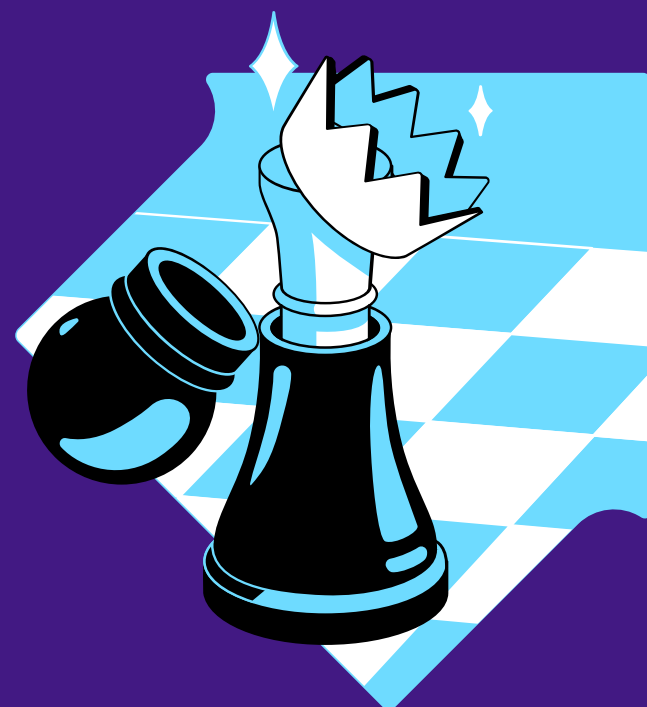


How To Find Low-Competition Keywords With Semrush

Even if you've never used Semrush before, this process can be done in a matter of minutes.



Step 1. Build Your Initial Keyword List

Organic Research

Keyword Gap

Keyword Manager

- ☐ In **Organic Research**, enter a competitor's domain and look through their keywords
- ☐ Filter and select keywords with low KD% and add to a new list in **Keyword Manager**
- ☐ Go to the **Keyword Gap** tool to collect keywords between up to 5 domains to find more long-tail queries and keywords with low KD%
- ☐ Select keywords with low KD% and add to your **Keyword Manager** list

Step 2. Expand Your Keyword List

Keyword Magic Tool

Keyword Manager

- ☐ Enter a term from your initial list of search terms in the Keyword Magic Tool
- ☐ Use filters and groups to find phrase matches and related keywords
- ☐ Add these keywords to your **Keyword Manager** list

Step 3. Filter for the High-Volume Keywords With Less Competition

Keyword Manager

- ☐ In your **Keyword Manager**, filter for low competition and sort by volume
 - Look for keywords with KD% less than 60
 - Sort by volume to find your high volume and low difficulty opportunities
- ☐ Export your list to a file to save your research