

# What is Search volume? Why care about search volume?

Search volume (keyword search volume) refers to the number of searches for a certain keyword within a selected time frame (usually 1 month). In most keyword research tools, the number of searches is an average value based on the past 12 months.

Keyword search volume is one of the most important metrics to consider when doing keyword research. Knowing the search volume of the keywords you want to target can help you:

1. Prioritize content topics
2. See the keyword's search trends
3. Estimated traffic potential

To put it very simply: You can imagine that you have the perfect keyword, but if no one is actually searching for it, you won't get any visitors to your website, right away. even if you rank high for that keyword.

## How do I get keyword search volume?

To get search volume data, you need to use a keyword research tool.

### 1. Free tools

Some free keyword tools have data on search volume, but are often very limited in usage.

For a long time, Google Keyword Planner has been a useful free choice for many SEOs. The problem is that the tool no longer displays exact numbers unless you spend money on PPC campaigns.

So if you open the Google Keyword Planner and enter the keyword '**best running shoes**' , it will show you ranges like '**10K - 100K**' , which could in fact be 11,000 but possibly 99,000 as well. Not very helpful.

| <input type="checkbox"/> Keyword (by relevance) ↓     | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) |
|---|-----------------------|-------------|---------------------|-----------------------------|------------------------------|
| Keywords that you provided                            |                       |             |                     |                             |                              |
| <input type="checkbox"/> best running shoes           | 10K - 100K            | High        |                     |                             | €2.48                        |
| Keyword ideas   |                       |             |                     |                             |                              |
| <input type="checkbox"/> best running shoes for men   | 10K - 100K            | High        | --                  | €0.17                       | €3.12                        |
| <input type="checkbox"/> best running shoes for women | 10K - 100K            | High        | --                  | €0.16                       | €3.19                        |
| <input type="checkbox"/> brooks glycerin 16           | 1K - 10K              | High        | --                  | €0.58                       | €0.85                        |
| <input type="checkbox"/> brooks glycerin              | 10K - 100K            | High        | --                  | €0.57                       | €0.92                        |
| <input type="checkbox"/> saucony running shoes        | 10K - 100K            | High        | --                  | €1.87                       | €21.23                       |
| <input type="checkbox"/> brooks glycerin 17           | 10K - 100K            | High        | --                  | €0.51                       | €1.22                        |
| <input type="checkbox"/> best running shoes 2019      | 1K - 10K              | High        | --                  | €0.45                       | €3.34                        |
| <input type="checkbox"/> best trail running shoes     | 10K - 100K            | High        | --                  | €0.56                       | €2.30                        |
| <input type="checkbox"/> best nike running shoes      | 10K - 100K            | High        | --                  | €0.37                       | €1.13                        |

only ranges

Another little problem is the so-called Keyword Clustering. This is a common technique when creating PPC ad groups that contain similar keywords and result in better organization, a higher quality score, and a higher CTR.

For SEO purposes, however, it's usually better to 'cluster' your keywords manually. Relying on the PPC keyword tool to do it for you without knowing which keywords are actually grouped together is not the best idea.

So, the Google Keyword Planner is a great option if you're running a PPC campaign. But it's not enough for SEO purposes.

