

# Search Volume Is Overrated



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# You look at this...

Volume

**90** 🇺🇸

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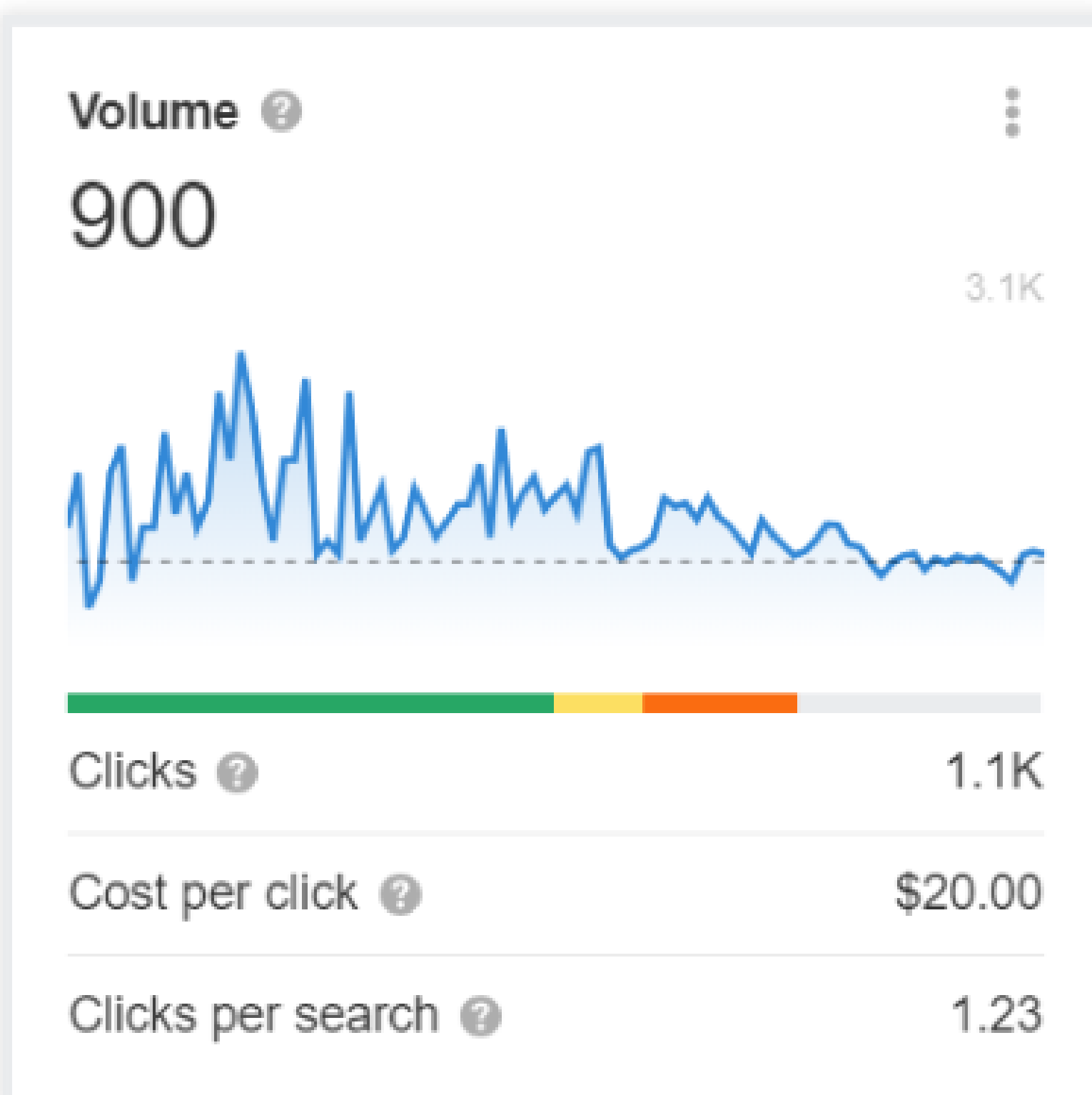
Keyword Difficulty

**44%**   
Possible

A competitive keyword to rank for. You will need well-structured and unique content.

