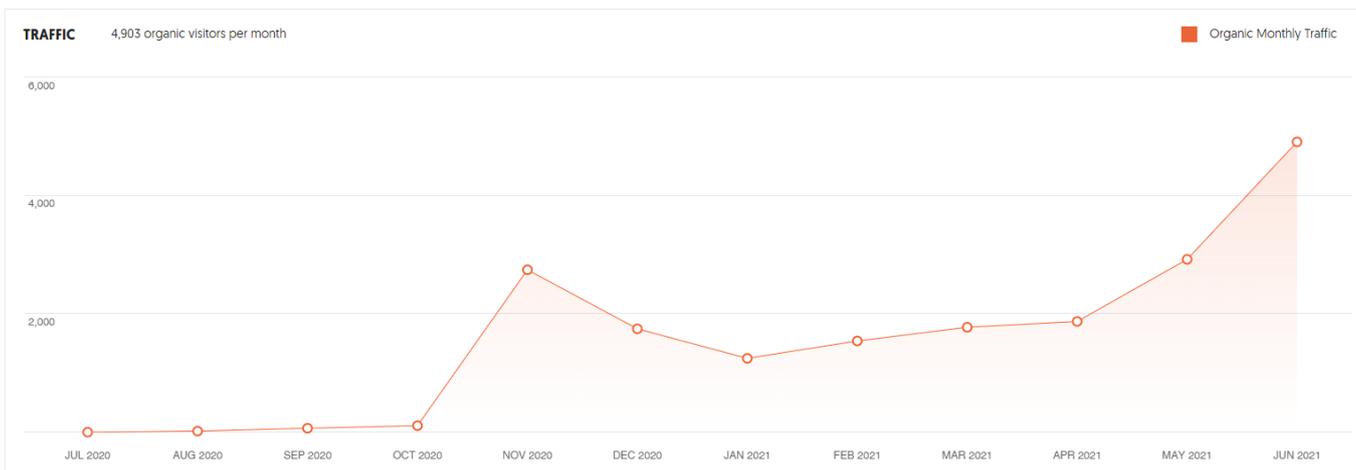# Ubersuggest Review

Author: Nicholas Mushayi . July 2021

Introduction

Organic traffic presents a good opportunity for marketers and businesses to get their brand, products, solutions, and offers in front of the people who actually need them and are searching for them on the web. This a great and cheap way to meet the consumers who are interested in your product, most business takes it very seriously. More and more businesses are investing in ways, strategies, and tools that help them rank in on the search engine. Ubersuggest is one such tool that makes the job of an SEO practitioner smooth, fun, and enjoyable. The following is our opinion on the functionality of the ubersuggest tool.

Our Experience

Using the tools of Ubersuggest we managed to experience significant growth in organic traffic, as shown by the graph below for our website The Human Capital Hub available online at www.thehumancapitalhub.com.

Source: Extracted from Ubersuggest for The Human Capital Hub

Even though our numbers are not very high, but as you can see from the graph above, we are on an upward trend, and with the continuous use of the Ubersuggest tool, we will continue to grow.

The Human Capital Hub is a portal where we share knowledge about human resources practices. The knowledge comes from experts across the globe who have volunteered to share research-supported articles, case studies, personal experiences and leading practices. If you haven't visited it before go to www.thehumancapitalhub.com now!

What is Ubersuggest?

Ubersuggest is an excellent tool that gives a one-stop shop for new content ideas, competitor research, and backlinks building. Obtaining keywords for new content has been simplified for us by the use of the Ubersuggest platform. Considering its pricing model, it is a good SEO tool for freelancers, small SEO agencies, and small to medium enterprises. In terms of functionality, it is not so different from other SEO tools like MOZ, Ahrefs, SEMRush, Alexa etc. Furthermore, Neil Patel, the founder of Ubersuggest , has a way of holding your hand throughout the entire SEO journey through his blog and YouTube channel. This helps sharpen your proficiency in the use of his tool and exposes users to the latest trends in the digital marketing world.

