

# TOP 10 NICHE RESEARCH TOOLS



*What's Inside:*

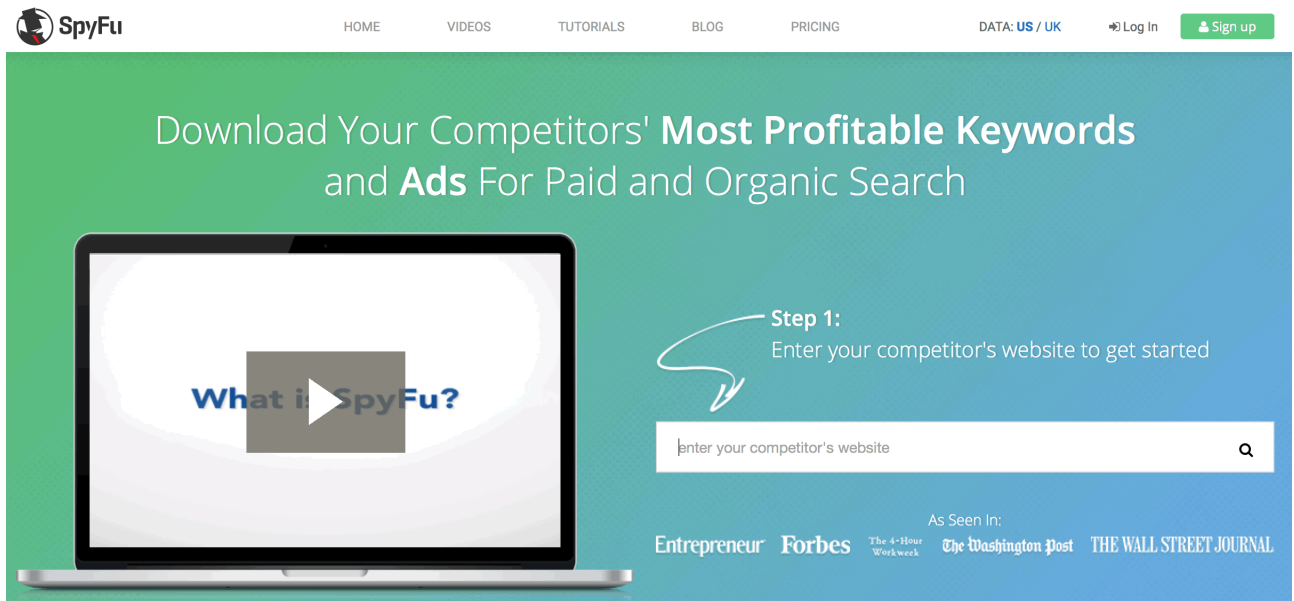
- ✓ Find Hot Niche Markets
- ✓ Spy On Your Competition
- ✓ Tools For Finding Keywords

# Niche Research Tools

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## 1. SpyFu

<http://spyfu.com>



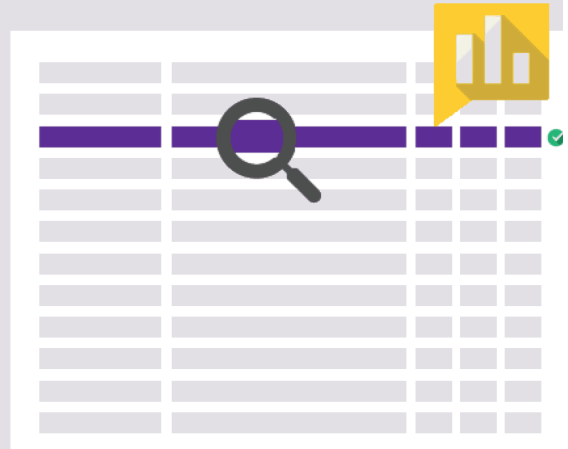
Download your competitors' most profitable keywords and ads for paid and organic search.

