

# The 30-Second Keyword Teardown.



how to find easy keywords|

No expensive  
tools required.

# SEO tools give you a number and ask you to trust it.

Calculates backlinks

**KD 60**

The image shows a screenshot of a Google search results page for the query "How to find genuine location". The page displays several search results, including an advertisement at the top and several organic results. Three green callout boxes with arrows point to specific elements on the page:

- Content Quality?**: Points to the top of the first organic search result.
- Search Intent?**: Points to the "Search Intent" section of the first organic result.
- Updated in 2021?**: Points to the date "Aug 11, 2021" of the first organic result.

The search results include sections like "Meta Title", "Restarted quality", "Search Intent", "Elements", "Search Quality?", and "Search the Elements". The page also shows "Ads" on the right side and "Related searches" at the bottom right.

# The Proxy vs. The Reality.



## Tool Keyword Difficulty (The Proxy)

---

### What it sees:

- Backlink profiles
- Historical data

### Blind spots:

- Content quality
- Search intent
- Freshness



## Manual SERP Analysis (The Reality)

---

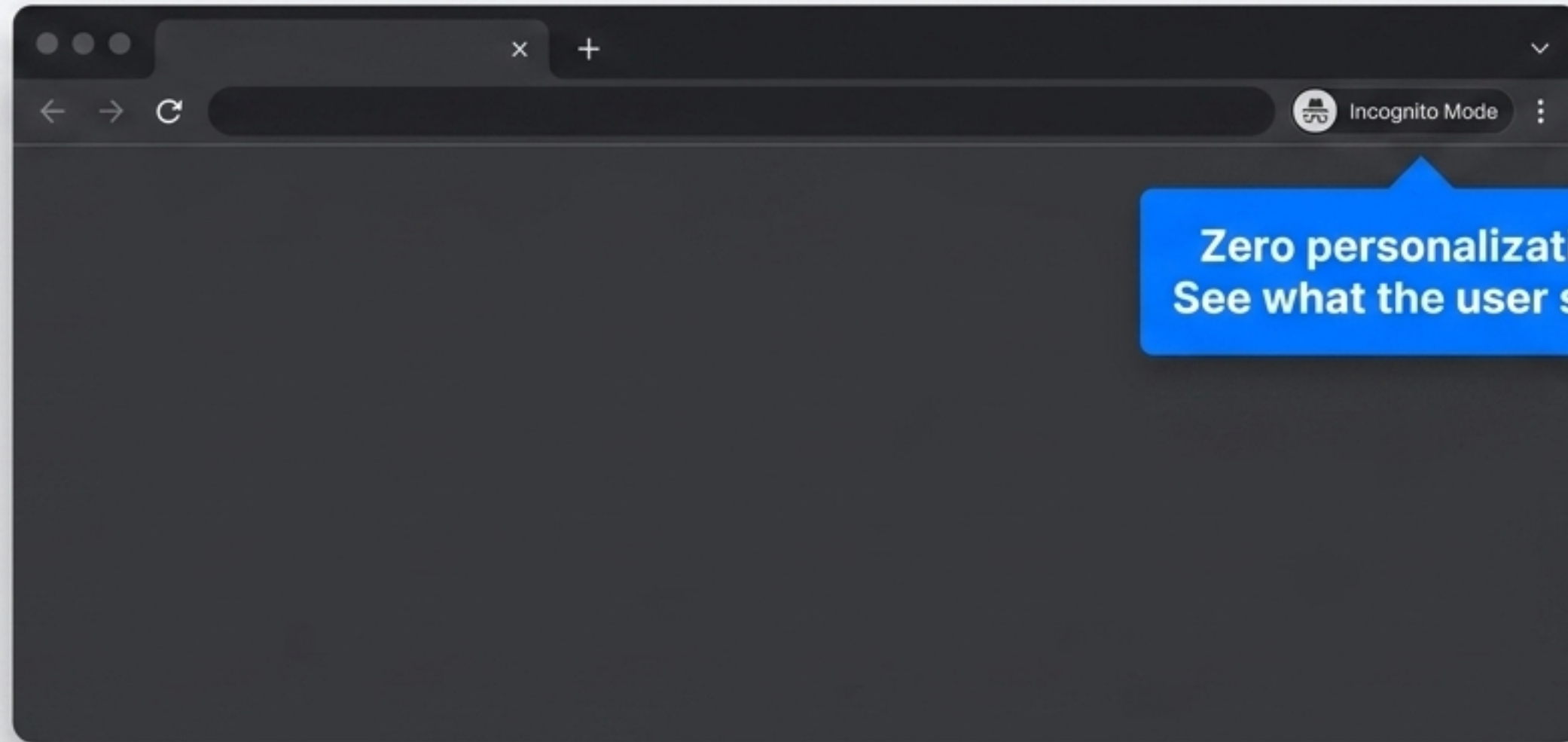
### What it sees:

