

GROW YOUR COACHING BUSINESS & PERSONAL BRAND



WORKSHEET

PART NINE

WILL PEOPLE WANT WHAT YOU OFFER?

WAYS TO FIND OUT

FREE TOOLS FOR TRENDS, KEYWORDS AND SEO

Check them out and see which ones work best for you and are most relevant to your business and content goals.

These tools are free as I write this, but things change. Some of them might not always be free.

Many free tools are offered as an entrée to a paid subscription. If you want more, you pay. But there are still some useful freebies.

3 HIGH LEVEL TREND TOOLS

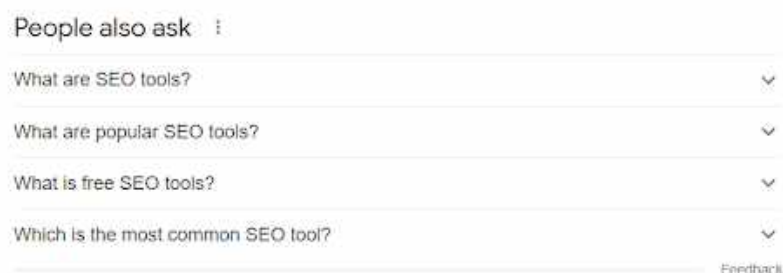
Google Trends <https://trends.google.com/trends>

Answer the Public <https://answerthepublic.com>

Discover people's questions - What Are People Asking About?

<https://questiondb.io>

Great for FAQs, article titles and “People also ask” in Google search results



KEYWORD TOOLS

Google Keyword Planner inside Google Ads. <https://ads.google.com>

Google Search Console (GSC) An essential free Google tool. Link it to your Google Analytics <https://search.google.com/search-console>

Keyword Revealer - free/low-cost options

ahrefs SEO Tools - Free and Paid options.

(ahrefs is one of the two leading SEO tools available, it's the one we use)

All ahrefs free tools <https://ahrefs.com/free-seo-tools>

- Keywords <https://ahrefs.com/keyword-generator>
- Backlinks <https://ahrefs.com/backlink-checker>
- Keyword Difficulty <https://ahrefs.com/keyword-difficulty>

This tool is a significant refinement vs what was available until now. We knew which search terms were popular but we didn't know much about how hard it would be to rank for them. Now we do

Pick keywords / search terms with lower difficulty scores as you're more likely to get to page 1 for those

The 0 to 100 Difficulty scale is logarithmic, ie non-linear, so 50 is not medium, it's hard. Just Go Low if you want to rank in search.

Keyword Surfer - Free Google Chrome extension

<https://chrome.google.com/webstore/detail/keyword-surfer/bafijghppfhdpldihckdcadbcobikaca>

Keyword Sheeter <https://keywordsheeter.com>

Keyworddit <https://www.toolbase.io/keyworddit>

Bulk keyword generator

<https://www.highervisibility.com/free-seo-tools/bulk-keyword-generator>

Ubersuggest

SEMRush