# The 5 Best Keyword Research Tools to Use for Finding Your Niche

When it comes to finding a viable and profitable niche market, the secret is finding the right keywords. Without the right keywords, you could be selling yourself short on your potential to be successful. Researching keywords is a lot like fishing, you have to cast your reel at the right time and in the right place. Here are five outstanding keyword research tools that you can use to find a profitable niche.

## WordStream Keyword Tool

The WordStream Keyword Tool (<https://wordstream.com/keywords>) is a free tool that allows you to target specific niches and gives you more suggestions for different keywords. It also allows you to group the keywords based on common themes making it easier to create easy ad group launches.

## Soovle

Soovle (<https://soovle.com>) is the perfect tool if you have multiple channels that you wish to do keyword research on. Soovle allows you to explore the most searched for keywords on various search engines based on the keyword root you provide. An excellent brainstorm tool as well, it will enable you to type in your idea and auto-generates its own ideas.

## Ubbersuggest

Ubersuggest (<https://neilpatel.com/ubersuggest>) is another free tool that takes the keyword you enter and immediately provides you with an unlimited list of alphabetized and numerical keyword variations. The program will provide you with data on volume, seasonality, cost per click, and more.

## Google Keyword Planner

To access the Google Keyword Planner (<https://adwords.google.com>), you have to have an AdWords account. The Google Keyword Planner will show you several different kinds of stats like monthly searches, the average cost per click, and the level of competition. While it doesn't give you an exact keyword suggestion, it does provide you suggestions for variations and synonyms that you can use for your keywords.

## AdWords Display Planner

The Google AdWords' Display Planner isn't just a keyword tool. It provides you with some excellent functionality for making the most of your Display campaigns, including keyword-driven video ad campaigns for YouTube. The Display Planner also provides you with valuable insights into the demographics and interests of your audience. This can allow you to create highly customized Display campaigns. You can access this tool from the Tools section of your AdWords account.

Utilizing these free online keyword research tools will allow you to find a profitable niche. With the right keywords, you can create a successful niche business.