And then you drop the  
**keyword idea**

# Then you look at this...



And you think you've found the  
**holy grail**

**What if I told **keyword  
research** makes more  
sense around traffic  
potential**

# What is **traffic potential**?

Traffic potential = Traffic from the main keyword + Traffic from its related keywords

**Let's check the  
examples**

# Keyword with 90 volume gets search traffic of 982

Volume



90 

Keyword Difficulty

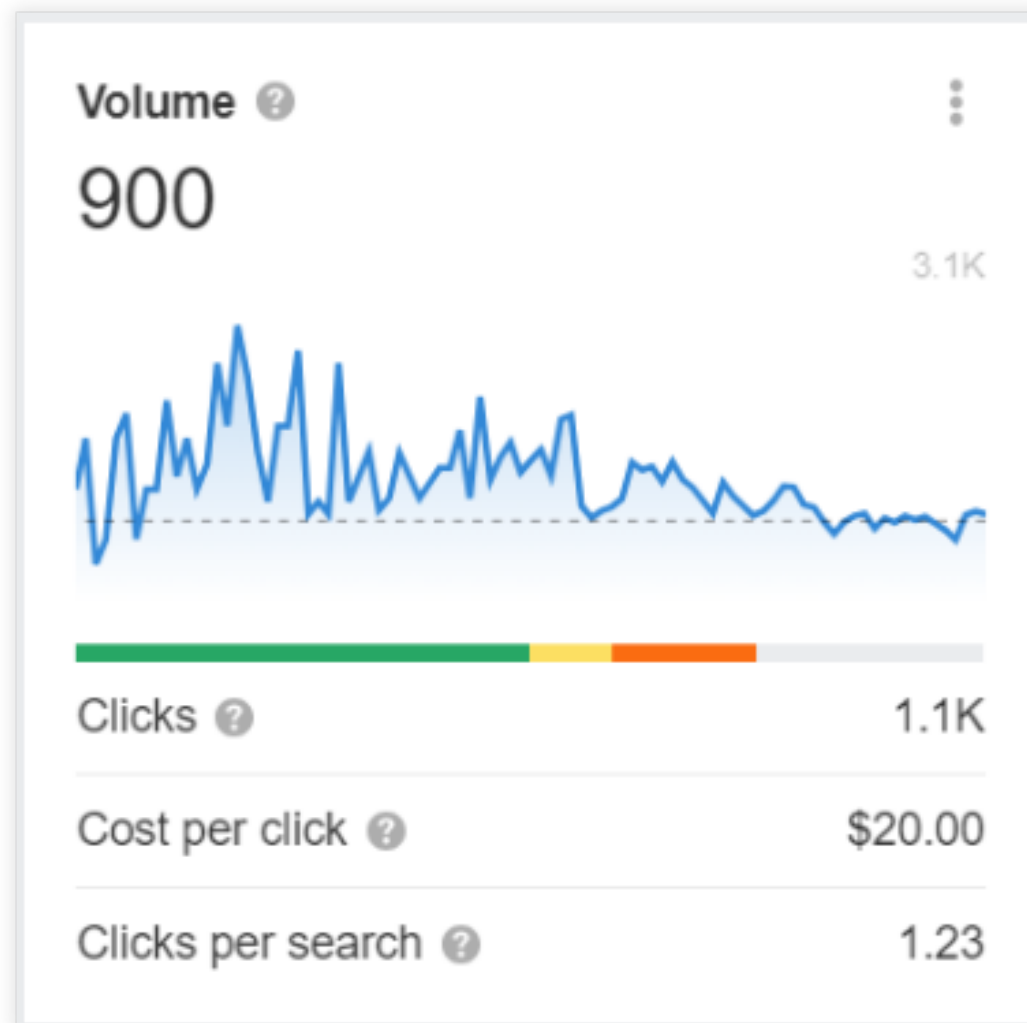
44%   
Possible

A competitive keyword to rank for. You will need well-structured and unique content.



URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1 <a href="https://www.cloudways.com/en/magento-hosting.php">https://www.cloudways.com/en/magento-hosting.php</a> cloudways.com	54	323	1.6K	982	82
>  People also ask					
2 <a href="https://www.websitebuilderexpert.com/web-hosting/magento/">https://www.websitebuilderexpert.com/web-hosting/magento/</a> websitebuilderexpert.com	16	32	81	317	93
3 <a href="https://digital.com/best-web-hosting/magento/">https://digital.com/best-web-hosting/magento/</a> digital.com	19	23	63	115	87
4 <a href="https://www.nexcess.net/magento/">https://www.nexcess.net/magento/</a> nexcess.net	59	213	1.3K	262	70
5 <a href="https://www.mageplaza.com/blog/magento-2-web-hosting.html">https://www.mageplaza.com/blog/magento-2-web-hosting.html</a> mageplaza.com	21	26	56	113	61
6 <a href="https://www.simicart.com/blog/best-magento-2-hosting/">https://www.simicart.com/blog/best-magento-2-hosting/</a> simicart.com	11	15	38	37	76
7 <a href="https://themeisle.com/blog/best-magento-hosting-providers/">https://themeisle.com/blog/best-magento-hosting-providers/</a> themeisle.com	19	16	39	106	90
8 <a href="https://magenest.com/en/best-magento-hosting-providers/">https://magenest.com/en/best-magento-hosting-providers/</a> magenest.com	11	23	78	27	61
9 <a href="https://www.techradar.com/best/magento-hosting">https://www.techradar.com/best/magento-hosting</a> techradar.com	50	164	14.3K	68	72
10 <a href="https://geekflare.com/best-magento-hosting/">https://geekflare.com/best-magento-hosting/</a> geekflare.com	39	15	55	17	

