

Keyword Research Tools

Find what your people are actually searching for — so your content gets found, not just published.

❖ Free Tools — Start Here

Google Search — [google.com](https://www.google.com)

Use autocomplete and "related searches" at the bottom of results. Real searches, zero cost.

Google Trends — trends.google.com

See how interest in a topic changes over time. Great for comparing keywords or spotting seasonal content.

Answer the Public — answerthepublic.com

Generates every question people ask around a keyword. Visual, intuitive, free version available.

Google Search Console — search.google.com/search-console

Shows exactly what search terms already bring people to your site. Free and criminally underused.

Ubersuggest — neilpatel.com/ubersuggest

Keyword volume, difficulty scores, and related ideas. Free version works well for basic research.

❖ Paid Tools — When You're Ready

SEMrush — semrush.com

The gold standard. Keyword research, competitor analysis, content gaps. Best for serious SEO investment.

Ahrefs — ahrefs.com

Highly regarded by SEO pros. Excellent for backlinks and deep keyword research. Similar price to SEMrush.

Mangools / KWFinder — mangools.com

More affordable and easier to use than the big two. Great entry point for small businesses.

My recommendation: Start with Google autocomplete and Answer the Public — free, fast, and full of real content ideas. Move to a paid tool only when you're ready to go deeper. Most small businesses don't need the expensive ones right away.

Ready to stop guessing and start growing?

I help small business owners build content strategies that actually get found. Let's talk.

Schedule a free call: modernmomentumconsulting.com/services