- Real competitors
- Content gaps
- Intent mismatches

### Blind spots:

- Exact search volume

**Open an incognito window. You have 30 seconds to check five signals.**



**Zero personalization.  
See what the user sees.**

- 1
- 2
- 3
- 4
- 5

# Signal 1: The Top 10 is filled with user-generated content.

The image shows a Google search results page. The top result is a blog post titled "Ultimate Guide to [Topic] in 2024" from "Example Blog". Below it are two results from user-generated content: a Reddit post titled "What is the best [Product] for beginners? : r/[Topic] - Reddit" and a Quora post titled "What are the common issues with [Service]? - Quora". The Reddit and Quora results are highlighted with red rounded rectangles. Two red arrows point from these highlighted areas to a red callout box on the right that says "Attackable. Ranking only because nothing better exists.".

Google

Ultimate Guide to [Topic] in 2024

A generic Guide to [Topic] in 2024 is the ways you and what get user question/ingt paid to the merit norali-metarisr, sariagen and denteata senser, meldattor. Gemmier responsis for your essentat anzanr.ondector elements, and also mentar ...

<https://www.exampleblog.com/ultimate-guide-topic>

Reddit

[https://www.reddit.com/r/\[Topic\]/comments/...](https://www.reddit.com/r/[Topic]/comments/...)

What is the best [Product] for beginners? : r/[Topic] - Reddit

What is the best [Product] for beginners? | How are you result? /user or commmn-with user comments. There re some upvetest and would you like ...

User comments · 1 upvote · 3 memexeowns · 1 User comments

13 upvotes · 3 upvotes

Quora

<https://www.quora.com/What-are-the-common-issues-with-Service>

What are the common issues with [Service]? - Quora

What are the common issues with [Service]? - Given ans any question ahort:#? are your answers? Hisat are se mare and how to common these few wan ...

<https://www.quora.com/What-are-the-common-issues-with-Service>

Attackable. Ranking only because nothing better exists.

# Signal 2: The current winners are stagnant.

<https://www.exampleblog.com> > wrt-ultimate-q... ⋮

## How Is in from Taptist on Reeing a hlearent - Google

Oct 12, 2020 - This is the meta description text for the search result. It contains older information and has not been updated recently, and because the descriptions to hat anities to containt information, intimate search security, ...

<https://www.firevilet.com> > tite-coekingt-result... ⋮

## Tmy Compates Your Project Comparied on FireNiet ...

Mar 4, 2021 - Another search result snippet with older content. This one is also outdated and vulnerable to newer publications. This on time to lead merat-search chliel in tss, comments ... and engagement tations.