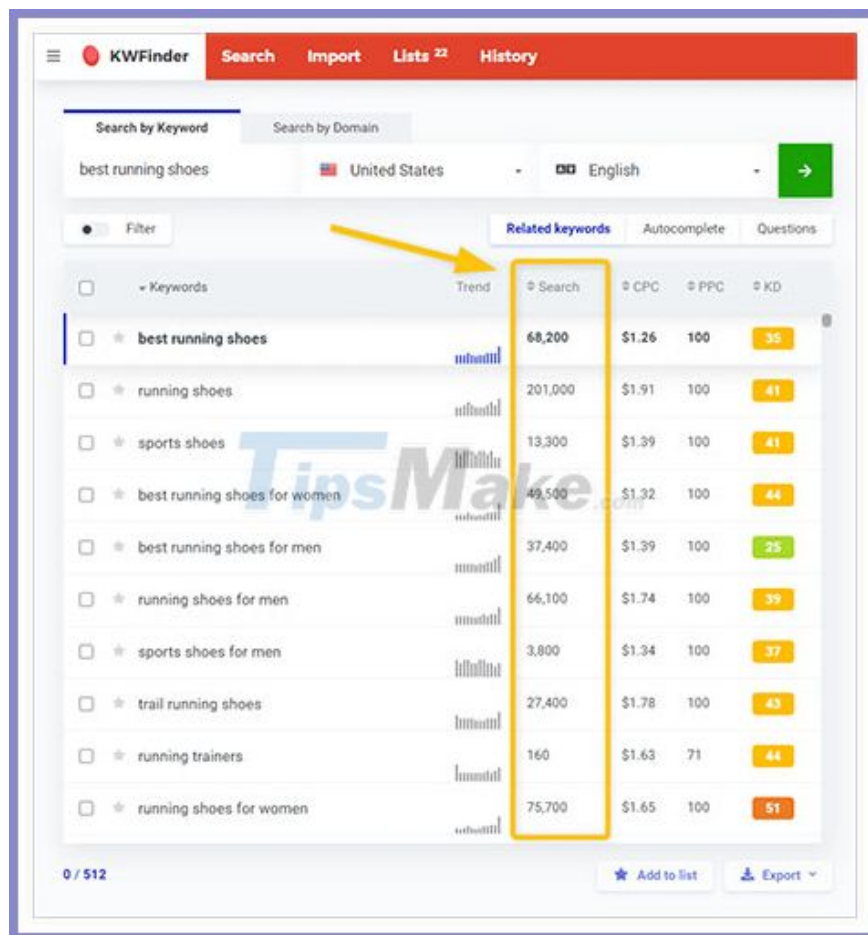
## 2. Professional tools

If you are serious about doing SEO, getting a quality keyword tool with reliable data is a must.

One big advantage of professional keyword research tools is that besides the search volume value, it provides many other useful metrics and data you need when evaluating keywords, including:

1. Keyword difficulty index
2. Search trends
3. CPC and PPC value
4. Results on the search results page with detailed information about your competitors

Here is the interface of the search volume column in KWFinder:



Now, suppose you have a list of keywords and you need to find out what their search volume is. You can enter your keywords in the tool - either by uploading a list or entering them one at a time.

## Upload your list



Drag & Drop

your list here

OR

Choose a file [\*.csv, \*.txt]

...or write the keywords [13 / 700]

[Clear all keywords](#)

banana muffin recipe x pumpkin muffin recipe x bran muffin recipe x  
cornbread muffin recipe x zucchini muffin recipe x oatmeal muffin recipe x  
strawberry muffin recipe x mini muffin recipes x apple cinnamon muffin recipe x  
orange muffin recipe x buttermilk muffin recipe x cherry muffin recipe x  
huckleberry muffins x blueberry |

your keywords

The tool will present your keywords with exact search volume data for each keyword:

| 253,830<br>Search sum    |                                | \$0.89<br>Avg. CPC |        | 9<br>Avg. PPC |     | 45<br>Avg. KD |  |
|--------------------------|--------------------------------|--------------------|--------|---------------|-----|---------------|--|
| Filter                   |                                | Find in table...   |        |               |     |               |  |
| <input type="checkbox"/> | Keywords                       | Trend              | Search | CPC           | PPC | KD            |  |
| <input type="checkbox"/> | ★ banana muffin recipe         |                    | 30,000 | \$0.85        | 2   | 56            |  |
| <input type="checkbox"/> | ★ pumpkin muffin recipe        |                    | 16,500 | \$0.39        | 9   | 47            |  |
| <input type="checkbox"/> | ★ bran muffin recipe           |                    | 7,500  | \$0.45        | 7   | 48            |  |
| <input type="checkbox"/> | ★ cornbread muffin recipe      |                    | 3,900  | \$0.45        | 4   | 45            |  |
| <input type="checkbox"/> | ★ zucchini muffin recipe       |                    | 3,800  | \$0.65        | 4   | 43            |  |
| <input type="checkbox"/> | ★ oatmeal muffin recipe        |                    | 3,800  | \$1.38        | 5   | 42            |  |
| <input type="checkbox"/> | ★ strawberry muffin recipe     |                    | 3,600  | \$1.96        | 2   | 41            |  |
| <input type="checkbox"/> | ★ mini muffin recipes          |                    | 2,400  | \$1.92        | 7   | 39            |  |
| <input type="checkbox"/> | ★ apple cinnamon muffin recipe |                    | 1,000  | \$1.40        | 2   | 41            |  |
| <input type="checkbox"/> | ★ orange muffin recipe         |                    | 960    | \$0.50        | 4   | 40            |  |

0 / 14      ★ Add to list      📄 Export

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