

## Keyword Research & Building Lists

By Andy Steward

Let's talk about keywords. First, know that **keyword** is synonymous with **research** because keywords can make you money or waste your money. They can make or break your campaign. So, you should be sure to do plenty of research as you create keyword lists and groups for your campaigns.

There are many keyword research tools out there, and many of them have some free functionality. Neil Patel's [Ubersuggest 4](#) is a newer one and seems to be quite useful.

SEMrush has another good one <https://www.semrush.com/features/keyword-research/3>

When you are building your keyword lists, you do not always want to be doing what everyone else is doing. Take the time to learn how to build keyword lists, too. Learn about keyword grouping. Look for keywords with perhaps lower traffic, but higher intent. Use long-tail phrases. If you do not know what "long-tail phrases" means, Google it.

Do not be afraid to experiment! If something is not getting you the results you expect, then try something else. Run experiments and test, test, test!

If you look at some of the posts on the forum, you will notice something. The people having success are TRYING things. They are taking the training and making it their own.