



Mike (Niche Twins)

@NicheDown

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12:34

Piggybacking off @jaredbauman, using his last tweet as a template...

"Should you target high search volume or low search volume keywords? Or just not worry about it?"

I analyzed my Top 10 posts from April this year, let's see what even more data suggests...

Pageviews	% Pageviews
23,886	4.45%
14,171	2.64%
13,196	2.46%
12,826	2.39%
10,485	1.95%
10,436	1.94%
10,361	1.93%
10,316	1.92%
10,162	1.89%
9,570	1.78%

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My site gets 534,000k PV/month.

A few acronyms to keep things simple:

L30 Traffic: organic traffic from last 30 days

PV: pageviews

Type: article type

Search Volume & Top Ranking Keywords: pulled from @semrush (Jared used Ahrefs)

#1 Post

L30 Traffic: 23,886 PV

Keyword Search Volume: 9,900

Top Ranking Keywords: 1,098

Word Count: 1572

Type: How To

#2 Post

L30 Traffic: 14,171 PV

Keyword Search Volume: 1,300

Top Ranking Keywords: 2,202

Word Count: 1476

Type: How To

#3 Post

L30 Traffic: 13,196 PV

Keyword Search Volume: 1,300

Top Ranking Keywords: 1,187

Word Count: 1303

Type: How To

#4 Post

L30 Traffic: 12,826 PV

Keyword Search Volume: 4,400

Top Ranking Keywords: 1,156

Word Count: 1577

Type: How To

#5 Post

L30 Traffic: 10,485 PV

Keyword Search Volume: 6,600

Top Ranking Keywords: 1,544

Word Count: 1537

Type: How To

#6 Post

L30 Traffic: 10,436 PV

Keyword Search Volume: 720

Top Ranking Keywords: 400

Word Count: 1993

Type: How To

#7 Post

L30 Traffic: 10,361 PV
Keyword Search Volume: 90
Top Ranking Keywords: 510
Word Count: 1193
Type: How To

#8 Post

L30 Traffic: 10,316 PV
Keyword Search Volume: 2,900
Top Ranking Keywords: 1,611
Word Count: 1051
Type: How To

#9 Post

L30 Traffic: 10,162 PV
Keyword Search Volume: 2,900
Top Ranking Keywords: 481
Word Count: 1063
Type: How To

#10 Post

L30 Traffic: 9,570 PV
Keyword Search Volume: 590
Top Ranking Keywords: 1,966
Word Count: 1857
Type: How To

Takeaways:

1) Semrush (like all keyword tools!) underestimated the search volume of EVERY single keyword. Sometimes dramatically so (Semrush shows 90 volume for a keyword that drives 10,361 pageviews a month!)

Use keyword tools as an additional data point, don't live and die by them. They can help you find some great topics, but do not ignore keywords simply because the tool is showing low volume. Often these are GOLDEN nuggets.

And if you rank for a keyword that shows really low volume in these tools, you probably won't have much competition for it in the future because most people are ignoring it thinking it's not worth it!

2) All my posts are between 1000-2000 words (I average 1400 words across 250 posts). There is no magic formula for the "correct" amount of words. Cover the topic fully and once you've done that, you have the word count needed. Just so happens ~1400 usually does it for my niche...

3) Every single one of my 10 ten posts are "How Tos" which is not surprising considering my whole plan of attack for this site has been going after informational topics (instead of buyer intent topics or "best of"). These often have huge traffic and lower competition

In summary, I think this additional, tiny sample size analysis is very much in line with what Jared found.

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