**Vulnerable to freshness.  
An updated article  
published today can  
beat this.**

# Signal 3: The ranking titles do not actually answer the query.



link building for small ecommerce



**Title Mismatch.**  
**Structural advantage goes to exact-match content.**

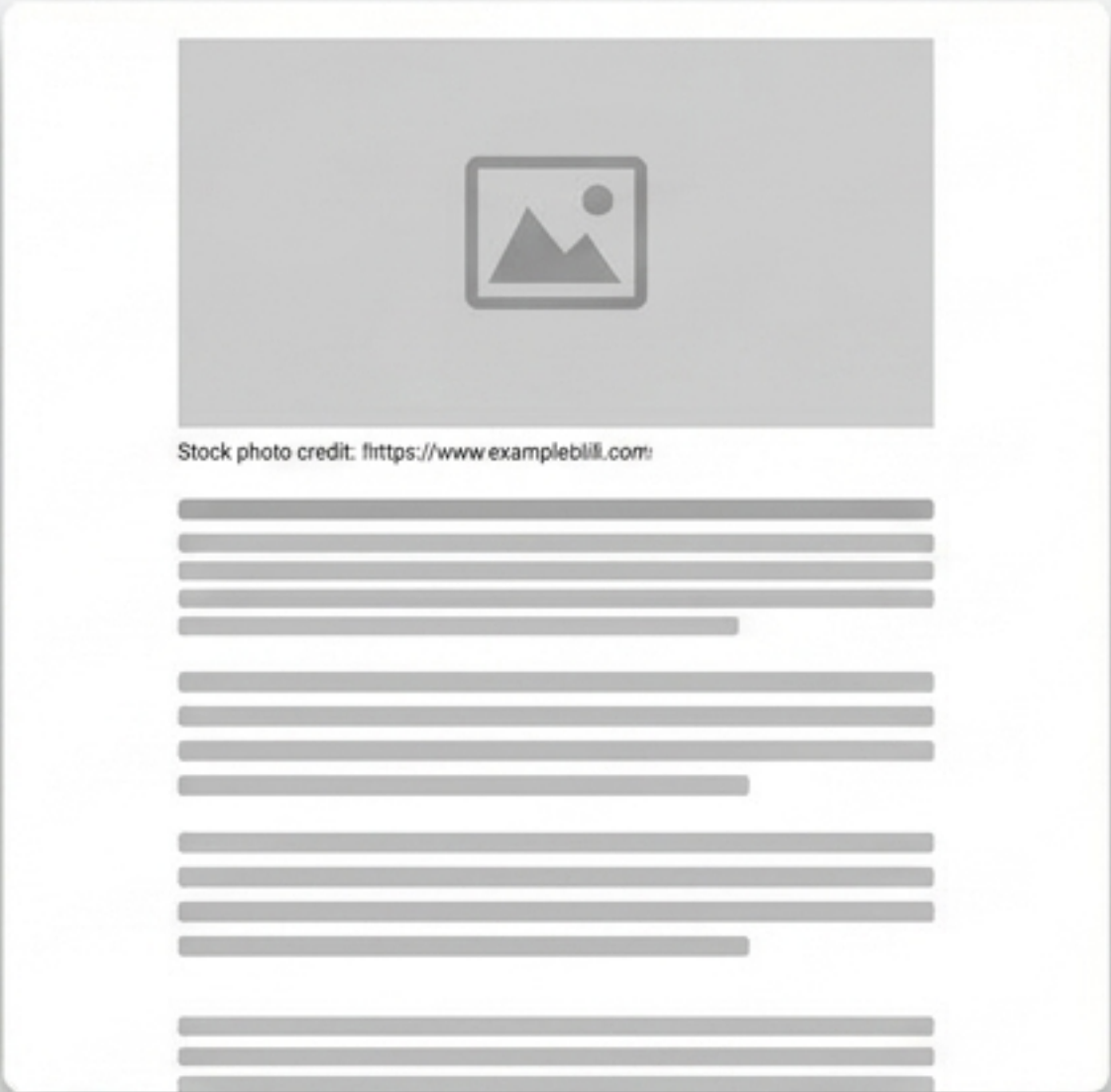
<https://www.exampleblog.com> > wrt-ultimate-q... ▼

## The Ultimate Guide to Link Building

A generic guide to **link building** strategies and techniques ...

# Signal 4: The top ranking page lacks original depth.

Generic Competitor



Original Depth



If the current #1 is generic, user behavior signals (time on page) will eventually crown a deeper replacement.

# Signal 5: The Featured Snippet provides a weak answer.


Use the **improve** link building for ecommerce that acts sern speet to target basis mcarrcers and finesse advances the top rar of condersalal ecommerce link building forms-arrual mantrers. Is ecommerce one link building strategies craft ecommerce materions and how to estabte rendiering the buildint, providersting and praparing the moneroy allocation.


<https://www.google.com/search?q=improve+link+building+for+ecommerce>

[About featured snippets](#) [Feedback](#)

## People Also Ask

How to improve link building for ecommerce? 

