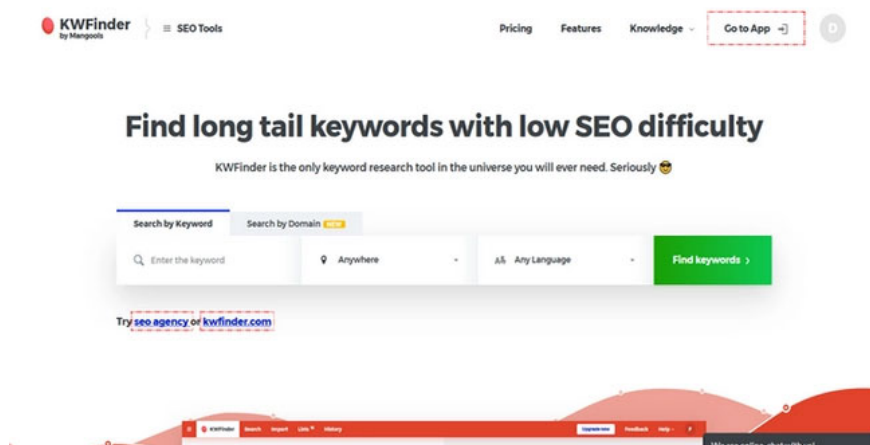


12 best keyword analysis tools

SEO is a process that includes many steps, and keyword research is one of the first steps that an SEOer must perform.

Keyword research itself also requires many smaller steps that require you to understand the parameters, competition, etc. After a series of analysis steps, you will find good keywords. In the article below TipsMake will introduce to you the 12 best keyword analysis tools today.

1. KWFinder



KWFinder is a tool designed by Mangools - a developer known for providing the best keyword research tools across categories. You can use this beginner's guide to conduct your keyword research.

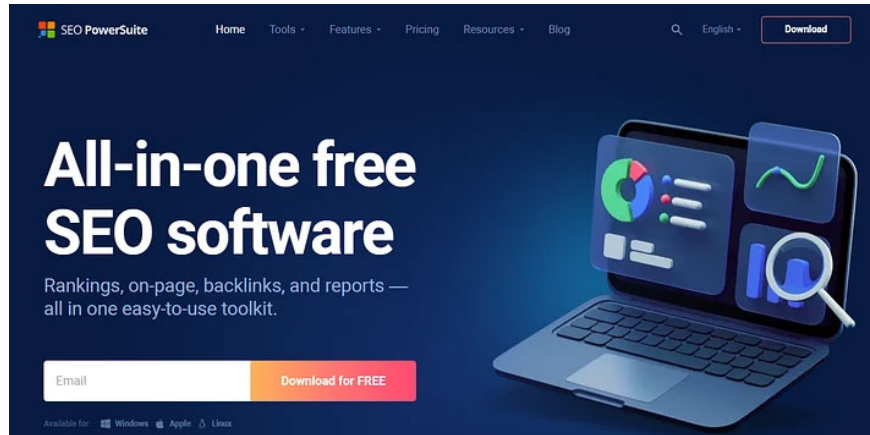
The KWFinder platform makes it easy to find low SEO difficulty keywords, along with a host of other useful features.

Outstanding features:

1. Unique and easy to navigate user interface
2. Find keywords in any language target, anywhere
3. Select options from the keyword list
4. Get accurate statistics about keyword competitiveness
5. An in-depth overview of the search engine results page along with a list of suggestions
6. Use filters to refine your keyword suggestion list

KWFinder is part of the Mangools package which includes 4 other SEO tools. This keyword tool only allows a small number of free searches.

