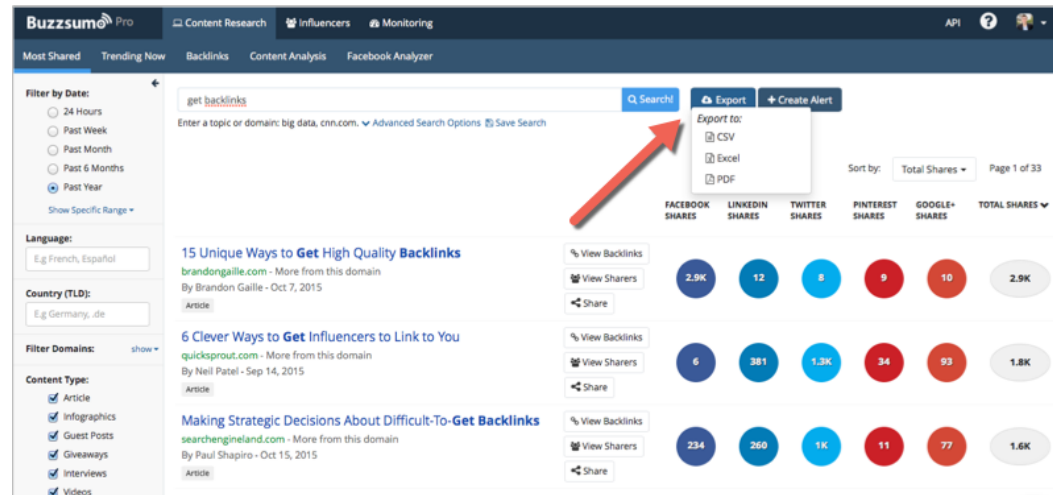


## Bonus 1: Buzzsumo

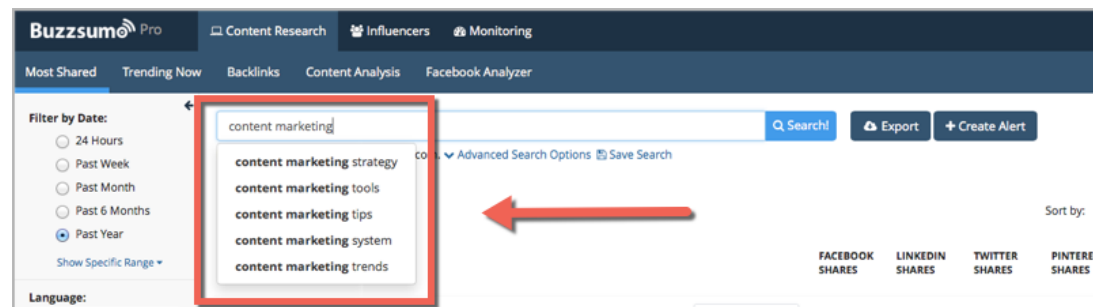
[Buzzsumo](#) is a search engine that helps you discover popular content, relevant social media influencers and [backlink opportunities](#) for your industry. It's without a doubt the favourite tool in my content marketing toolkit.

If you have the paid version, you can search for popular content related to certain topics and export the list as a CSV or Excel file;



Once you download that file, use a text analysis tool such as [Leximancer](#) or [Meaning Cloud](#) to extract the common concepts, topics and keyword phrases.

Before you leave BuzzSumo, you can also capture potential keywords by using their predictive search - just like you did with UdeMy;

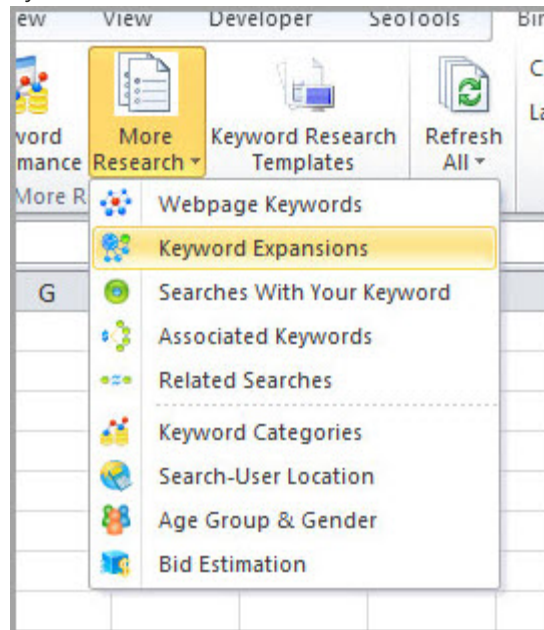


## Bonus 2: Bing Ads Intelligence

[Bing Ads Intelligence](#) is a powerful keyword research tool that allows you to build and expand on your keyword lists using the familiar Microsoft Office Excel interface.