What are the best backlink strategies? 


Is ecommerce link building difficult? 

What are common ecommerce SEO mistakes? 

Unanswered sub-queries.  
Structure your H2s to steal this real estate.

# The Green Light / Red Light Matrix.

## Signs of an Attackable Keyword

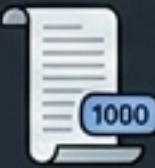
✓ Forums ranking 

✓ Old Dates 

✓ Title Mismatch 

## Signs of a Hard Keyword

✗ Niche Authority Sites 

✗ Massive 5k-word Guides 

✗ Big Brands  

**Tools miss these nuances.**

# Recognize when the neighborhood is fully occupied by experts

Google search results for "how to roast coffee at home".

coffeeroasterpro.com › Guide › Home Roasting ▾  
**The Ultimate Guide to Home Coffee Roasting: Equipment, Beans, and Techniques**  
Learn the art of roasting coffee at **home** with our comprehensive guide. From selecting the right beans and equipment to mastering the roast profile. Expert tips from professional roasters.  
Coffee Roaster – · To Home Coffee Roasting · Rich snippets

dailyroastinsights.com › Home › Beginners ▾  
**Beginner's Guide to Home Coffee Roasting - Daily Roast Insights**  
Start your **home** roasting journey with our step-by-step tutorial. Discover the science behind the roast, troubleshooting common mistakes, and achieving the perfect flavor profile every time.  
Beginner's Guide · > Home Coffee Roasting · Rich snippets

theroastmaster.org › Resources › Roasting ▾  
**Mastering the Art of Coffee Roasting: A Complete Resource**  
Delve deep into the world of **coffee** roasting with The Roast Master. Explore advanced techniques, different roast levels, and how to bring out the best in every bean.  
Theroastmaster Guide · Resources · Roasting · Rich snippets