2. SEO PowerSuite

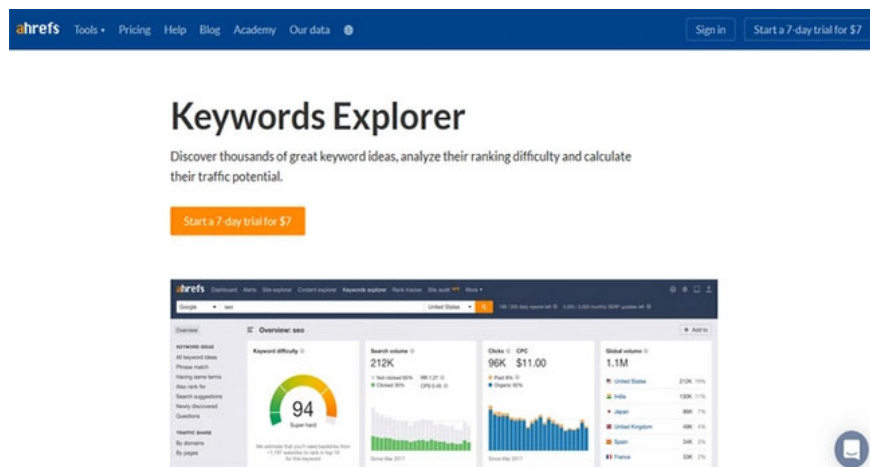


If you're looking for a comprehensive option, SEO PowerSuite is one of the best tools for keyword research. Its complete toolkit includes everything you need to improve on- and off-page SEO. You'll get basic SEO keyword research features, as well as optimization options for mobile, social media, etc.

Outstanding features

1. Comprehensive SEO audit
2. Track your competitors' rankings
3. Professional SEO report
4. Cloud storage (up to 400 projects)
5. White-labeled reports for clients
6. Manage links and backlink history

3. Ahrefs Keyword Explorer

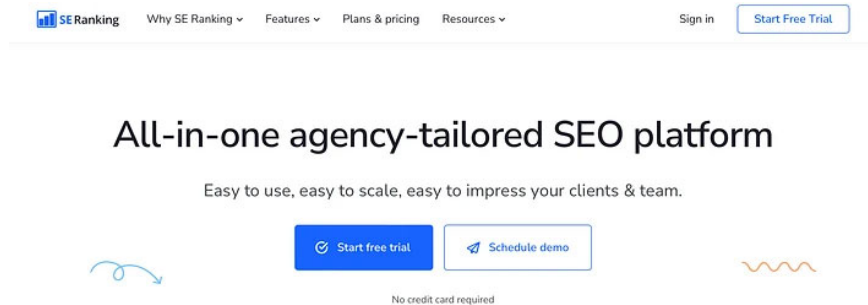


Ahrefs is one of the best keyword research tools for content creators today. The platform provides a broad keyword report to users and relies on browsing data (clickstream) to provide unique click metrics.

Outstanding features:

1. Assess keyword difficulty accurately
2. Over 1,000 keyword suggestions
3. Supported in over 171 countries
4. Provides click metrics to improve CTR
5. Overview of the expanded search results page

4. SE Ranking



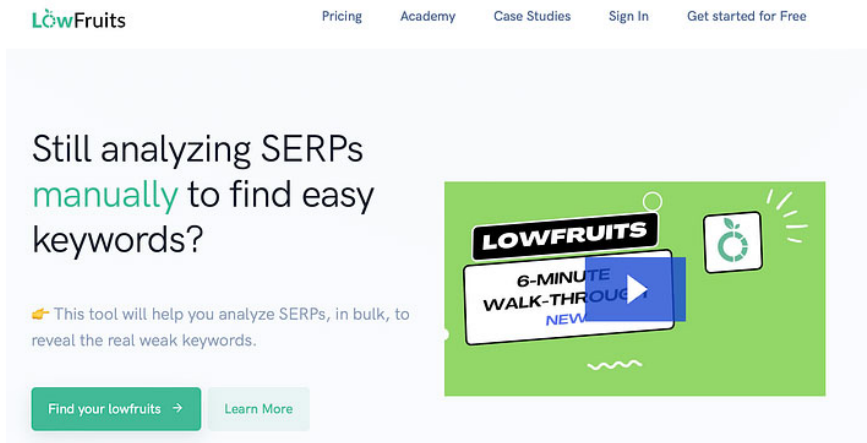
SE Ranking uses advanced data processing algorithms to provide powerful SEO insights. Furthermore, the dashboard can be customized to reflect your brand name and domain name, making it a great choice for agencies.