To use it, you'll need to install the plugin into your version of Excel and open up a document with a list of primary keywords already entered (Perhaps the Excel document you downloaded from the Bing keyword research tool).

From there, use the "Keyword Expansions" feature to get ideas for long tail keywords from your group of primary keywords;



You can also use "Searches With Your Keyword" to brainstorm related content ideas;

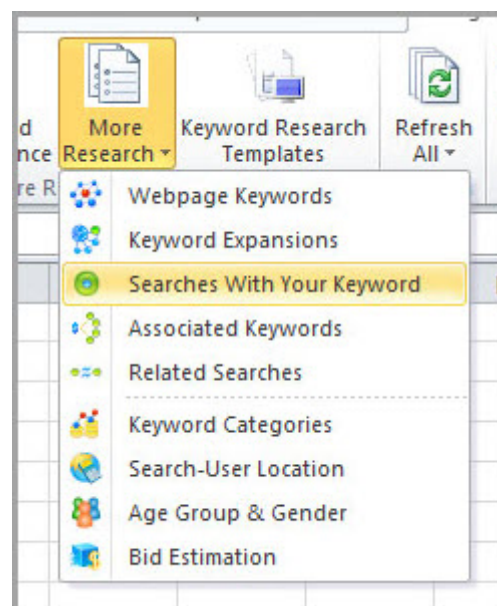


Image Sources: [Catalyst Search Marketing](#)

## Bonus 3: Google Correlate

[Google Correlate](#) finds search terms that correlate with real-world data and trends.

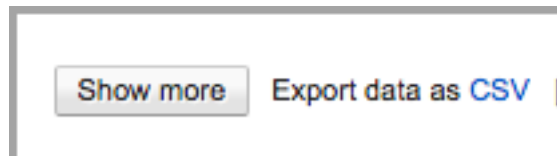
To use this keyword research method, just type in a keyword to see other search terms it correlates with;



The screenshot shows the Google Correlate interface. At the top, there is a search bar containing the text "search engine optimization" and a "Search correlations" button. Below the search bar, there is a checkbox labeled "Exclude terms containing search engine optimization". Underneath, a section titled "Correlated with search engine optimization" lists several terms with their correlation scores. The first term, "0.9999 engine optimization", is highlighted in blue. The other terms are listed in descending order of correlation.

Correlation Score	Term
0.9999	engine optimization
0.9823	web design
0.9810	event id
0.9789	free templates
0.9785	server client
0.9784	server
0.9782	xml
0.9781	corporation
0.9779	terminal server
0.9777	systems

You can also click "see more" to see keywords with lower correlations and export the data as a CSV;



The screenshot shows two buttons: "Show more" and "Export data as CSV". The "Export data as CSV" button has a blue link "CSV" followed by a vertical bar.

## Bonus 4: Alexa

If you want to find low competition keywords, Alexa's [keyword difficulty tool](#) is perfect. (It's a paid tool)

To find long tail keywords, you just need to type your primary keyword or topic into the search bar and click "Find opportunities";

**STEP 2 - ENTER SEED WORDS OR A SITE**

Enter seed words or a site to find related keyword opportunities

waterproof watch Find opportunities

**STEP 3 - FIND AND SAVE YOUR BEST OPPORTUNITY**

**Adjust filter settings**

Competition: 10 to 85 (68 selected)   
 Relevance: 10 to 85   
 Popularity: 10 to 85

Show only results that contain:   
 Example: web analytics

Competitive Power for swisswatch.com: 68

Apply filters

225 Keyword Opportunities found Export CSV

Keyword	Relevance	Popularity	Competition
1. fossil	10	47	65
2. seiko	99	42	64
3. tissot	99	51	72
4. casio	98	47	71