# Keyword with 900 volume gets maximum traffic of 800



Search result	Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume
1 WordPress Hosting <a href="https://wordpress.org/hosting/">https://wordpress.org/hosting/</a>	N/A	98	57	3,957,252	6,242	560	\$8.3K	304	wordpress hosting	900
2 People also ask										
3 WordPress Hosting   Fast and Secure with Award- ... <a href="https://www.godaddy.com/en-au/hosting/wordpress-hosting/">https://www.godaddy.com/en-au/hosting/wordpress-hosting/</a>	0	94	2	58	42	800	\$8K	120	godaddy wordpress	300
4 Fast, Secure Managed WordPress Hosting <a href="https://wordpress.com/hosting/">https://wordpress.com/hosting/</a>	N/A	93	21	4,255	308	198	\$3.4K	44	wordpress hosting	900
5 How to Choose the Best WordPress Hosting in 2023 ... <a href="https://www.wpbeginner.com/wordpress-hosting/">https://www.wpbeginner.com/wordpress-hosting/</a>	0	90	38	34,674	1,728	326	\$5.1K	130	best wordpress hosting	200
6 WordPress Hosting - 100% Australian <a href="https://ventraip.com.au/web-hosting/wordpress-hosting/">https://ventraip.com.au/web-hosting/wordpress-hosting/</a>	2,204	73	10	871	446	304	\$3.9K	94	wordpress hosting	900
7 6 "Best" WordPress Hosting in Australia (2023) <a href="https://www.codeinwp.com/blog/best-wordpress-hosting-australia/">https://www.codeinwp.com/blog/best-wordpress-hosting-australia/</a>	2,737	81	3	22	15	619	\$7.4K	185	wordpress hosting australia	350
1 Sitelink										
8 WordPress Hosting - Fast and Secure Managed by Experts <a href="https://au.siteground.com/wordpress-hosting.htm">https://au.siteground.com/wordpress-hosting.htm</a>	4,356	92	6	2	2	99	\$1.4K	53	wordpress hosting	900
9 The 7 BEST Wordpress Hosting Companies in AUSTRALIA <a href="https://www.theseenginestop.com/fastest-wordpress-hosting/australia/">https://www.theseenginestop.com/fastest-wordpress-hosting/australia/</a>	N/A	52	0	20	7	262	\$3.6K	137	wordpress hosting australia	350
10 WordPress Hosting   Fast, Secure, and Trusted WP ... <a href="https://www.bluehost.com/wordpress/wordpress-hosting/">https://www.bluehost.com/wordpress/wordpress-hosting/</a>	3,383	91	28	5,046	837	73	\$950	68	wordpress hosting	900



# Assuming CTR for #1 to be around 23%

- a. First example gets 20 clicks
- b. Second example gets 180 clicks

But they get 982 and 800  
respectively.

# Don't select/dump your **keywords**

Instead of selecting/dumping your keyword based on volume, look for traffic potential.

# Bonus: Check for the average traffic distribution.

You want to pick the keywords with a good traffic distribution across the top searches.

URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1 <a href="https://www.wpbeginner.com/wordpress-hosting/">https://www.wpbeginner.com/wordpress-hosting/</a> <a href="#">wpbeginner.com</a>	80	1.4K	52.5K	5.1K	1.4K
2 <a href="https://themeisle.com/blog/best-wordpress-hosting/">https://themeisle.com/blog/best-wordpress-hosting/</a> <a href="#">themeisle.com</a>	22	122	571	1.7K	398
3 <a href="https://www.forbes.com/advisor/business/software/best-wordpress-hosting-services/">https://www.forbes.com/advisor/business/software/best-wordpress-hosting-services/</a> <a href="#">forbes.com</a> ? FAQ	34	143	341	1.8K	573
4 <a href="https://www.pcmag.com/picks/the-best-wordpress-web-hosting-services">https://www.pcmag.com/picks/the-best-wordpress-web-hosting-services</a> <a href="#">pcmag.com</a>	51	485	4.2K	1.1K	678
> <a href="#">People also ask</a>					
5 <a href="https://www.codeinwp.com/blog/best-wordpress-hosting/">https://www.codeinwp.com/blog/best-wordpress-hosting/</a> <a href="#">codeinwp.com</a> ⇄ Site links	79	334	2.3K	432	504
6 <a href="https://wpforms.com/best-wordpress-hosting-guide/">https://wpforms.com/best-wordpress-hosting-guide/</a> <a href="#">wpforms.com</a> ? FAQ	55	143	511	535	1.5K
7 <a href="https://www.sfgate.com/market/article/best-wordpress-hosting-16756145.php">https://www.sfgate.com/market/article/best-wordpress-hosting-16756145.php</a> <a href="#">sfgate.com</a>	60	152	1.1K	179	490
8 <a href="https://blog.hubspot.com/website/best-wordpress-hosting">https://blog.hubspot.com/website/best-wordpress-hosting</a> <a href="#">hubspot.com</a>	27	112	435	458	530
9 <a href="https://www.quicksprout.com/best-web-hosting-for-wordpress/">https://www.quicksprout.com/best-web-hosting-for-wordpress/</a> <a href="#">quicksprout.com</a>	25	204	2.1K	152	537
10 <a href="https://www.techradar.com/news/best-wordpress-hosting-providers">https://www.techradar.com/news/best-wordpress-hosting-providers</a> <a href="#">techradar.com</a>	48	603	80.3K	83	285