Additionally, you can combine SE Ranking insights with a variety of other tools like Google Search Console and Zapier. This tool does not ignore any area of SEO. You can track local SEO, on-page SEO, backlinks, and even track your competitors' efforts.

Outstanding features:

1. SEO keyword tracker
2. Backlink checker
3. Keyword suggestion tool
4. AI writing tools
5. Local marketing
6. Best for agencies

5. LowFruits



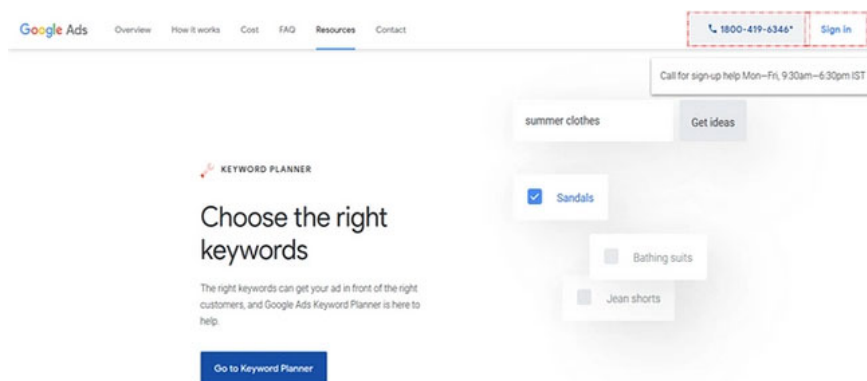
If you're looking for one of the best keyword research tools to make SERP analysis easier, LowFruits is what you want. This tool can identify weak positions on the first page of Google search results and evaluate other important metrics such as word count, title relevance, and site type.

Furthermore, it's easy to get started. You can use an SEO keyword generator (including long-tail keywords) or import an existing list. LowFruits will then analyze a series of SERPs while also detecting other important factors like keyword phrases (which can help you reduce the risk of duplication).

Outstanding features:

1. Keyphrase
2. Mass SERP analysis
3. Wildcard SEO keyword search (to find specific keyword combinations)
4. Domain explorer to identify low authority sites (easier to rank higher)
5. Competitor analysis (with sitemap extraction)

6. Google Keyword Planner

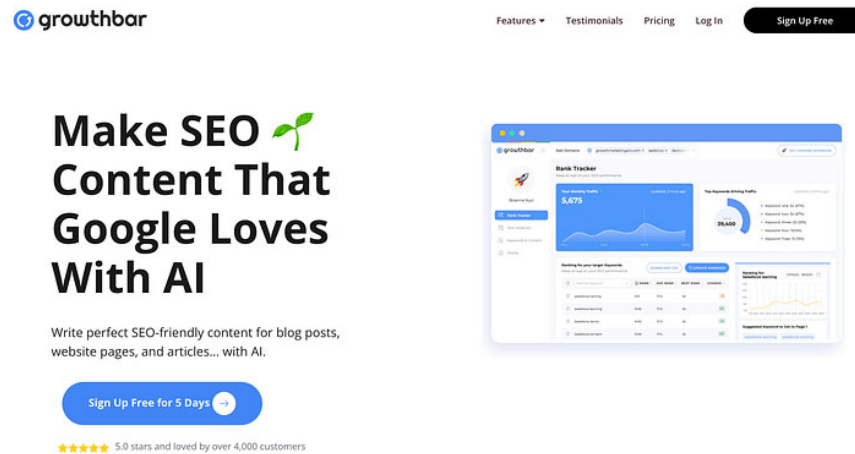


Google Keyword Planner is a simple keyword tool option that serves up a few basic features. Despite its lack of functionality, this is one of the most accurate keyword data sources on the market. The data comes directly from Google and the results integrate well with AdSense monetization.

Outstanding features:

1. Find commercial keywords using the top of page bid range
2. Accurate search volume directly from Google search engine
3. Best choice for business websites
4. Google Keyword Planner is available for free.