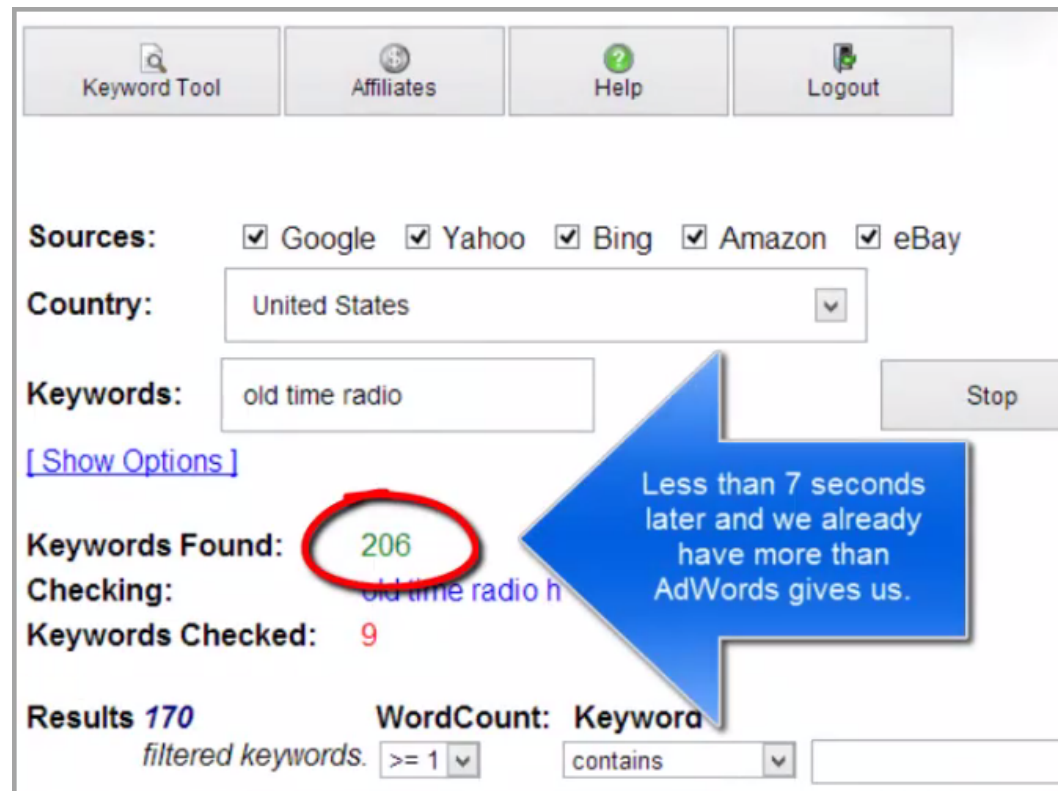
Image Source: [Alexa](#)

Alexa filters the search based on relevance, popularity and competition. They even calculate your site's "Competitive Power" in relation to your unique ability to compete for potential keywords.

## Bonus 5: Keyword Snatcher

[Keyword Snatcher](#) can find you 1000's of relevant keyword opportunities, but it can take some time to populate a search. It collates potential keywords from Google, Yahoo, Bing, Amazon and eBay.

If you're in a hurry, you can stop the keyword search any time and work with the amount you already have;



The screenshot shows the Keyword Snatcher web interface. At the top are four buttons: 'Keyword Tool', 'Affiliates', 'Help', and 'Logout'. Below these are search filters: 'Sources' with checkboxes for Google, Yahoo, Bing, Amazon, and eBay (all checked); 'Country' set to 'United States'; and 'Keywords' with the input 'old time radio'. A 'Stop' button is to the right of the keyword input. Below the filters, a link '[ Show Options ]' is visible. The results section shows 'Keywords Found: 206' (the number 206 is circled in red), 'Checking: old time radio h', and 'Keywords Checked: 9'. At the bottom, it shows 'Results 170' and 'WordCount: Keyword' with a dropdown menu set to 'contains'. A large blue arrow points from the right towards the 'Keywords Found' section, containing the text: 'Less than 7 seconds later and we already have more than AdWords gives us.'