Even traffic distribution

Check how search engines reward all the top ranking pages with decent traffic distribution.

# Bonus 2:

## Avoid concentrated distribution

If you check the image, a major chunk of the traffic goes to the first and the third positions.

URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1 <a href="https://www.apple.com/in/watch/">https://www.apple.com/in/watch/</a> apple.com	70	479	2.5K	763.5K	2.5K
> People also ask					
2 <a href="https://www.apple.com/in/shop/buy-watch">https://www.apple.com/in/shop/buy-watch</a> apple.com Site links Image	59	51	100	38.9K	736
3 <a href="https://www.apple.com/in/shop/buy-watch/apple-watch">https://www.apple.com/in/shop/buy-watch/apple-watch</a> apple.com Site links Image	58	153	548	332.0K	1.6K
4 <a href="https://www.youtube.com/watch?v=KixZMmsRKJs">https://www.youtube.com/watch?v=KixZMmsRKJs</a> youtube.com	0	2	7	4.0K	3
5 <a href="https://books.google.co.in/books?id=hU1REAAAQBAJ&amp;pg=PA9&amp;lpg=PA9&amp;dq=apple+watch&amp;source=bl&amp;ots=xzYb63AKZ...">https://books.google.co.in/books?id=hU1REAAAQBAJ&amp;pg=PA9&amp;lpg=PA9&amp;dq=apple+watch&amp;source=bl&amp;ots=xzYb63AKZ...</a> google.co.in	0	0	0	3.3K	1
6 <a href="https://books.google.co.in/books?id=8BG-EAAAQBAJ&amp;pg=PT75&amp;lpg=PT75&amp;dq=apple+watch&amp;source=bl&amp;ots=ed4KSV...">https://books.google.co.in/books?id=8BG-EAAAQBAJ&amp;pg=PT75&amp;lpg=PT75&amp;dq=apple+watch&amp;source=bl&amp;ots=ed4KSV...</a> google.co.in	0	0	0	2.5K	1
7 <a href="https://books.google.co.in/books?id=zTk4EAAAQBAJ&amp;pg=PA86&amp;lpg=PA86&amp;dq=apple+watch&amp;source=bl&amp;ots=q7gYd1w...">https://books.google.co.in/books?id=zTk4EAAAQBAJ&amp;pg=PA86&amp;lpg=PA86&amp;dq=apple+watch&amp;source=bl&amp;ots=q7gYd1w...</a> google.co.in	0	0	0	1.4K	1
8 <a href="https://books.google.co.in/books?id=CAM7CgAAQBAJ&amp;pg=SA5-PA106&amp;lpg=SA5-PA106&amp;dq=apple+watch&amp;source=bl&amp;...">https://books.google.co.in/books?id=CAM7CgAAQBAJ&amp;pg=SA5-PA106&amp;lpg=SA5-PA106&amp;dq=apple+watch&amp;source=bl&amp;...</a> google.co.in	0	0	0	990	1
9 <a href="https://www.apple.com/in/watch/compare/">https://www.apple.com/in/watch/compare/</a> apple.com	51	42	607	6.9K	187
10 <a href="https://books.google.co.in/books?id=zIisBwAAQBAJ&amp;pg=PA188&amp;lpg=PA188&amp;dq=apple+watch&amp;source=bl&amp;ots=4bvHgiE...">https://books.google.co.in/books?id=zIisBwAAQBAJ&amp;pg=PA188&amp;lpg=PA188&amp;dq=apple+watch&amp;source=bl&amp;ots=4bvHgiE...</a> google.co.in	0	0	0	550	1

Uneven traffic distribution

So finalizing your keyword based on traffic potential may not help you.

# Summary

- a.** Focus on traffic potential more than volume
- b.** Go with the keywords that have average traffic distribution on SERP
- c.** Avoid keywords with concentrated distribution

# Was that helpful?



Feel free to drop the comments, and spread the knowledge by reposting it.



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