7. GrowthBar



GrowthBar is one of the best keyword research tools for marketers and bloggers who don't have much time and want ranking difficulty or keyword suggestions to appear with their search results.

A unique feature that GrowthBar has recently added is content outline generation, you can use it to create a content outline in just one click for your blog or website with keywords, word count, titles, images, links, etc.

It also allows you to explore competitor profile features – backlink data, organic keywords, Google/Facebook advertising information and related insights.

Outstanding features:

1. Create content outlines using AI
2. SEO keyword tracker
3. Difficulty rating is accurate
4. Long-tail keyword suggestions
5. Keyword data can be exported
6. Number of words on page

8. Majestic

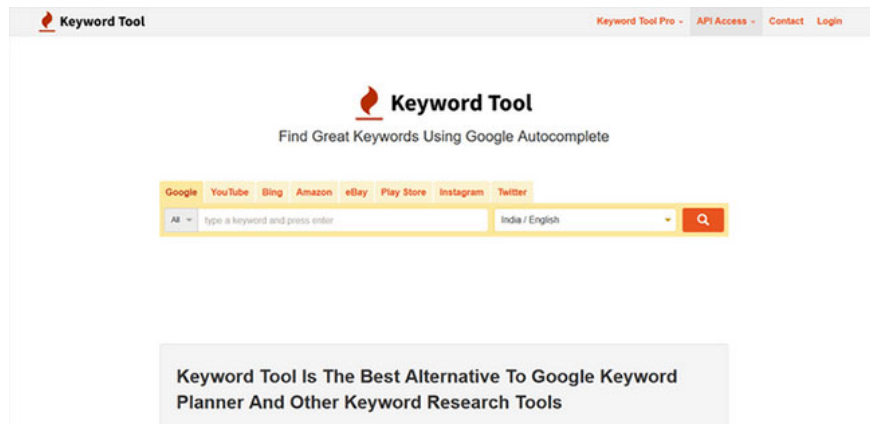
Majestic is one of the "great" keyword search tools. The tool will "pull" a list of search keywords from a huge keyword list to provide metrics that you can't find anywhere else.

Outstanding features:

1. All SEO features are available in a single toolkit
2. Find easy-to-target phrases
3. Research the competition on each keyword

4. Trust vs. authority graph for web analytics

9. Keyword Tool



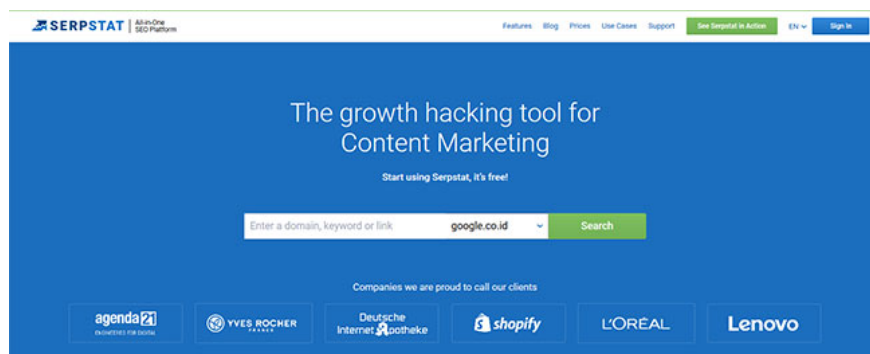
If you're obsessed with keyword data mining, try Keyword Tool. The platform is considered one of the top keyword research tools on the market and provides analysis for many search engines, including Google, YouTube, Bing, Amazon, and the App Store.

Outstanding features:

1. Find great keywords with Google Autocomplete
2. Complement your social media marketing with Instagram and Twitter keyword analysis
3. Export results to
4. Simple UX for beginners

Keyword Tool is very similar to Google Keyword Planner. It's free for the first 750+ keywords and extremely easy to get started with. Keyword Tool's "Basic" plan starts at \$69/month and requires annual payments.