## 2. Google Keyword Planner

<https://adwords.google.com/KeywordPlanner>

# Keyword Planner

Plan your Search Network campaigns and learn what your customers are looking for

[Sign in to AdWords](#)

**Search for new keyword or ad group ideas**

Perhaps the first tool marketers use to research keywords.

### 3. SEO Book Keyword Tools

<http://tools.seobook.com/keyword-tools/>



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## Keyword Research & Suggestion Tools

**Overview:** These are free and paid tools which will help you find keywords and how competitive they are. Here is a video offering an introduction

**SEO Tools**

Tools to help you build and market your website.

**Firefox Extensions**

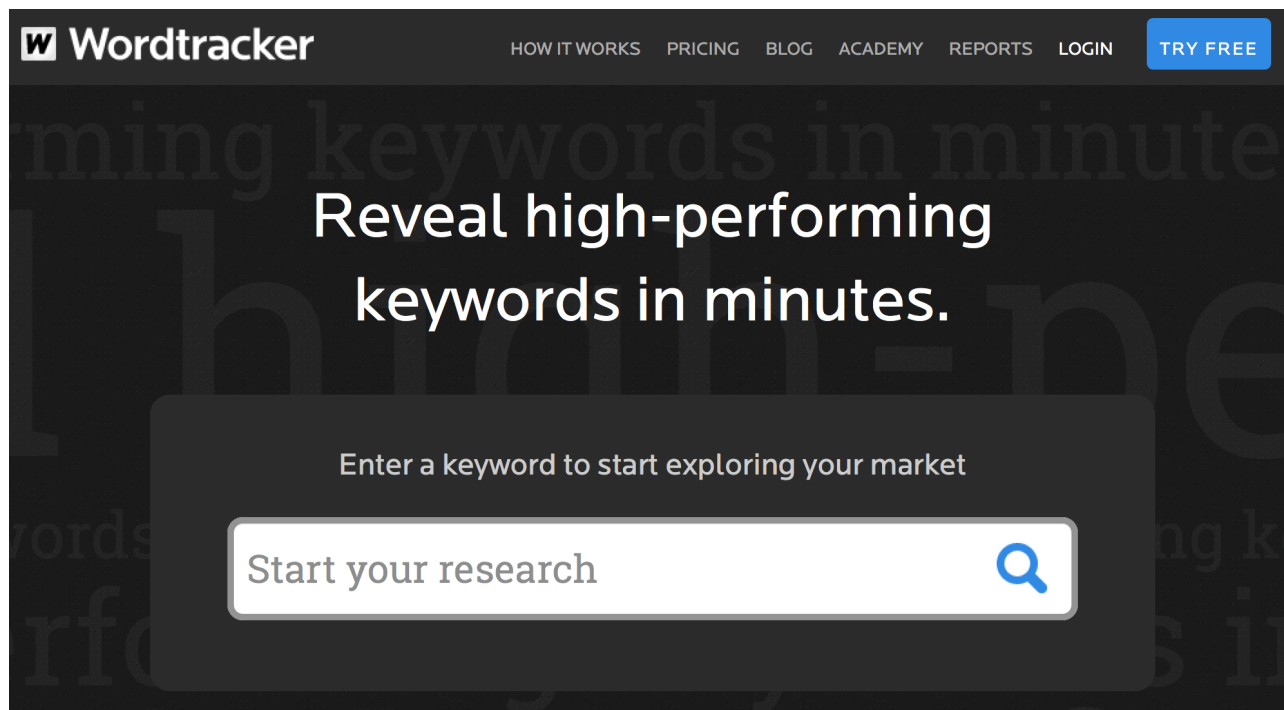
- Rank Checker
- SEO Toolbar
- SEO for Firefox
- Website Health Check
- Duplicate Content Checker

SEO Keyword Research Basics

A range of research and suggestion tools you can use for free.

## 4. Wordtracker

<http://www.wordtracker.com/>



A powerful tool for finding high-performing keywords in minutes.

