

Transform Your Business with AI, CRM, VoIP & Digital Growth Strategies



AI AUTOMATION CRM SYSTEMS VOIP SOLUTIONS DIGITAL MARKETING

# **Keyword Research Cheat Sheet**

Find High-Traffic, Low-Competition Keywords to Grow Your Organic Traffic

### Why Keyword Research Still Matters

Finding the right keywords is the first step to attracting the right visitors. This cheat sheet walks you through the fastest, smartest ways to find low-competition, high-intent keywords for any niche—without wasting time or money.

### 🗹 What's Inside

- Keyword types and when to use them
- Free and paid research tools
- Smart filters for low-competition keyword discovery
- SERP analysis tricks to gauge ranking potential
- Keyword tracking & prioritization framework

### 🖀 Who This Is For

- Bloggers and content creators
- SEO professionals and digital marketers
- eCommerce store owners and affiliate sites
- Coaches, consultants, and niche entrepreneurs

### 📌 Cheat Sheet Sections

- 1. Keyword Types & Search Intent
- 2. The Best Free & Paid Tools
- 3. How to Find Low-Competition Keywords
- 4. SERP Analysis: Can You Compete?
- 5. Keyword Prioritization Framework
- 6. Keyword Tracking Template (Free Download)

# 1. Keyword Types & Search Intent

### 🔦 Understanding the Searcher's Goal

Knowing the *type* of keyword helps you create the *right* content. Each type aligns with a stage in the customer journey—and your strategy should match.

### Main Keyword Types

### 1. Informational Keywords

- Users are looking to learn something
- Examples: "how to create a blog", "what is SEO"
- Best for blog posts, guides, how-tos

### 2. Navigational Keywords

- Users are looking for a specific site or brand
- Examples: "Amazon login", "Nike air max site"
- Best for branded pages or direct access

### 3. Transactional Keywords

- Users want to take action (buy, subscribe, book)
- Examples: "buy MacBook Pro", "cheap web hosting UK"
- Best for product pages, service landing pages

### 4. Commercial Investigation

- Users are comparing options or doing pre-buy research
- Examples: "best CRM for coaches", "Shopify vs WooCommerce"
- Best for comparison posts, listicles, reviews

### 5. Local Keywords

- Searches include geographic terms
- Examples: "plumber in Leicester", "SEO agency London"
- Best for location pages, Google Business listings

## 🖓 Tip:

Group keywords by intent before writing content. You'll target users at the right time—with the right format and CTA.

## 2. The Best Free & Paid Tools

### 🛠 Get the Data That Matters

You don't need expensive software to start keyword research—but the right tools save time, expand your keyword pool, and improve accuracy. Here's a breakdown of the best options.

### 🔍 Free Tools

### 1. Google Search Suggestions

- Use Google Autocomplete, "People also ask," and Related Searches
- Helps surface real-world, user-generated phrases

### 2. Google Keyword Planner

- Free inside Google Ads account
- Great for search volume estimates and keyword grouping

### 3. AnswerThePublic

- Visualizes questions and prepositions users search
- Best for discovering content ideas around topics

### 4. Ubersuggest (Free Tier)

- Offers keyword ideas, volume, difficulty scores
- Daily search limit without upgrade

### 5. Google Trends

- Tracks keyword popularity over time and by region
- Useful for seasonal or rising topics



### 1. Ahrefs

- Massive keyword database, keyword gap tool, difficulty score
- Best for competitive analysis and backlink insights

### 2. SEMrush

• Comprehensive SEO suite: keyword research, SERP data, PPC, and content suggestions

### 3. KWFinder (by Mangools)

- Simple interface, reliable difficulty scoring
- Great for beginners or small teams

### 4. Surfer SEO / Frase

- AI + NLP-powered tools for content planning and SERP alignment
- Combine keyword research with writing and optimization

## 🖓 Tip:

Start with free tools to identify your niche and validate ideas. Upgrade to paid platforms when you're ready to scale content and track keyword performance at a higher level.

## 3. How to Find Low-Competition Keywords

### **Ø** Discover SEO Wins with Less Effort

Low-competition keywords are the secret to ranking quickly, especially for new or niche websites. Here's how to identify them with speed and confidence.

### Step-by-Step Discovery Process

### 1. Start with Long-Tail Variations

- These are longer, more specific phrases (e.g., "best SEO tools for freelancers")
- Less competition, more targeted traffic

### 2. Use Filters in Keyword Tools

- Apply "Keyword Difficulty" (KD) filters (e.g., under 30 in Ahrefs or SEMrush)
- Set minimum monthly search volume (e.g., 100–500 searches)

### 3. Find Gaps Using Competitor URLs

- Paste a competitor's URL into tools like Ahrefs or Ubersuggest
- Filter for keywords where they rank in positions 11–30 (easy win zone)

### 4. Look for SERPs with Weak Results

- Are top 10 results low-authority blogs, forums, or outdated content?
- That's a signal you can outrank them with better content

### 5. Focus on Keywords with Clear Intent

- Look for specific questions ("how to...", "best way to...", "tools for...")
- These attract ready-to-learn or ready-to-buy users

### Bonus Tactic: Leverage Google Autocomplete Loops

- Type a seed keyword and add modifiers (e.g., "for beginners," "without code")
- Use A-Z autocomplete trick: "seo for a...", "seo for b...", etc.