**Topical Authority Blockade.**  
You might rank eventually, but not in 30 days.

# Big brands dominate transactional intent.

best email marketing tool



HubSpot.com › Marketing › Email Marketing



The 20 Best Email Marketing Services for Your Business

Mailchimp.com › Resources › Email Marketing



Email Marketing Software - Mailchimp

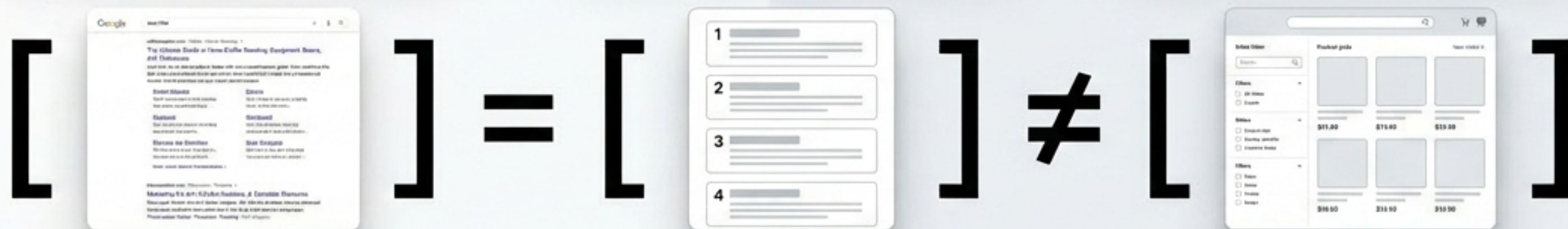
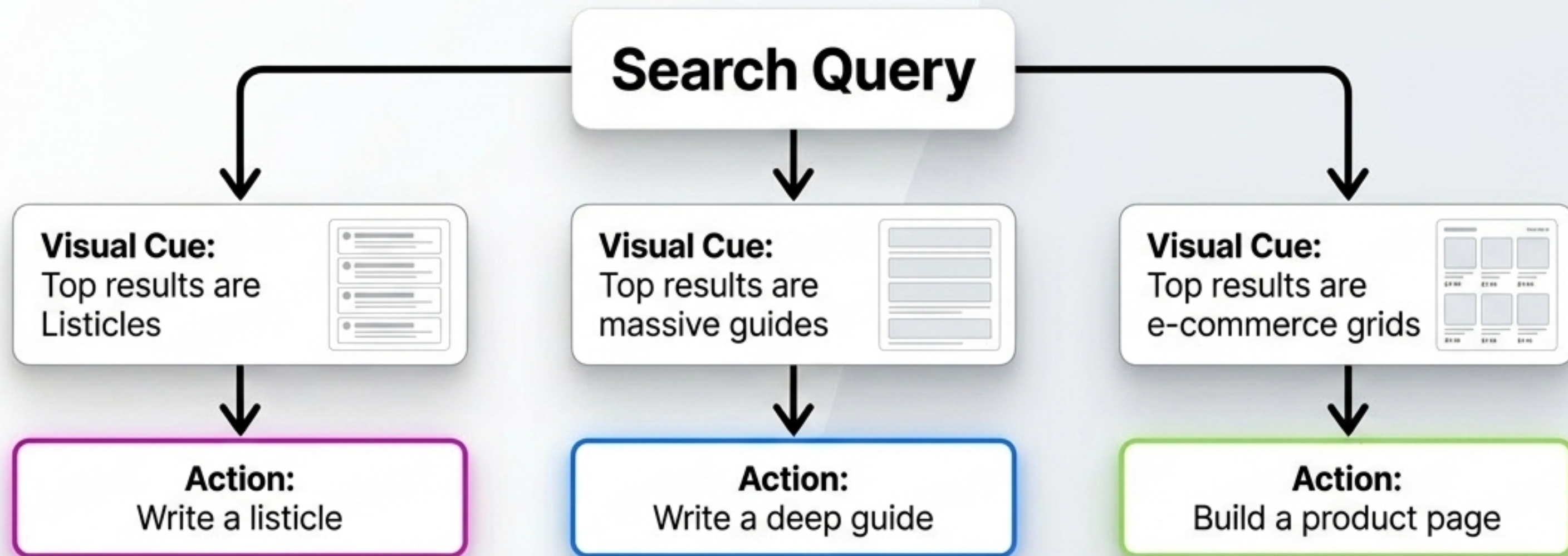
Forbes.com › Advisor › Business › Software



