

If you've ever stared at your analytics dashboard wondering why your content isn't ranking, you're not alone. One of the biggest challenges writers and marketers face is choosing the right keywords — not just *popular* ones, but those hidden gems with *low competition* and *high potential*.

The good news? Finding untapped keywords isn't about luck or expensive tools. It's about smart research, curiosity, and knowing where (and how) to dig.

Let's walk through a simple, step-by-step process you can use today to uncover low-difficulty keywords that actually get results.

1. Start with Search Intent — Not Just Search Volume

Before diving into tools, start with the “why” behind what people are searching. Every keyword carries intent, usually falling into one of these categories:

- **Informational** — “What causes joint pain in the morning?”
- **Navigational** — “HubSpot keyword tool”
- **Transactional** — “best content writing course”
- **Commercial investigation** — “Ahrefs vs. SEMrush review”

Low-difficulty opportunities often live in the *informational* and *commercial* spaces. These keywords attract readers early in their journey — people looking for answers, comparisons, or guidance.

Pro tip: Search intent trumps volume. A keyword with 100 monthly searches but strong buyer intent can outperform one with 10,000 searches and vague intent.

2. Use Free Tools to Spot Opportunities

You don't need to spend a dime to uncover high-potential keywords. Here are a few reliable (and free) tools that help you find low-competition ideas:

- **Google Autocomplete** – Type your topic and note what Google suggests. These are real, frequent searches.
- **People Also Ask** – Found in Google results. These questions are gold for finding long-tail keyword ideas.
- **Google Trends (trends.google.com)** – See if interest in a topic is rising or falling over time.
- **AnswerThePublic (answerthepublic.com)** – Generates keyword questions based on what users ask online.
- **Ubersuggest (neilpatel.com/ubersuggest)** – Shows keyword difficulty, search volume, and related terms.
- **Keyword Surfer (Chrome extension)** – Lets you see keyword data directly on Google's results page.

Each tool offers unique insights. For example, **AnswerThePublic** might tell you *what* questions people are asking, while **Google Trends** shows you *when* interest peaks.

3. Look for “Long-Tail” Keywords

Long-tail keywords are longer, more specific search phrases — like “best ergonomic chairs for back pain” instead of just “chairs.”

Why they matter:

- They have **lower competition**.
- They attract **targeted visitors** ready to act.
- They help you rank faster with new websites or small blogs.

Example: Instead of writing about “content marketing,” target “content marketing strategies for real estate agents.” That kind of precision builds authority quickly.

4. Study Competitors Who Rank Below the Giants

Most people only look at top-ranking sites — the Forbes and HubSpots of the world. But there’s a smarter approach.

Look at the smaller sites ranking on **page one or two** of Google. These are your real competitors, and if they can rank, you can too.

Use tools like:

- **Ahrefs Free Keyword Generator** (ahrefs.com/keyword-generator)
- **Ubersuggest**
- **Google’s “Related Searches” section**

Find keywords where smaller blogs or niche websites consistently appear — that's your low-difficulty zone.

5. Check Keyword Difficulty (KD) and SERP Landscape

Keyword Difficulty (KD) scores estimate how competitive a keyword is. While tools differ in how they calculate it, here's a general guide:

- **0-20:** Easy — low competition
- **21-40:** Moderate — manageable with quality content
- **41-60:** Competitive — may need backlinks or domain authority
- **60+:** Hard — avoid unless you already have strong SEO authority

Action step: Plug your list of keywords into Ubersuggest or Ahrefs Free Keyword Generator and look for KD scores under **25**.

Also, **manually check** the top results. If you see forums, Reddit posts, or small blogs ranking, that's a good sign — it means Google is open to new sources.

6. Use Reddit, Quora, and Forums for Real Language

Search tools are great, but they can't always capture how people *actually* talk. Real user discussions reveal “natural language” keywords — terms and phrases that sound human.

Here's how:

- Search Reddit threads related to your niche (e.g., “best wine clubs” or “joint pain relief”).
- Check which questions or complaints repeat.
- Use Quora's question phrasing as inspiration for blog titles.

Example: If people on Reddit often ask, “Is it safe to drink red wine every night?” that's an untapped keyword with conversational appeal.

7. Combine Low-Competition Keywords into Topic Clusters

Don't chase single keywords. Build *clusters* — groups of related topics that reinforce each other.

Example cluster:

Main topic: “Low difficulty keywords”

- How to find low competition keywords without paid tools
- Long-tail keyword examples for small blogs
- How to rank using informational intent keywords

This approach builds topical authority and improves SEO performance across all your articles.

8. Validate Before You Write

Before investing time in an article, validate your keyword.

Here's how to test it quickly:

1. Search the keyword on Google.
2. Review the top 10 results.
3. Ask:
 - Is this content outdated?
 - Could I explain it better or more clearly?
 - Are there missed angles (e.g., examples, visuals, case studies)?

If the answer is yes to any of the above, that's a keyword worth targeting.

9. Track and Refine

Finding low-difficulty keywords isn't a one-time thing — it's a habit.

Track your performance monthly using free tools like:

- **Google Search Console (search.google.com/search-console)** — See which keywords drive clicks and impressions.

- **Google Analytics 4 (analytics.google.com)** — Track user engagement and conversions.

Drop underperforming topics and double down on those with steady organic growth.

Final Thoughts

Finding untapped keywords is part research, part intuition, and part patience. The goal isn't to *chase volume* — it's to *own relevance*.

Start small. Focus on clarity, specificity, and the real language your audience uses. Over time, those low-difficulty keywords can become your highest-performing assets.

So next time you sit down to write, skip the “impossible” keywords everyone's fighting over. Instead, go find the quiet little corners of the internet where no one's looking — and build your content empire there.



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