



Ritik Namdev

Free Tool list

10 Free Keyword Research Tools (With Their Real Limits)

Six of these are free from Google and Bing with no cap you'll hit. The other four are free tiers, and I tell you exactly where they stop.

Ten free keyword research tools, each checked live, with what it shows, its real free limit and the job it's best at. Use three of them well and you'll find the searches people type right before they pay you.



Ritik Namdev

SEO since 2018 · I help founders get customers from Google + AI search
ritiknamdev.com · Updated 2026-10

How to use it

1. Start with section 1. These come straight from Google and show real searches.
 2. Use section 2 when you need rough search numbers or want to compare two phrases.
 3. Use section 3 only for ideas you can't find in sections 1 and 2.
 4. Finish with the 3-tool stack at the end and build a list of 20 buyer searches today.
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Straight from Google: what people really type

These four cost nothing, need no signup (except Search Console), and show real searches instead of estimates. Most people skip them because they look too simple.

1

Google Search Console (Performance report) (<https://search.google.com/search-console>)

Free · needs a Google account and a verified site

Shows the exact searches that already showed your site in Google, with clicks, impressions and average position per query and per page.

Best for: Finding words you already almost rank for (positions 8 to 20) and turning them into pages or sections.

Ritik's note: Open Performance, tick Average position, then sort by impressions. High impressions with few clicks is your to-do list.

2

Google autocomplete (<https://www.google.com>)

Free · no account · no limit

The suggestions that drop down as you type. Google says they reflect real searches, adjusted for language, location and trending interest.

Best for: Getting the exact words buyers use, like 'roof repair cost per square foot'.

Ritik's note: Type your service, then add a letter (a, b, c...) or a buyer word like 'price', 'near me' or 'best'. Use an incognito window so your own history doesn't bend the results.

3

People also ask (<https://www.google.com>) Free · no account · no limit

The box of questions in Google results. Click one and more questions appear.

Best for: Headings and FAQ sections. Each question is something a real searcher wanted answered.

Ritik's note: Click 3 or 4 questions to make the box grow, then copy the 10 best into your notes.

4

Related searches (<https://www.google.com>) Free · no account · no limit

The list of related searches at the bottom of the results page.

Best for: Finding the next search a person makes, which often means a second page you should write.

Ritik's note: Click one related search, then check its related searches. Two hops usually show you the whole topic.

Free tools with search numbers and trends

You don't need exact volumes to pick a topic. You need to know which version of a phrase is bigger and whether interest is rising.

1

Google Keyword Planner (<https://business.google.com/ad-tools/keyword-planner/>)

Free to use · needs a Google Ads account with setup completed, including billing details

Google Ads' keyword tool. Gives keyword ideas from a word or a website, with estimated monthly searches and ad costs.

Best for: Rough search volume and keyword ideas from a competitor's URL.

Ritik's note: Practical advice: many people report seeing ranges (like 1K to 10K) instead of exact numbers on accounts that don't run ads. Ranges are fine for choosing topics. Google's help page doesn't confirm this, so check your own account.

2

Google Trends (<https://trends.google.com/trends/>)

Free · no account · compare up to 5 terms at once

Shows how interest in a search changes over time and by region, on a 0 to 100 scale. It's relative interest, not raw search counts.

Best for: Picking between two phrases ('roofer' vs 'roofing contractor') and spotting seasons.

Ritik's note: Set the region to your country or state and the time to 5 years. Seasonal businesses should publish a month before the peak.

3

Bing Webmaster Tools: Keyword Research (<https://www.bing.com/webmasters>)

Free · needs a Bing Webmaster Tools account (you can import sites from Search Console)

Bing's free keyword tool inside Webmaster Tools. Shows keyword ideas, related keywords, questions and impression counts from Bing organic search.

Best for: A second, free source of volume-style numbers to check Keyword Planner against.

Ritik's note: Bing's numbers are smaller than Google's. Use them to compare phrases with each other, not as a Google forecast.

Featured pick

theStacc

These tools tell you what to write, not who writes it. theStacc is a paid AI marketing platform that plans, writes, SEO-scores and publishes blog articles using your Search Console data (Blog SEO from \$99/month billed yearly, 3-day free trial), so the buyer keywords you find here turn into published pages.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Free tiers of the big SEO tools

These are paid tools with a free door. Good for a quick look, not for daily work.

1

Ahrefs Free Keyword Generator (<https://ahrefs.com/keyword-generator>)

Free · shows a limited set of results per search (Ahrefs doesn't publish the exact number)

Type a word and get keyword ideas and questions with volume estimates and Keyword Difficulty, for Google, Bing, YouTube or Amazon.

Best for: Question ideas and a fast difficulty check.

Ritik's note: Switch to the Questions report. Those make good FAQ sections and problem pages.

2

Ahrefs Webmaster Tools (Ahrefs Free) (<https://ahrefs.com/webmaster-tools>)

Free · verified sites only · up to 1,000 keywords and backlinks shown at once

Free Site Explorer and Site Audit for sites you verify. Shows keywords your site ranks for and your backlinks.

Best for: Seeing your own keywords in a second tool, with difficulty data Search Console doesn't have.

Ritik's note: Connect it with Search Console so verification takes a minute.

3

Semrush Free plan (<https://www.semrush.com/prices/>)

Free · 10 reports per day · 1 project · no card needed

The free tier of Semrush: keyword overview, keyword ideas and competitor reports, with caps.

Best for: A quick look at what a competitor ranks for once in a while.

Ritik's note: 10 reports a day goes fast. Write down the 3 competitors you'll check before you log in.

My 3-tool free stack (20 buyer searches in 30 minutes)

You don't need ten tools. You need three, used in this order.

1**1. Search Console: what you already show up for**

Export the last 3 months of queries. Mark every query with a buyer word: price, cost, near me, best, hire, vs, fix, repair. Those are your first pages to improve.

2**2. Autocomplete + People also ask: what buyers type**

Type your service plus each buyer word into Google. Copy every suggestion and every question. Aim for 20 phrases.

3**3. Keyword Planner or Trends: which version is bigger**

Paste your list in. Where two phrases mean the same thing, keep the bigger one as the page's main keyword and use the other in a heading.

4**4. Search each keyword and look at page one**

Guides, lists or shops? That tells you what kind of page to build. One page per money keyword. Small volume is fine if the person is ready to buy.

Sources

- Google Search Help: How Google autocomplete predictions work — <https://support.google.com/websearch/answer/7368877>
- Google Ads Help: About Keyword Planner — <https://support.google.com/google-ads/answer/7337243>
- Search Console Help: Performance report — <https://support.google.com/webmasters/answer/7576553>
- Google Trends — <https://trends.google.com/trends/>
- Bing Webmaster Tools — <https://www.bing.com/webmasters>
- Ahrefs Free Keyword Generator — <https://ahrefs.com/keyword-generator>
- Ahrefs Webmaster Tools — <https://ahrefs.com/webmaster-tools>
- Semrush pricing — <https://www.semrush.com/prices/>
- theStacc — <https://thestacc.com>

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<https://ritiknamdev.com/resources/free-keyword-tools/>