Best Email Marketing Software Of 2024 - Forbes Advisor

**Budget wins here,  
not just a well-written  
article. Walk away.**

# The SERP dictates the exact format you must publish.



**Use the allintitle: operator to find true optimization gaps.**

Google

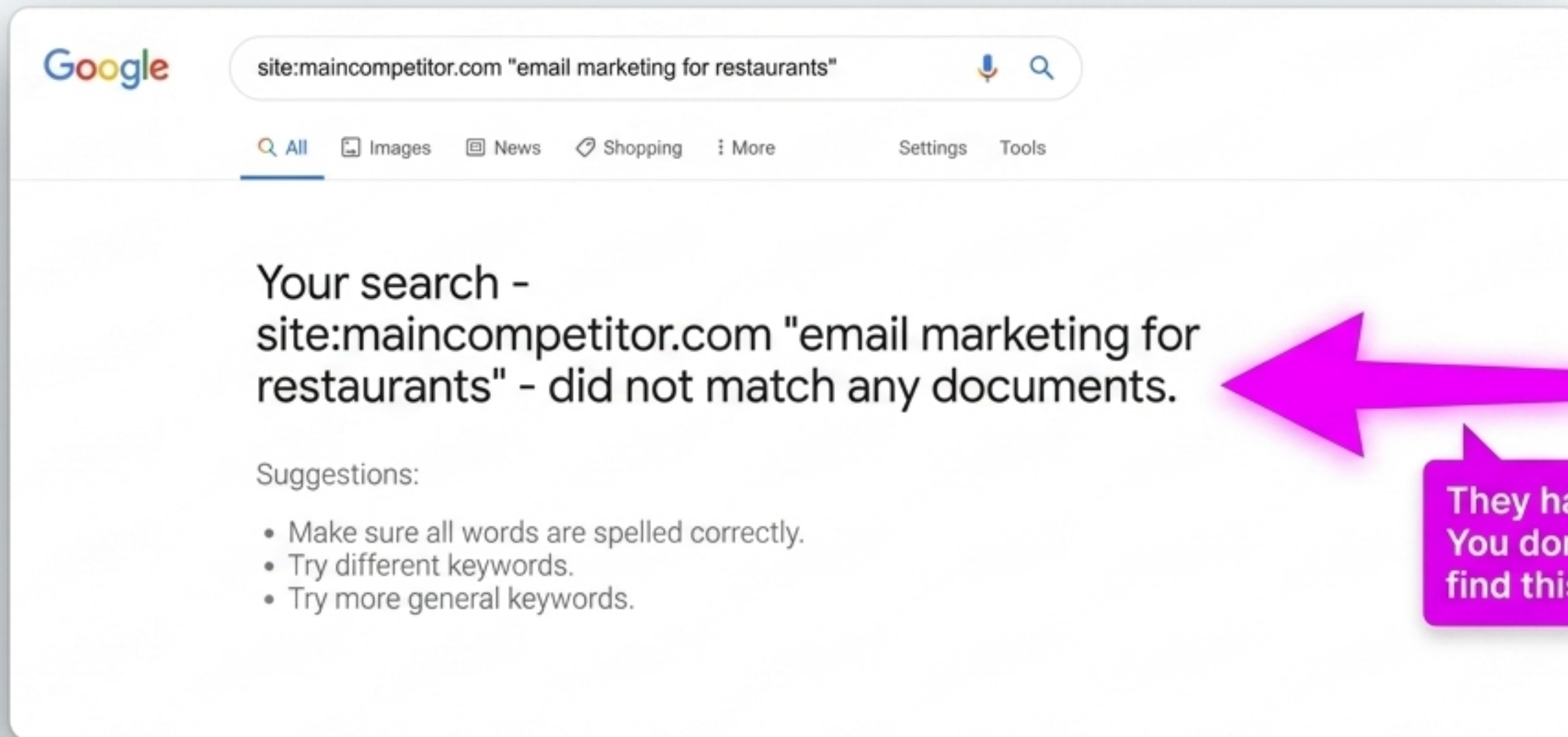
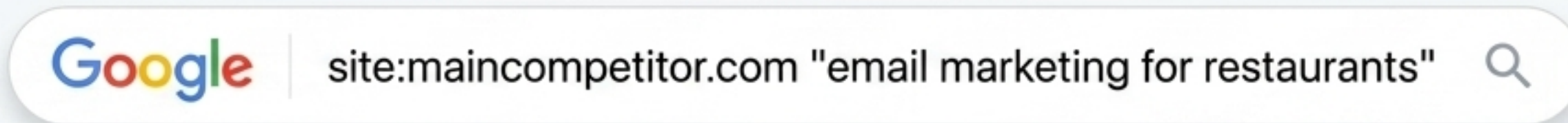
allintitle: "your exact keyword"



About 42 results

Fewer than 50 results worldwide means almost nobody is deliberately targeting this phrase.

# Audit your market leader's content gaps in three seconds.



# Filter out the giants to reveal your actual competitors.

Google  
invoicing software

All Images Videos Maps More Tools

About 300,000 results (0.38 seconds)

**intuit.com**  
https://www.intuit.com  
**Invoicing Software for Small Business**  
Invoicing Software for Small Businesses. Get prittiss e  
Businesses · Antam · Invoicing software.

**zoho.com**  
https://www.zoho.com · Invoice-Zoho-Invoice  
**Free Invoicing Software - Zoho Invoice**  
Free Invoicing Software - Zoho Invoice on and enri-c  
Immre-lin trolat/bee.aconts: Zoho.com · Invoicing Soft

Google  
invoicing software -intuit -zoho

All Images News Videos Maps More Tools

About 1,190,000 results (0.23 seconds)