## 5. WordStream's Keyword Research Tool

<http://www.wordstream.com/keyword-research-tool>



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[Home](#) : [Keyword Research Tools](#) – Gain a Competitive Edge in the SERPs with Our Keyword Research Tool

### Keyword Research Tools – Gain a Competitive Edge in the SERPs with Our Keyword Research Tool

**Keyword research tools** come in all shapes and sizes. But as they're currently constituted, most keyword research tools have a host of serious flaws that could be costing you money.

Traditional [keyword research](#) tools offer:

- **No relevant data** – The data and metrics you're getting from most keyword research tools are available to everyone, including other businesses vying for the same market. Where's the competitive advantage? Where's the relevancy to YOUR website?
- **No ability to act** – Most if not all [third party search marketing tools](#) spit out data and then it's

#### About WordStream

Our software and services help businesses and agencies take the guesswork out of pay-per-click advertising so you get more from your marketing budget.

#### Free Stuff

WordStream offers keyword research tools that you can use.

## 6. Moz.com's Guide On How To Do Keyword Research

<https://moz.com/beginners-guide-to-seo/keyword-research>

MOZ Products Pricing Blog About

Learn SEO | The Beginner's Guide to SEO

CHAPTERS  
(CLICK TO ACCESS)

568 1.1k 1.7k 2,348  
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# CHAPTER FIVE KEYWORD RESEARCH

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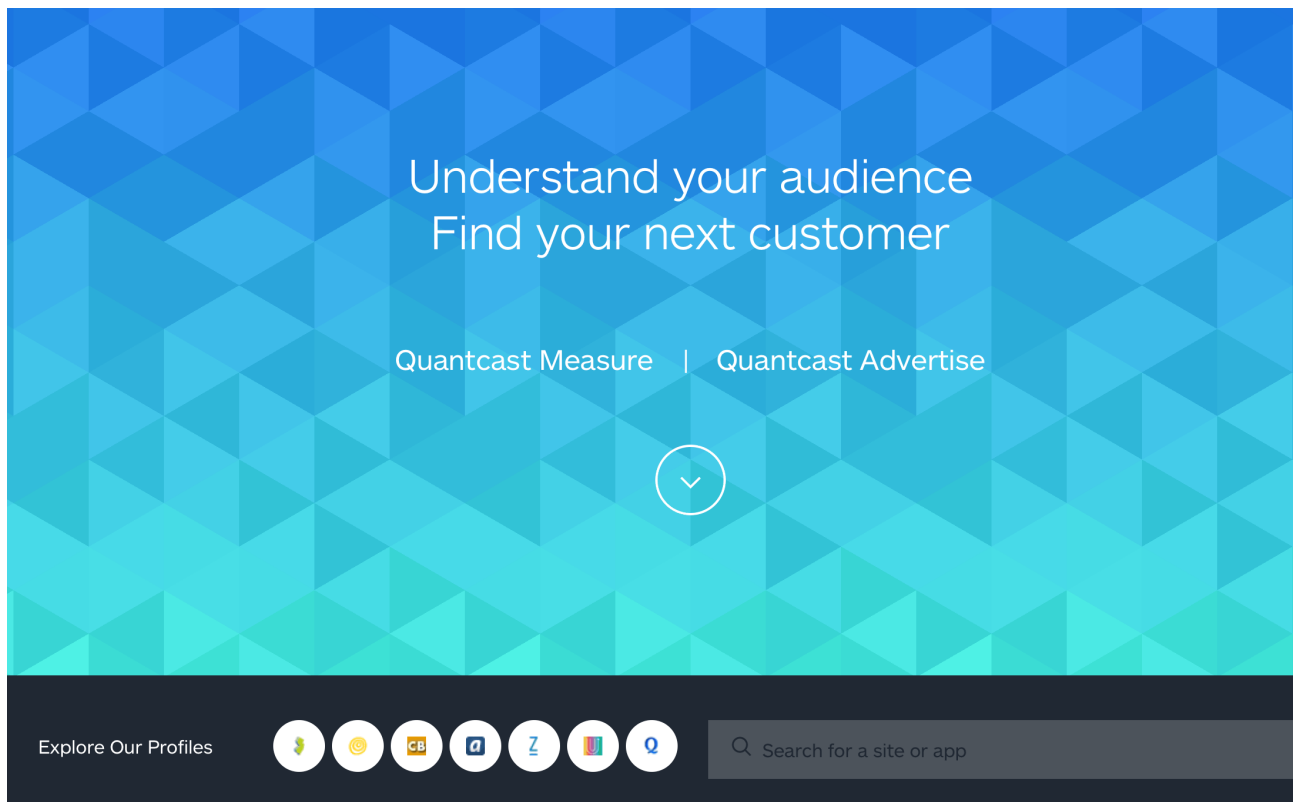
It all begins with words typed into a search box.

