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Keywords Everywhere is a Chrome extension that helps users research keyword ideas and scrape keyword data from search results. It started off as a free tool back in the day but has now evolved into a freemium tool that requires you to pay credits to extract more advanced data from it. You can check out these Keywords Everywhere alternatives if you are just starting out and don't want to pay for the tools. Nonetheless, it is affordable enough as a keyword research tool to help complement your current toolset and refine your process. So, if you're looking for information on how to use Keywords Everywhere the right way, you've come to the right place. This guide explains how to get started with Keyword Everywhere and use it to get the most out of your keyword research and search engine optimization (SEO) efforts. Why Use Keywords Everywhere? Before we begin, we must first discuss what Keywords Everywhere is about, starting with the difference between its free and paid plans. The free version should be enough if you plan on using the extension to get a general idea about a keyword on search engine results pages (SERPs). It will show you the keyword's difficulty based on its on-page and off-page SEO data. On the other hand, Keywords Everywhere's paid version gives you the search volume of related keywords and keyword suggestions on Google search results. The extension draws its data from multiple sources such as Google, YouTube, and even Bing and Duck Duck Go. This way, you're getting accurate search volume data to help you make informed decisions about your SEO strategy. If you're already using an SEO tool that does the same thing, you probably don't see the need to use Keywords Everywhere as part of your keyword research process. But as mentioned, Keywords Everywhere helps make your keyword research better as an addition to your current toolset. The extension allows you to research keywords straight from SERPs. You get to analyze pages ranking for your search queries and cross-reference them with the ones showing up on your SEO tool. Another great thing about Keywords Everywhere is it uses the pay-as-you-go model. Unlike other keyword research tools, you only pay for credits you'll use and keep them for as long as you'd like. Having discussed all this, let's move on to the actual first step: 1. Setting Up Your Account If this is the first time you're using Keywords Everywhere, you must set it up properly to be able to make the most out of their data. To do this, you must go to Keyword Everywhere's Chrome extension page to download it. Once you've downloaded it, you need to sign up for an API key to make the extension work. Click here to sign up by entering your email address to receive the key in your inbox. Once you have the API key, go to the extension's Settings by clicking on it from your Google Chrome menu. It will open a new window from the browser. Copy and paste the API key from your email here. Click "Validate" to confirm the API key. Once validated, you should be able to use Keywords Everywhere properly whether you paid for credits or not. 2. Extracting Keyword Data from Search Results It's now time to see Keywords Everywhere in action. To do this, we need to make sure that the extension is turned on before you initiate your Google search with it. Click on the extension from your browser and toggle the switch to turn it on. Note: If you paid for credits, make sure to turn it off if you don't plan on using it while searching Google. If you leave the extension on, it will extract search traffic metrics from SERPs, thereby using the credits even when you don't want to. You might burn through thousands of your credits if you're not careful! Now, once it's turned on, search for keywords on Google like you always do. On SERPs, you should see the following: The top-most box at the right side of the screen gives you broad strokes about your search query's difficulty. The tool first analyzes the top-ranking pages on Google for your keyword. Based on the gathered data, it then determines a keyword's On-Page Difficulty and Off-Page Difficulty. If most of the pages ranking for your search term observe the best on-page SEO practices and have lots of good backlinks pointing to them, expect the SEO Difficulty score to be very high. Click here to learn more about how Keywords Everywhere computes a keyword's SEO Difficulty. To delve deeper into the data, click on the Detailed Breakdown link within the box to analyze the search metrics of the top pages. Click on the On-Page Difficulty of each page to help you understand why and how it achieved the score. Going back to SERPs, you can see the demand for the search query by looking at its trend data. By default, it shows you the trend for a keyword from 2004 to now. But if you want to narrow down the graph, you can choose the date range from five years ago to the past seven days. This helps you determine how popular a keyword has gotten over time. If the graph continues to trend upward, you should highly consider optimizing for these keywords unless the SEO Difficulty says otherwise. 3. Brainstorming for Keyword Ideas Scrolling down SERPs will show you more data from Keywords Everywhere. This time, they're all about related searches and keyword suggestions. The Trending Keywords box shows you the keywords with increased search volume for the past 30 days. If you want to find keyword ideas relevant to your actual search term, the Related Keywords box will fill you in on similar keywords or those containing words from your search query. The People Also Search For box contains keywords other users have searched for after or before searching for the same query you entered. Finally, the Long-Tail Keywords section reveals the different keywords containing all the words in your initial search. The ones you'll find here will be perfect for your blog content creation. Regarding the last three, there's a link below each of the boxes where you can expand your research by searching for bulk keywords. However, clicking on these links would lead you to Keyword Keg, a different premium keyword tool. In this case, there's another way to brainstorm for more keywords using Keywords Everywhere aside from the ones you will see on SERPs. Going back to the SEO Difficulty box, click on "Find long-tail keywords for "[search term]."" It will then open a new window where the tool will scrape all keywords it can find related to your seed keyword. You can filter the results based on the keyword's monthly search volume, CPC, trend, etc. Unfortunately, the results won't show you the SEO Difficulty of each keyword. You'll have to do that manually on SERPs. Nonetheless, you can export the keywords and upload them into your other keyword tool. Use these features to expand your keyword research and find terms you should optimize for on your website. 