Ubersuggest comes with great dashboards that are easy to understand even for newcomers into the SEO world. The tool is attractive and straightforward to use. Imagine being able to reverse engineer the SEO, content marketing, and social media marketing strategies of your competition. Ubersuggest enables you to obtain insight into the techniques working for others in your market so that you may adopt, develop, and gain a competitive advantage.
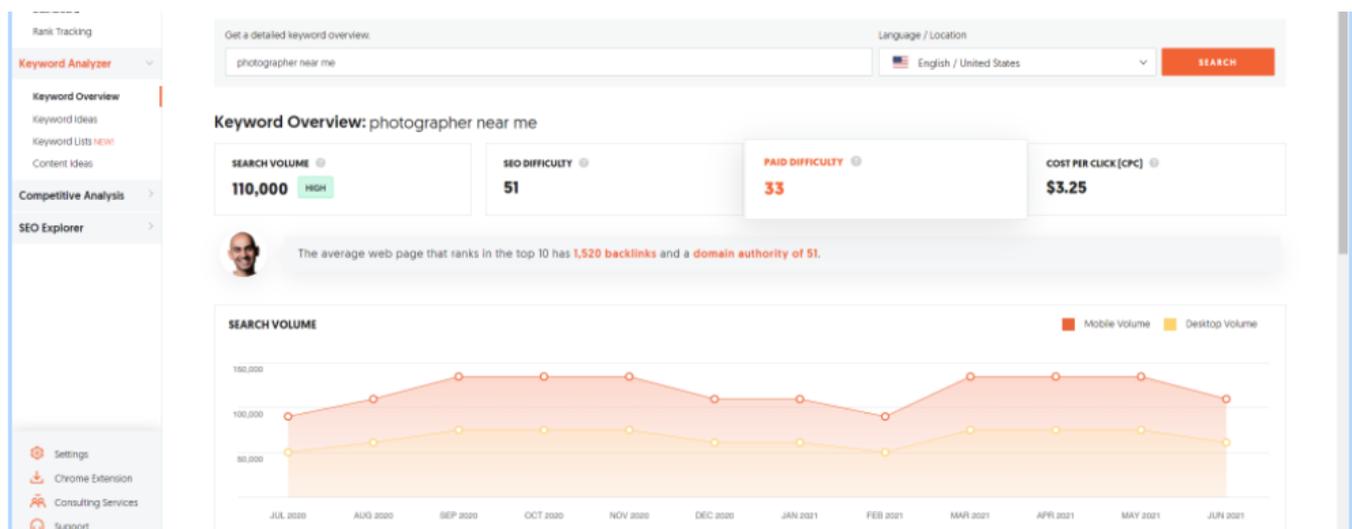
Keywords

Albeit Google uses 200+ factors in determining the ranking of digital resources on the search engine, a consensus amongst SEOs is that keywords are still a very important factor. Getting your keywords right is a crucial step in determining the ranking of your content and getting organic traffic. To identify a low-competition gem, traditional keyword research entails planting a seed term and collecting keyword ideas. You will get several suggestions once you plant a seed keyword, including SEO difficulty indicators and search volume estimations.

There isn't always much room to work with. Expert bloggers or huge websites may require a larger data sample to locate the content ideas they need. Ubersuggest Keyword research is ideal for any solopreneur or medium-sized website. Now comes the fun part: Ubersuggest includes more keyword research options. Specific applications of your seed term will be found on the Related Keywords page.

Keyword Analysis

The most prominent feature of Ubersuggest might be its capacity to evaluate phrases you're considering employing to show you how many people are already searching for them, how difficult it might be to rank for those keywords organically or in paid searches, and how much their cost per click (CPC) might be.
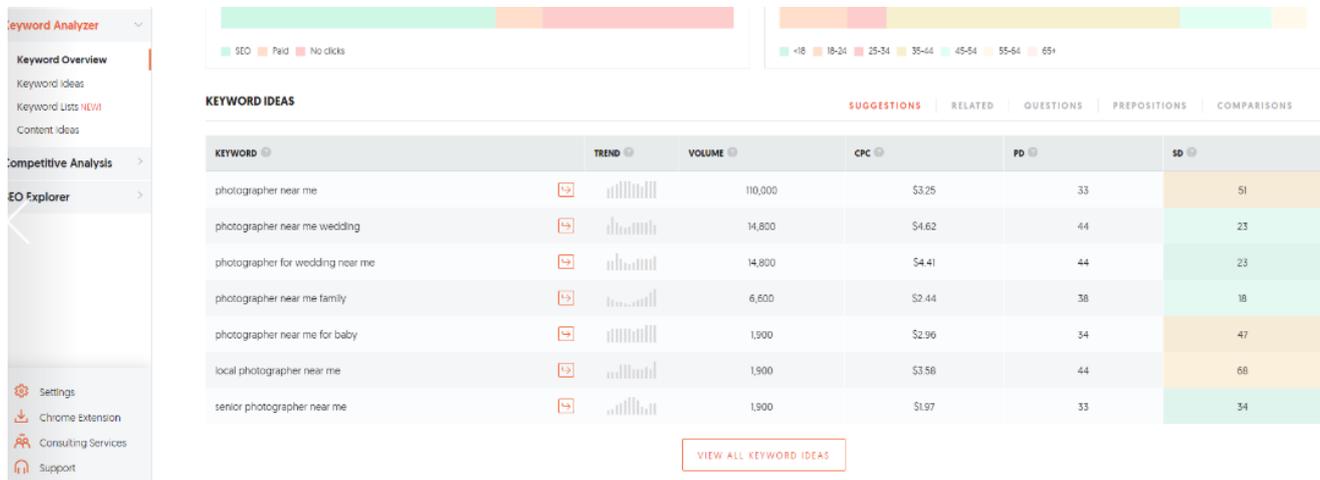
Let's pretend you're a self-employed photographer. You may produce an informative piece for potential clients who want to know what to look for in a photographer for their company. Before you start writing this article, do some keyword research on "how to locate a decent photographer near me" because a blog post like this could lead to someone hiring you. The following screenshot shows the results Ubersuggest gives, showing the search volume, how difficult it is to rank for the word, paid difficulty, and the cost per click.

