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# Finding Popular Keywords FOR FREE

YOUR BLOGGING MENTOR





# Decide What Keywords You Want To Rank For

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## 1. Focus on your reader.

Just like the blog posts you write, the keywords you want to rank for should always focus on your ideal reader.

Think about what problems your ideal reader would experience, what questions they would ask the Internet, what words they would use to search for an answer.

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## 2. Search for those keywords using a FREE tool called Ubersuggest.

## 3. Look at the “keyword overview” stats.

There are three really important stats in the “keyword overview” section.

The **monthly searches** number tells you how popular that keyword is, since it tells you how often people are searching for it.



The **SEO difficulty** tells you the difficulty gage on ranking for that particular keyword. The higher the number, the more competitive your keyword is to rank for on Google. The lower the SEO difficulty score, the easier it is to rank in the top 20 Google search results.

The **monthly search volume** graph shows you the most popular times of year that your keyword is searched.

When you're first starting your blog, you want to capture as many low competitive keywords as you can.

This will help you build up your SEO juice on Google.

For example, if you try ranking for a keyword such as "Valentine's Day gifts" with an SEO difficulty of 70, you won't see a great return on your investment.

#### **4. Use the "keyword ideas" section to help optimize your blog post.**

"Keyword ideas" are other words users are typing into Google to search for the perfect answer to their question.

These are words you want to include throughout your blog post in a very natural way.

**Want To See An Example?**

**[Click Here To Bring All This Information Together To Create The Perfect Blog Post](#)**