4. Uncover Search Volume from Autocomplete So far, we've looked at how you can extract data from SERPs using Keywords Everywhere. But did you know you can use Keywords Everywhere without even landing on SERPs? Type in your seed keyword in the Google search bar but don't press enter just yet. You want to see autocomplete keywords on the search bar. This feature is Google's way of interpreting the user's query to provide a more useful search experience. Without using Keywords Everywhere, Google autocomplete looks like this: Here's what it looks like with the extension enabled: Keywords Everywhere shows you the search volume of all autocomplete suggestions. This is extremely useful because it helps you determine which keyword to search for and spend your credits on even before going to its SERPs! 5. Analyze Competitor Pages From here, we'll move on to Keywords Everywhere's more advanced features. Once you've identified which keyword to target based on the metrics provided by the tool, you need to determine and analyze the top pages that are ranking for that keyword. Using Keywords Everywhere, you must open one of the pages on SERPs. Tip: Aside from researching for keywords with low On-Page Difficulty, go for pages ranking on the first page of search results with low search metrics. From Keywords Everywhere's Detailed Breakdown, find pages with the lowest Domain Authority (DA) and OpenPage Rank (OPR). By targeting these pages for analysis, you can create similar, if not much better, content than these and hopefully replace them in SERPs! Once you've opened the competitor's page you want to analyze, open Keywords Everywhere chrome extension menu and click on "Analyze Page Content." Doing this will open a new page on your browser. Wait for the tool to load the data until you see something like this: Start by referring to your competitor's title, meta description, and word count from the results. The goal is to create your content to be similar to your competitors. As much as possible, include your keyword in the title and meta description. Regarding word count, you don't have to reach the exact number of words in your content. But it would help if you strive for something similar or at-least match the frequency of the highest occurring keywords. Speaking of which, the table below the report shows you keyword data that will provide you insights to help you craft your content. It contains the usual information such as keyword search volume, CPC, competition, etc. But what's important here are the Found In and Density columns. The tool identifies location and the number of times the keywords are mentioned in the content. Based on the analysis of the top ranking pages, you can re-optimize your page and win higher rankings in SERPs. 6. Find Keywords Your Competitors are Ranking for Another advanced feature of Keywords Everywhere is Keyword Gap. In the previous methods above, we talked about how to use the Chrome extension for your traditional keyword research. Here, we want to extract as many ideas as possible from your seed keyword and filter the easiest ones to rank using the different metrics provided by the tool. Another method you must use as part of your keyword research is finding search terms your direct competitors are ranking for. This way, you can identify proven keywords driving traffic to your competitors and find ways to rank for those. Keywords Everywhere has three features geared towards competitor keyword research to help round out your process. The first is Organic Ranking Keywords (URL). It helps you identify which keywords a page is ranking for. This is a great way to determine which keywords your competitors are ranking for, so you can optimize for the same terms in your content. If you want a holistic view of your competitors, the Organic Ranking Keywords (Domain) is a great place to start your competitor keyword research. This feature allows you to search for pages from the same domain ranking on search engines including the keywords these pages are ranking for. For those looking for a quick overview of the pages generating the most organic traffic on a domain, the Get Top Ranking Pages feature shows you exactly the list of pages. This allows you to find which pages to zero in on a competitor's domain and whether you can create much better content than your competitors to outrank them. Finally, there's a Keyword Gap Analysis feature. It identifies keywords a domain or page is ranking for, but your site isn't. This is very useful, especially if you already have an established website and wish to uncover keywords that you haven't worked on yet but your competitors have. However, this feature in Keywords Everywhere is still in the beta stage and has limitations. In particular, you can't just enter a domain and expect the tool to extract data. The domain you'll be entering must be a part of its database first before you can pull data from it. If the site isn't included in the tool's database, you can't get relevant information about the site. Nonetheless, expect Keywords Everywhere to diligently work on growing its database soon so you can ramp up your keyword research efforts. In the meantime, you can get the most out of other features to support your keyword search. Conclusion If there's anything you should have learned from this Keywords Everywhere tutorial, it's that you can't count this Chrome extension out just yet. Even if you have an effective keyword research process, it should still lend itself to improvements. With the different useful features available at very affordable prices, Keywords Everywhere lightens the load of your SEO workflow.

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