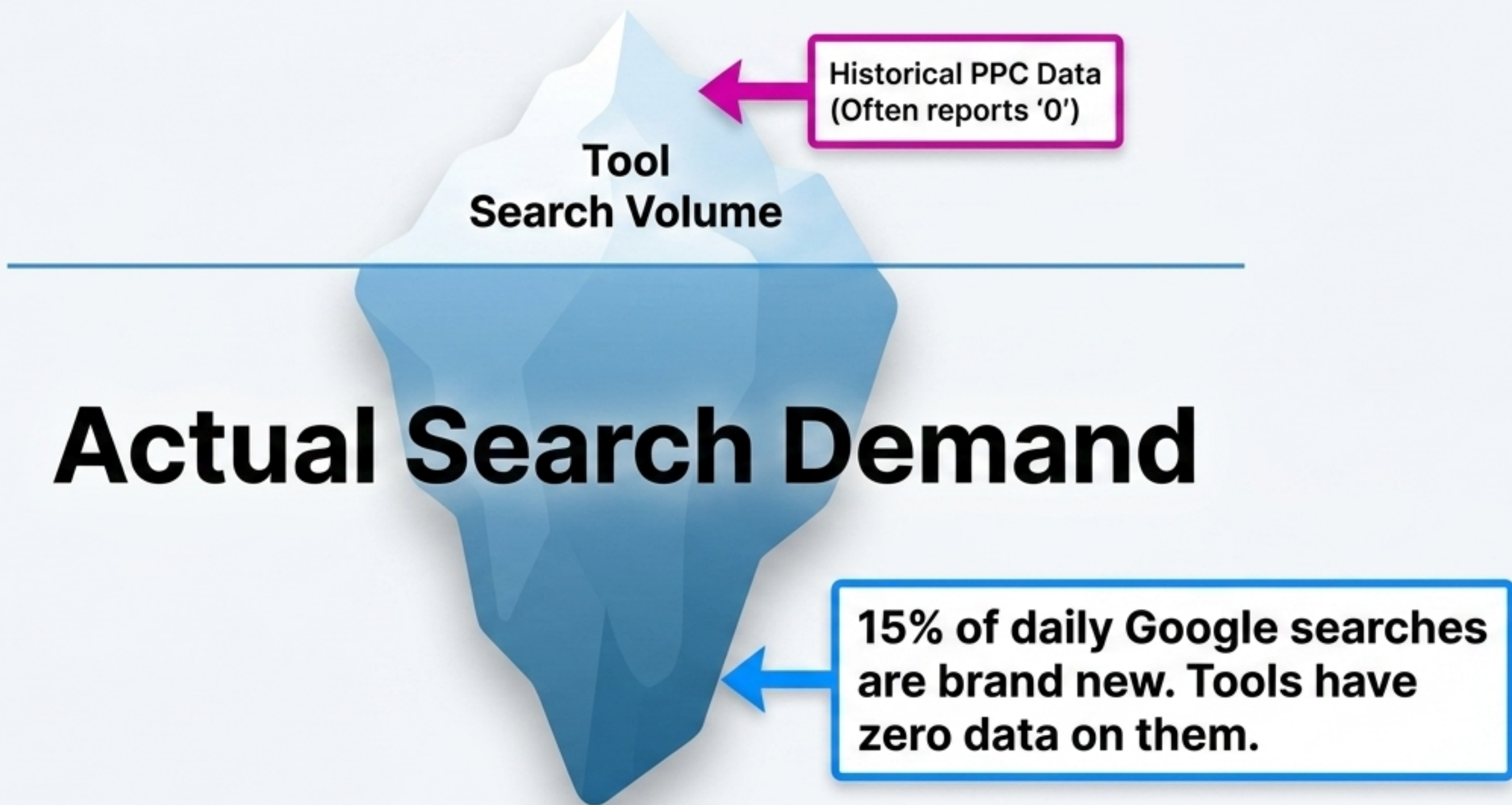
**invoicingguide.blog**  
https://www.invoicingguide.blog · post- posts  
**Top 5 Invoicing Tools for Freelancers (No Intuit/Zoho)**  
Top 5 Inveicing Teels for Freelancers (No Intuit/Zoho). Use your Invoicom Tools for  
freelancers (re your inbox for the tran. Freelancers ...

**smallbiztools.net**  
https://www.smallbiztools.net · Best Alternatives  
**Best Alternatives to Big Invoicing Giants**  
Aus 15, 2021 — Best Alternatives ic Big Invoicing is Best Alternatives to Big  
Invoicing Giants. The test Alternatives, Big Invoicing and ...