Keyword Suggestions

Ubersuggest outlines numerous keyword ideas based on the keyword for which you search. The

screenshot below shows the numerous keyword ideas based on the keyword "photographer near me". It offered terms like "photographer near me for baby" and "senior photographer near me" all of which are related to a post about how to find a decent photographer.

However, there is a link below the suggestions to take you to a page where you can learn more. Other suggestions made by the tool included:

- What is the best way to discover an excellent headshot photographer?
- What is the best way to discover a competent newborn photographer?
- How to find a real estate photographer

SEO Difficulty and SERP Analysis

Assessing your competition is an essential element of determining which keywords you will want to rank for. You should be able to do this with the help of an SEO tool. Ubersuggest includes tools for analyzing competitors.

When you obtain keyword ideas, the SEO difficulty for a term is displayed.

It is a statistic created by Neil Patel that tells you how difficult it will be to rank for a certain keyword. Because each SEO tool has a distinct difficulty rating, you can only use it as a guide for the data

provided by Ubersuggest. The difficulty rating of this tool is usually correct.

However, it is not without flaws. It wouldn't hurt to have a link profile for each website. If Ubersuggest had a mechanism to change the columns in this dashboard, it would be great.

Other SEO tools allow you to accomplish this, so if you're in a competitive niche, Ahrefs or KWFinder are better options. Ubersuggest, on the other hand, has different tools for analyzing your competition.

Ubersuggest also displays the top 100 pieces of content that are currently ranking for your initial search phrase on this page, so you can see what's already working.

Analyzing Your Competition

Analyzing your competitors who are already doing it properly is one of the easiest methods to develop a new blog post idea that you know people in your market will adore. They're attracting visitors, growing their audience, and creating a buzz. They are targeting the correct individuals with the best keywords and providing unique content about these topics.

You can use Ubersuggest to look up what keywords your competitors are ranking for and how their traffic has changed over the last few months by entering a domain. Assume you're a self-employed wellness coach. You might use Ubersuggest to discover more about a well-known site like "mindbodygreen.com" to learn more about what the wellness site is doing to be so famous.

Keywords by Traffic: mindbodygreen.com

KEYWORDS		VOLUME	POSITION	EST. VISITS	SEO DIFFICULTY
love language	Search Results ⌄	550,000	2	128,603	83
love languages	Search Results ⌄	550,000	4	21,692	71
kissing	Search Results ⌄	450,000	2	100,828	88
quinoa	Search Results ⌄	450,000	7	2,198	84
what are the 5 love languages	Search Results ⌄	301,000	1	143,901	76
5 love languages	Search Results ⌄	301,000	2	71,385	75
sapiosexual	Search Results ⌄	301,000	3	65,080	91
masochistic	Search Results ⌄	301,000	3	65,080	86
chakra	Search Results ⌄	301,000	3	64,902	72

It's ranked #1 for terms like "love language" and "what are the 5 love languages," as you can see from the screenshot. The posts ranking for each phrase are listed next to the terms, which can help you form the topic ideas and material you want to develop for your audience.

Conclusion

Ubersuggest is a user-friendly tool that is attractive and simple to use. It is affordable with monthly subscriptions starting from USD 12 compared to its competitors such as MOZ, SEMRush etc. Ubersuggest also has an option to make a lifetime purchase of using the tool starting from USD 120, which is a great deal! You can sign up today for a 7-day trial to explore the tool at https://app.neilpatel.com/.

This article was written by Nicholas Mushayi a Consultant at Industrial Psychology Consultants, a management and human resources consultants company

https://thehumancapitalhub.com/articles/ubersuggest-review