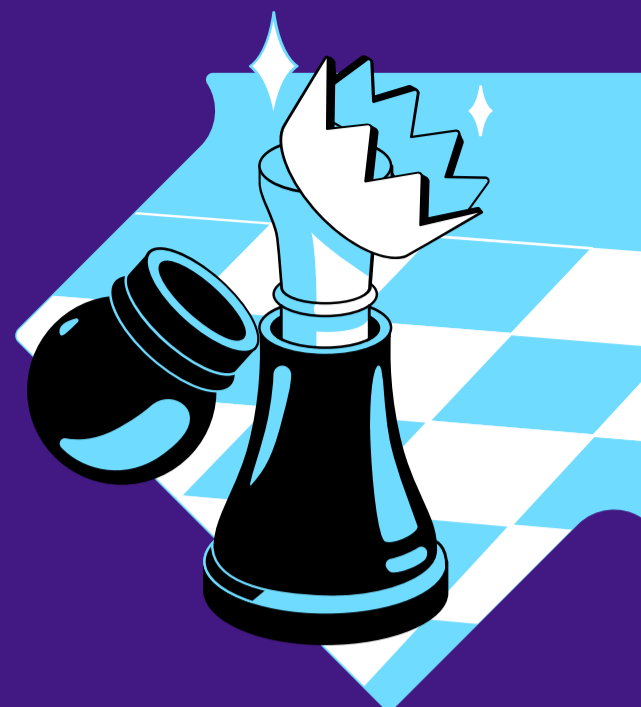# SEMRUSH

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

SEMRUSH