If you want access Google keyword data you have to sign up for an Adwords account. If you do not want to / can do we have a few different tools available to replace Google's Adwords Keyword tool.

- 1. <u>Ninja Search Combination Tool</u>: With this great tool you can develop a giant list of different search queries. Then each query is linked to a Google query. It is great for developing strategies on the fly.
- 2. <u>MajesticSEO</u>: Our friends over at Majestic SEO have a great tool for keyword research. They pull from their giant index to provide many metrics that you can't find anywhere else.
- 3. <u>SEO Book Keyword Tools</u>: Aaron Wall has offered these tools on his site for quite a long time, and to be honest as time goes on, they continue to deliver!
- 4. <u>Bing Webmaster Toolbox</u>: Oh yeah, remember that other search engine? Yes that's right Bing has a whole collection of tools of their own, including keyword tools. The data will be taken from Bing itself, which means that you should be able to make relative assumptions about keyword popularity. because lets face it, Bing users aren't that different than Google's.
- 5. <u>WordTracker</u>: WordTracker is a commercial application that offers a free tool on their front end. I will admit that this free tool looks like it is mostly intended for you to sign up for the not free version, but it still provides a quick and clean interface for fast analysis.
- 6. **Keyword Discovery**: This is a cool little tool in that it presents it's data set in a very large easy to read table. Though their could improve a bit on the UI with better color scheme.
- 7. <u>WordPot</u>: wordpot is an interesting little tool in that somehow it is able to provide daily search volume. This data point isn't often provided by tools vendors, so this could be useful when correlating various metrics.
- 8. <u>Ubersuggest</u>: Ubersuggest has long been a favorite of many SEOs that need keyword suggestion data. I personally love this tool not only for keyword research, but also just to learn more about a topic. Some of my favorite queries to run on this tool is "How do I" or "What does a".
- 9. **KeywordSpy**: This is another commercial option with a free front end. With this tool you can search for not only word variations, but also similar words, and spelling mistakes. It is designed mostly for PPC, but can still be useful for just getting your lists started.
- 10. <u>SEMRush</u>: I am not sure I can talk enough about SEMRush. I use it often here at <u>IMN</u>. With this amazing tool set you can pretty much do any amount of reasearch that is needed. It is great for competitive research as well as individual keywords.
- 11. <u>SpyFu</u>: While I mention competitive research, I need to mention Spyfu. With Spyfu you can do some searious damage to your competitors, as well as get a great overview of a keyword's value.

#### Of probeer deze:

### 1. Bulk Suggest Tool

• Sources: Google.com, Bing.com, Youtube.com, Amazon.com

Export: Yes

Unique feature: The tools is multi-step: It keeps running to grab key phrases for every latter of the alphabet, then you can select key phrases and proceed to the next step to generate more phases for each of them. This is the best way to discover longer, more specific phrases to narrow your targeting.

The output is very convenient as well: You get to see the dashboard of keywords (all on one page) with different databases side by side: Google and Bing

(generic), Youtube (entertainment) and Amazon (ecommerce)

Google Results	Bing Results	Amazon Results	YouTube Results
october calendar	october calendar	october calendar	october calendar
october calendar 2012	october calendar 2014	october calendar pieces	october holidays
october calendar 2013	october calendar 2014	october holidays	oktoberfest costumes
october calendar 2014	printable	oktoberfest costumes	
october calendar 2014 printable	<ul> <li>october calendar 2014 template</li> </ul>	<ul> <li>oktoberfest costumes babies</li> </ul>	
october calendar 2014 printable pdf	<ul> <li>october calendar 2014 with holidays</li> </ul>	<ul> <li>oktoberfest costumes dirndl</li> </ul>	
october calendar 2015	october calendar for 2014	oktoberfest costumes for	
october calendar printable	<ul> <li>october calendar printable</li> </ul>	boys  oktoberfest costumes for	
october calendar template	<ul> <li>october calendar template</li> </ul>	dogs perfest costumes for	
october calendar template 2014	<ul> <li>october calendar template 2014</li> </ul>	omoberfest costumes for	
october calendar with	october calendars	women	
holidays	october holidays	oktoberfest costumes girl	
october holidays	october holidays 2014	oktoberfest costumes	
<ul> <li>october holidays 2013</li> </ul>	october holidays 2015	kids	
october holidays 2014	october holidays and	<ul> <li>oktoberfest costumes</li> </ul>	
october holidays 2014	celebrations	plus size	
usa	october holidays and		
<ul> <li>october holidays 2015</li> </ul>	events		
<ul> <li>october holidays and events 2014</li> </ul>	<ul> <li>october holidays and observances</li> </ul>		
<ul> <li>october holidays and special days</li> </ul>	<ul> <li>october holidays and observances 2014</li> </ul>		
A to a second to the second to			

## 2. SerpStat

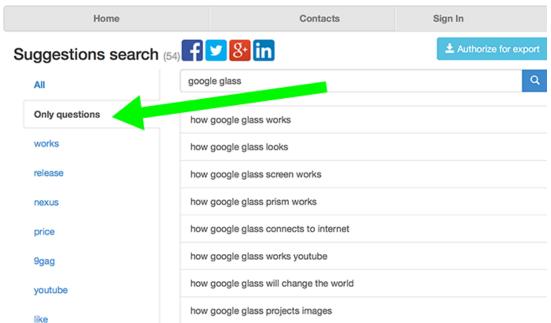
Sources: Google Suggest

• **Export**: Yes (But you need to register for that)

Unique feature: Filter results to only show questions which people type in the search box: This is a great way for how-to content and frequently asked questions!

Using a special algorithm, we choose interrogative questions. You can easily create a content plan for your website with them.

#### sg.SerpStat.com



## 3. KeywordTool.io

• Sources: Google, Bing, Youtube and App Store (+ Support of multiple countries and languages for each source. I was testing it in English only)

**Export**: Yes (Select phrases and copy them)

Unique feature: This is the only tool that supports App Store I am aware of!



# Search for keyword google glass" found **10** results