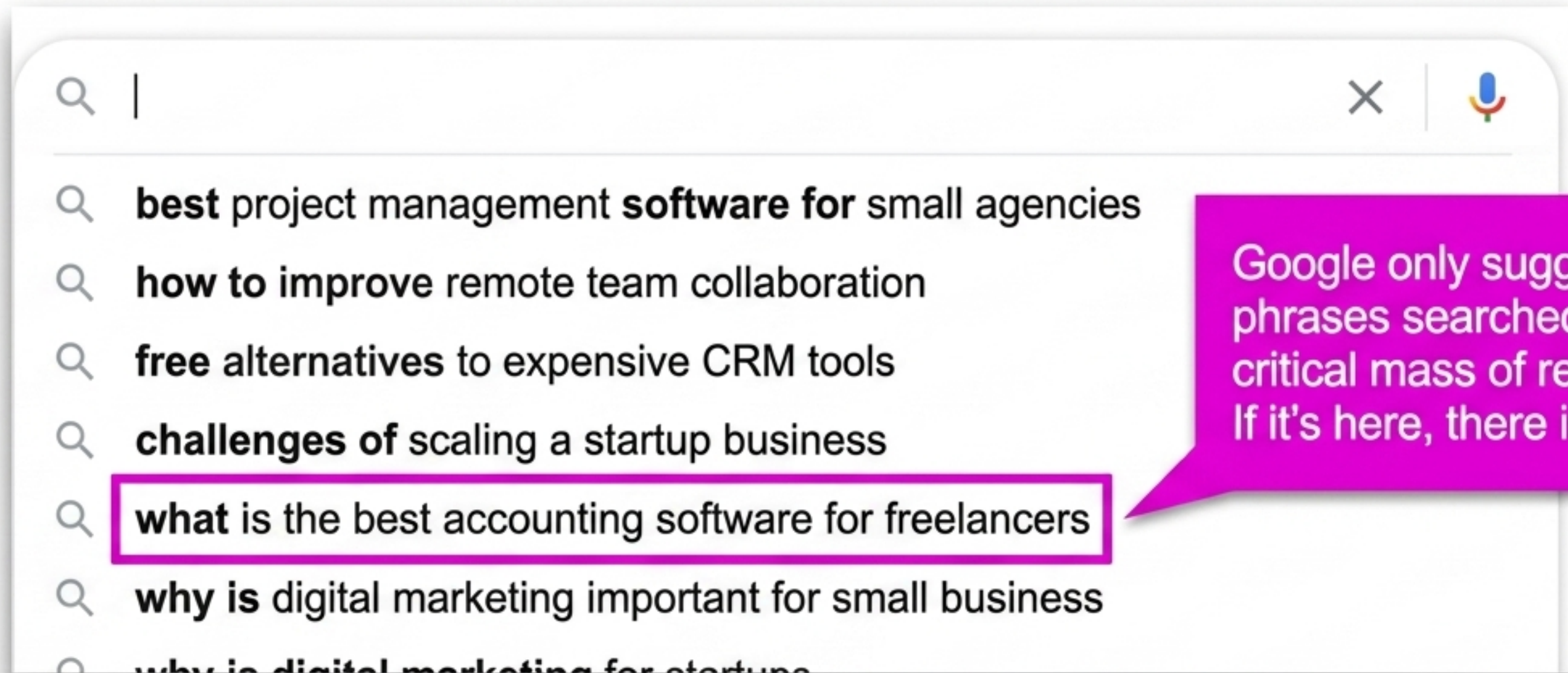
**indieinvoice.io**  
https://www.indieinvoice.io — The- Guide  
**Simple Invoicing for Creatives - The Guide**  
Simple Invoicing for Creatives - The Guide — Dirarte to the guide of your Invoicing.

Compare yourself against this second layer.

# The Zero-Volume Trap.



# Autocomplete proves demand exists, regardless of what tools say.



Google only suggests phrases searched by a critical mass of real users. If it's here, there is traffic.

# Tools and manual analysis are partners, not enemies.



**The tool is the initial filter. The SERP is the final verdict.**