Image Source: [Keyword Snatcher](#)

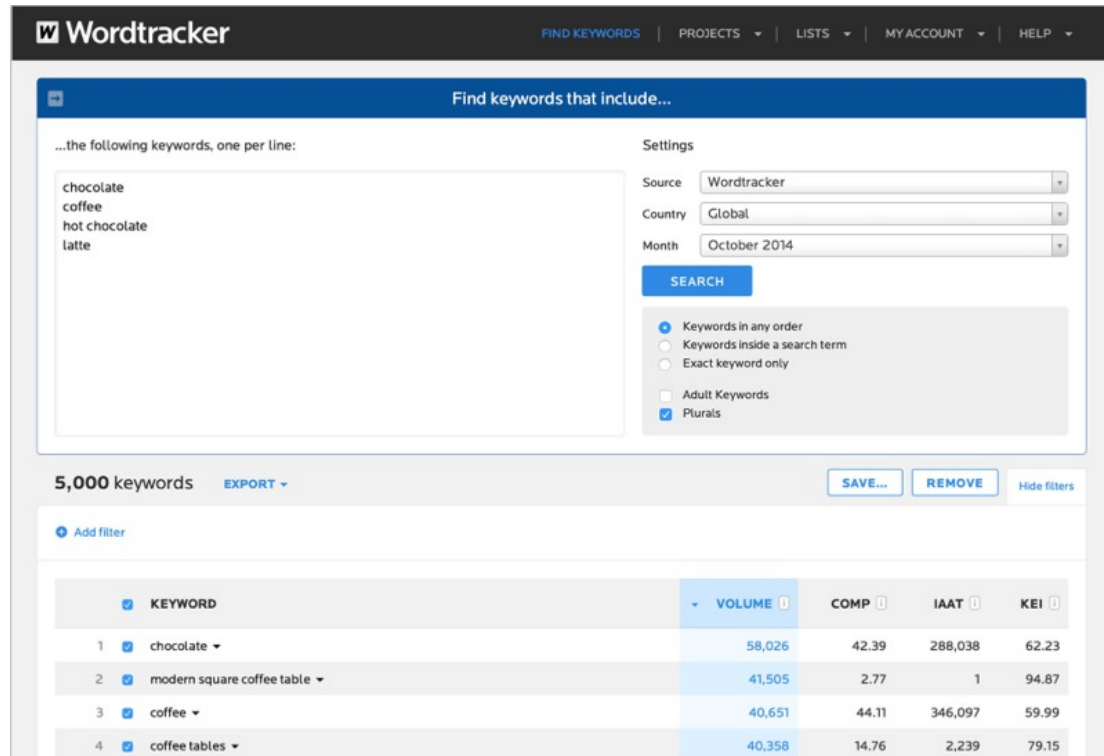
If you're optimizing for local search, Keyword Snatcher also generates local keywords based on a database of 3 million+ cities.

Or if you're just beginning your market research, leave the keyword box empty to generate tons of popular keywords from all sorts of industries.

## Bonus 6: Wordtracker Keyword Research Tool

The [Wordtracker Keywords Tool](#) is helpful for discovering and determining the competition of keywords.

This is what the search function looks like in Wordtracker, you can see it uncovers a long list of potential keywords as well as the competition, search volume and other interesting stats;



The screenshot shows the Wordtracker interface with the following details:

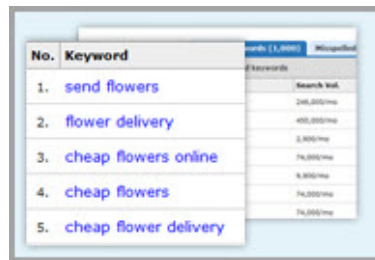
- Header:** Wordtracker logo and navigation links: FIND KEYWORDS, PROJECTS, LISTS, MY ACCOUNT, HELP.
- Search Section:**
  - Find keywords that include...
  - Input field: ...the following keywords, one per line: chocolate, coffee, hot chocolate, latte.
  - Settings:
    - Source: Wordtracker
    - Country: Global
    - Month: October 2014
    - SEARCH button
    - Options:
      - ☒ Keywords in any order
      - ☐ Keywords inside a search term
      - ☐ Exact keyword only
      - ☐ Adult Keywords
      - ☒ Plurals
- Results Section:**
  - 5,000 keywords (EXPORT button)
  - SAVE... REMOVE Hide filters
  - Add filter
  - Table with 5 columns: KEYWORD, VOLUME, COMP, IAAT, KEI.

