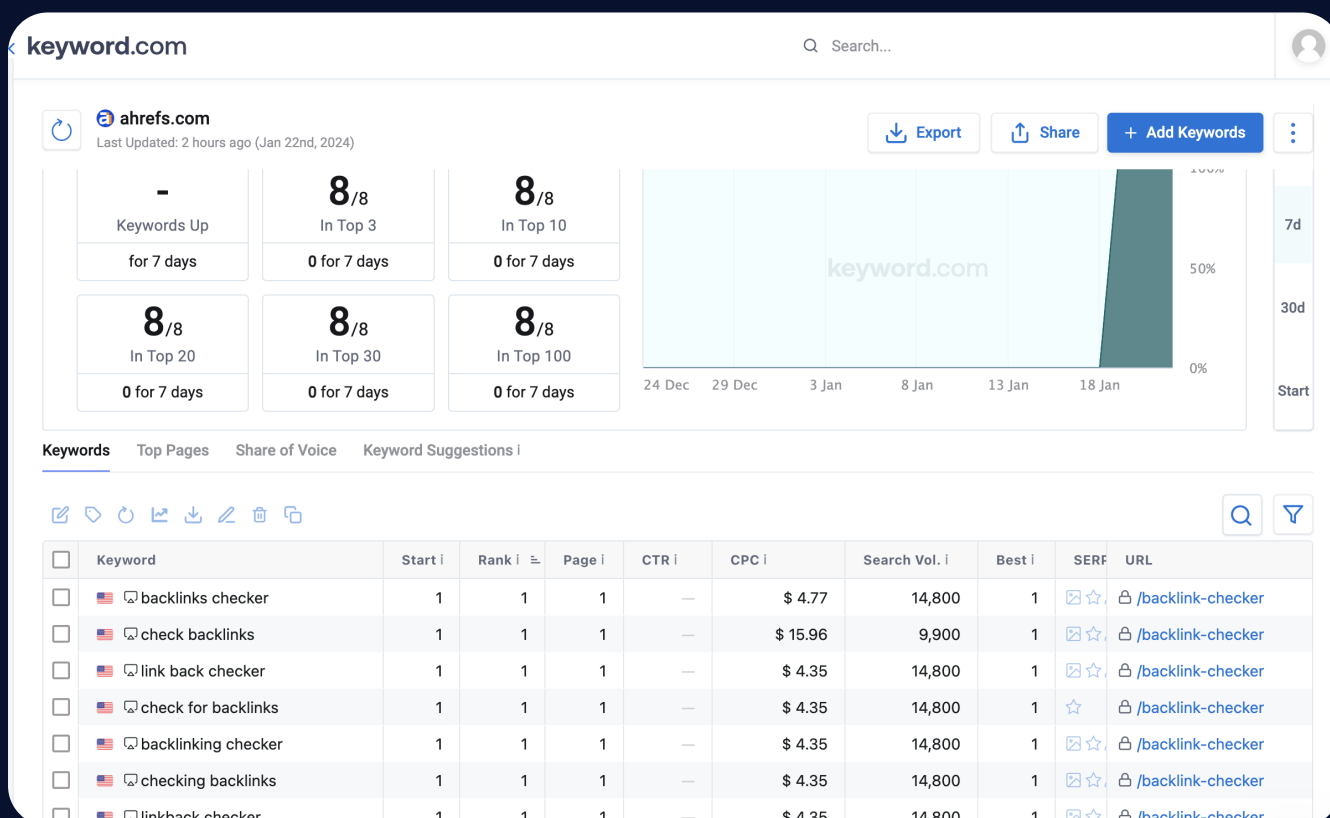


## 2. Google Trends

Beyond SEO tools, here are two other ways to know the keywords your competitors are prioritizing:

Google Trends shows you a keyword's search frequency over time in a particular location. You can narrow the data to sub-locations or even view the data for related queries.

Google Trends also shows you keywords that are gaining traction in the SERPs, making it a great resource for discovering new keyword opportunities. For example, we see here that traffic for the query "weight loss in Nigeria" is up by 500%:

| Related topics ? | | Rising ▼ | ⬇ ＜＞ ⤶ |
|---|---|---|---|
| 1 | Rice Flour - Flour | Breakout | ⋮ |
| 2 | Carbohydrate - Topic | Breakout | ⋮ |
| 3 | Weight loss - Topic | +500% | ⋮ |
| 4 | Yam - Root vegetables | +350% | ⋮ |
| 5 | Sweetness - Topic | +300% | ⋮ |

## 3. Social Media

Social media platforms are a great place to monitor keyword trends. You can use tools like Hootsuite or Sprout Social to track conversations and mentions of your brand or industry-related keywords. You can also follow influencers in your industry to see what they're talking about.

## 4. Industry Blogs

Beyond SEO tools, here are two other ways to know the keywords your competitors are prioritizing:

Reading the top niche blogs is a great way to uncover the latest developments in your industry — and **corresponding topics and keyword trends**. Say top niche blogs start writing about a specific subject matter; that's a sign that the topic is relevant and worth exploring.

## 5. Google Alerts

Google Alerts is a free tool that allows you to monitor the web for mentions of your brand, products, or industry-related keywords. You can set up alerts for specific keywords and receive notifications whenever they're mentioned on the web. This is a great way to stay up to date with the latest trends and news in your industry.

**keyword**.com

## 6. Competitor Analysis

Use tools like **Seobility** and Ahrefs to analyze your competitors' SEO performance and identify keywords they're ranking for that you can potentially target.

You'll also see which of their keywords are dropping or gaining rankings in the SERPs — which exposes topic trends you could take advantage of.

## 7. Forums and Communities

Sites like Reddit and Quora are excellent resources for finding out what people are talking about in your industry in real-time.

Say you're an eCommerce store selling handmade bags; join subreddits for handmade fashion aficionados. Here, you'll discover questions, comments, and ideas that could serve as untapped keyword opportunities for your business.

Go back to chapter 6 to learn more about how to Research Popular Topics on Quora and Reddit.

## 8. Web Analytics

Web analytics tools like Google Analytics can provide insights into how people are finding and using your website. You can use this data to identify which keywords are driving traffic to your site, which pages are most popular, and which keywords people are using to find your content.

## 9. Customer Feedback

- Keyword data changes constantly, so you'll need to stay up-to-date and discover trends quickly.
- Jumping on trends early gives you the first-mover advantage — which can transform your SEO performance.
- Customer feedback, mining data from forums and communities, and competitor analysis are a few ways to stay up-to-date with keyword trends.

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