## 🖓 Tip:

Use "low-hanging fruit" keywords to build topical authority. Once you gain traffic and links, you can target more competitive terms in your niche.

## 4. SERP Analysis: Can You Compete?

### 🔍 Evaluate the Battlefield Before You Enter

Not every keyword is worth chasing—even if it looks perfect on paper. A quick SERP (Search Engine Results Page) analysis helps you decide if you can realistically outrank the top results.

### What to Look for in a SERP

### 1. Domain Authority (DA) or DR of Ranking Pages

- Use tools like MozBar or Ahrefs Chrome Extension
- If top results have DA/DR under 40, the keyword is often easier to rank for

### 2. Content Type and Format

- Are the top results blog posts, videos, ecommerce pages, or forums?
- Match the dominant format for better alignment and relevance

### 3. Content Age

- Are top-ranking posts 2+ years old?
- Fresh content gives you a competitive edge if the SERP is outdated

### 4. Title Tag Optimization

- Are competitors using exact match keywords in their title and H1?
- Weak keyword usage signals lower optimization (an opportunity!)

### **5. User Experience Factors**

- Pages with slow speeds, messy layouts, or poor mobile UX may rank lower soon
- Use Google's Core Web Vitals and visual inspections

### 🛋 Quick SERP Analysis Checklist

- At least 2 results are under DA 40
- Top results are not fully optimized for the keyword
- SERP lacks depth or format variety (e.g., no video, no comparison table)
- There's room for more comprehensive or up-to-date content

### 🖓 Tip:

Always search your keyword in incognito mode and from your target country/location. The local SERP matters more than the global one.

In the next section, we'll show you how to prioritize and track the keywords you uncover.

## **5. Keyword Prioritization Framework**

### m Choose the Right Keywords to Focus On First

Once you've gathered dozens (or hundreds) of keyword ideas, it's time to narrow them down. A good prioritization strategy ensures you start with the terms that deliver the most ROI with the least resistance.

### ✓ Use the "TTV" Framework: Traffic, Timing, Value

### 1. Traffic Potential (T)

- Monthly search volume
- Trend stability (check Google Trends)
- Related terms and long-tail variants available

### 2. Timing & Ranking Feasibility (T)

- Keyword difficulty score (ideally <30 for new sites)
- Strength of current top 10 results (DA/DR, content quality)
- Can you realistically create better content?

### 3. Value to Business (V)

- Does it align with your products/services?
- Is it relevant to users with purchase or decision-making intent?
- Could the content naturally include a CTA?

### Prioritization Scorecard Template

Keyword	Volume	Difficulty	Intent Type	Business Fit	Priority Score
seo checklist for startups	1,000	28	Informational	High	High
best crm for freelancers	700	34	Commercial	Medium	Medium
google analytics setup	2,300	46	Informational	Low	Low

## 🖓 Tip:

Prioritize low-difficulty, high-intent keywords that directly support your services, lead magnets, or product funnels. You can rank quickly and convert faster.

# 6. Keyword Tracking Template (Free Download)

### 📊 Track Progress Like a Pro

Tracking your keyword rankings helps you measure growth, find what's working, and decide where to focus next. Use this simple spreadsheet or connect a rank tracker tool to automate the process.

### 🗹 What to Track

- Keyword The phrase you're targeting
- Search Intent Informational, commercial, transactional, etc.
- Search Volume Monthly average searches (from Ahrefs/SEMrush)
- Keyword Difficulty Score from 0-100
- Current Ranking Your page's position in Google
- Target URL The page you've optimized
- Notes CTA used, content format, last updated date

### 📥 Download This Template

We've created a plug-and-play Google Sheets tracker:

Download the Keyword Tracker Template (insert your link here)

### Optional Tools for Automation

- SEMrush Position Tracking Daily rank updates + visibility score
- Ahrefs Rank Tracker Tracks desktop + mobile across locations
- Ubersuggest Affordable rank tracking for small websites

### 🖓 Tip:

Use conditional formatting to flag:

- Keywords ranked in top 3 (green)
- Keywords losing ground (red)
- Keywords that haven't been updated in 60+ days

Regular tracking turns SEO from guesswork into a measurable growth system.

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Let's turn your keyword strategy into qualified traffic, leads, and conversions

Let's help you uncover the keywords your audience is searching for—so you can rank faster and grow smarter.



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