	KEYWORD	VOLUME	COMP	IAAT	KEI
1	chocolate	58,026	42.39	288,038	62.23
2	modern square coffee table	41,505	2.77	1	94.87
3	coffee	40,651	44.11	346,097	59.99
4	coffee tables	40,358	14.76	2,239	79.15

Image Source: [Wordtracker](#)

## Bonus 7: Keyword Spy

[Keyword Spy](#) has a database of more than 127 million keywords to search through all at the click of a button.



No.	Keyword	Search Volume	Misspellings
1.	send flowers	245,000/mo	
2.	flower delivery	405,000/mo	
3.	cheap flowers online	2,800/mo	
4.	cheap flowers	74,000/mo	
5.	cheap flower delivery	74,000/mo	

Image Source: [Keyword Spy](#)

You can also use the advanced search feature to target specific countries or demographics;

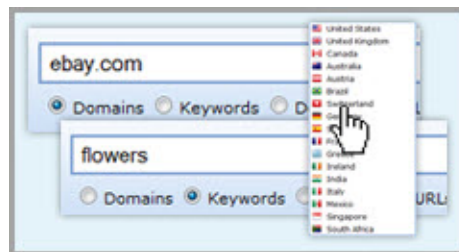


Image Source: [Keyword Spy](#)

One cool little add-on with Keyword Spy is the misspell feature, which suggests keywords based on common misspellings

## Bonus 8: Alchemy Language API

[Alchemy Language API](#) is a paid tool, but you can get quite a lot from the demo – you just have to apply for it. It's essentially a text analysis tool that analyzes your content and extracts keywords. It's a good way to see how your content already stands in terms of keyword density too.

You simply just load any content URL or sample text into the tool and it provides a detailed analysis of the text;

Load a sample URL <small>click for a new web page</small>	Load a text sample <small>click for a new text passage</small>	Enter your own URL <small>click to clear URL field</small>	Enter your own text <small>click to clear text field</small>
<input type="text" value="http://www.dailymail.co.uk/sciencetech/article-2355833/Apples-iPhone-5-hated-handset--majority-people-love-Samsung-Galaxy-S"/>			
<input type="text" value="Enter your own API Key"/>			

Image Source: [Alchemy API](#)

In the analysis there is a tab specifically for keywords.

Entities	We Are Social	Hilaria Baldwin	Nokia	Oscar	social networks	Jennifer Lopez	Jennifer Garner	Joe Paterno	NYC	Chloe Grace Moretz	Kourtney Kardashian
Keywords	Korea	Pa Miller			Kendra Wilkinson	Katy Perry	Kris Jenner	Khloe Kardashian	Samsung		
Taxonomy											
Concepts	Google	Alessandra Ambrosio	New York City								
Document Sentiment					Daniel Craig	Maisie Williams	Julia Roberts	Kristen Stewart	Julianne Moore	Met Gala	
Targeted Sentiment	Kelly Ripa	Kate Moss	Phone	Kim Kardashian	Mason Disick	Ben Affleck	social media	Janet Jackson			
Document Emotions (Beta)	New York	Twitter			UK	Havana	Kyle Jenner	Damian Lewis	Justin Bieber		
Relations											
Language	mobile phones	Kanye West	Apple		Prince Harry	J.D. Power	Jimmy Kimmel	Hollywood	Cuba		
Title											
Author	Entity	Relevance	Sentiment	Type	Subtypes					Linked Data	
Text	Apple	0.809349	mixed	Company	Brand OperatingSystemDeveloper ProcessorManufacturer ProgrammingLanguageDesigner ProgrammingLanguageDeveloper ProtocolProvider					dbpedia freebase yago website	
Feeds											
Microformats											

Image Source: [Alchemy API](#)

If you're hunting for keywords, it may be worth plugging some of your competitors content into this tool to see what keywords pop up.