Keyword research is one of the most important, valuable, and high return activities in the search marketing field. Ranking for the right keywords can make or break your website. By researching your market's keyword

Moz.com is an authority when it comes to search engine optimization. Read their free guide to get started on keyword research.

## 7. Quantcast

<https://www.quantcast.com/>



Quantcast provides detailed analytics and insights of the demographics of a site.



## 8. Market Samurai

<http://www.marketsamurai.com/>



The banner for Market Samurai features a dark teal background. On the left is the Market Samurai logo, which includes a stylized samurai helmet icon and the text "MARKET SAMURAI". Below the logo are five buttons: "Free Trial Download", "Full Version", "Dojo", "Support", and "Blog". The main text in the center reads: "Stop Struggling To Get Traffic the HARD WAY..." followed by "Download Your **FREE** Copy of Market Samurai and Laser-Target High-Traffic, High-Profit, Low-Competition Markets With Devastating Accuracy". At the bottom, there is a yellow box containing a video player on the left with the text "Keyword SEO Made Easy" and "4 GOLDEN RULES", and on the right, the text "Enter Your Details to Receive:" followed by a checkmark icon and "Your registration details for Traffic-Hunting Software. 'Market Samurai'".

One of the most popular keyword research app out there.

## 9. SECockpit

<http://secockpit.com/>

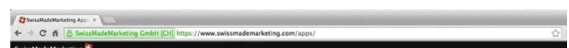


The banner for SECOCKPIT has an orange background with a subtle grid pattern. On the left is the SECOCKPIT logo, which consists of a magnifying glass icon and the text "secockpit". Below the logo is a navigation bar with the following links: "Home", "Take a Tour", "Customer Reviews", "Free Keyword Report", "Free Training", "Buy Now", and a partially visible "Log" link.

**Find Profitable Keywords and Analyze Your Competition with SECOCKPIT Keyword Research Tool in a Matter of Seconds ...**

Over 30,315 Search Engine Experts, Entrepreneurs, and Freelancers have experienced the power of this tool, and you can too. Start your free account for 30 days.

**Watch The SECOCKPIT Quickstart Video to See What To Expect Inside**



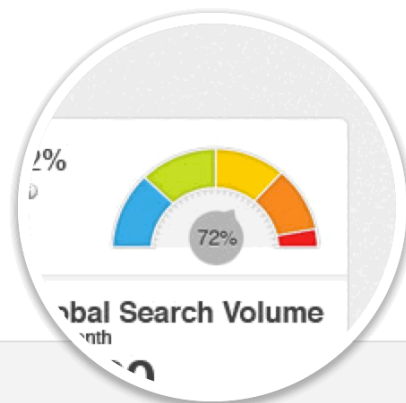
A tool for finding profitable keywords and analyze your competition.

## 10. Moz's Keyword Difficulty Analysis Tool

<https://moz.com/tools/keyword-difficulty>

# Moz Keyword Difficulty and SERP Analysis Tool

Search Volume and Competitive Analysis  
for any Keyword or Phrase



This is Moz's tool that specifically helps you see the difficulty of keywords you are targeting so you can find out whether it's worth going for or not.