10. Serpstat



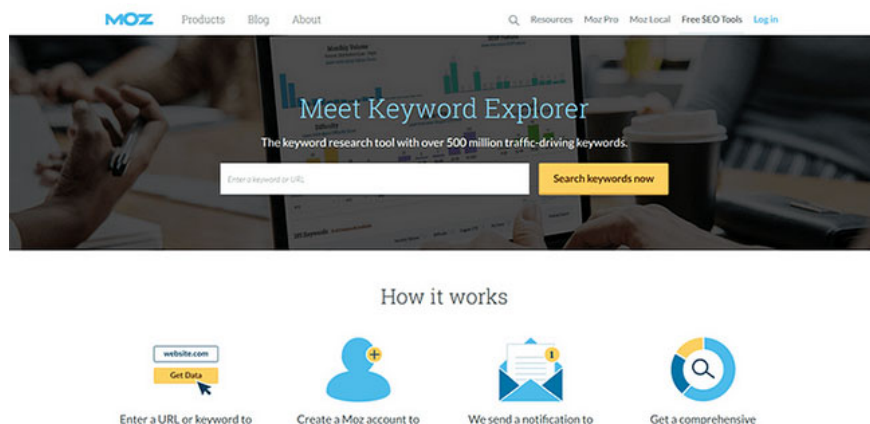
If you're looking for a full suite of SEO tools, Serpstat is a great choice that combines website analytics, keyword research tools, SERP analysis, backlink analysis, rank tracking, and features. check the website. This is

an all-in-one solution that streamlines the entire SEO portfolio.

Outstanding features:

1. Find out about your competitors using the competitor chart feature
2. Find keyword difficulty and keyword trends
3. The most budget-friendly option on this list

11. Moz Keyword Explorer



Moz Keyword Explorer provides easy-to-use, useful keyword suggestions. Moz's SEO Tools boasts all the features you'd expect from the best keyword research tools, plus two very unique data points.

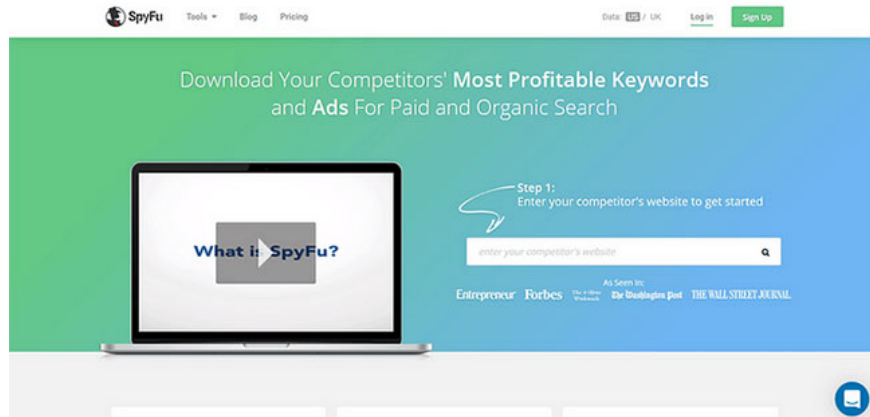
- Organic CTR score - This click-through rate represents the number of clicks you are expected to attract on page 1 of Google.

- Priority score - Priority score is the combination of all the individual factors that a typical tool uses to suggest keyword options. It combines data on CTR, search volume, and keyword difficulty to help you choose the best terms for your project.

Outstanding features:

1. Get related keyword suggestions
2. Organic (organic) CTR score and priority score for smart targeting
3. Moz offers a one-month trial period

12. SpyFu



SpyFu is the #1 choice for analyzing your competitors' SEO strategies. SpyFu's Keyword Tool uncovers valuable, virtually untapped keywords that make a huge difference, if you're working in a saturated niche market.

Outstanding features:

1. Compare different websites competing for a search term
2. Explore ranked difficulty and historical changes
3. Additional modules for in-depth domain analysis

Wish you have moments of fun!

You finished reading the article "**12 best keyword analysis tools**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.