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What is Keyword Difficulty? In the world of SEO, Keyword Difficulty is a handy metric which helps you understand how hard it would be to rank for a particular search query. People who are new to SEO may confuse ‘Keyword Difficulty’ with ‘Competition’ in the Google Keyword Planner. ‘Competition’ only refers to paid search results while ‘Keyword Difficulty’ applies to organic search results. Google says that links and content relevance are the top ranking metrics for your site’s placement in search results. The results of our own study of two million keywords confirm this statement. We see a strong correlation between the number of referring domains a web page has and its position in Google search results. That is why, to calculate Keyword Difficulty, we analyze the search results for a keyword and look at the number of referring domains the top 10 ranking pages have. In simple terms, the more referring domains across the top ranking pages, the higher the Keyword Difficulty. Our metric is widely considered the most accurate one. Keyword Difficulty doesn’t take into account any on-page factors. Keyword Difficulty evaluates the chances of getting into top 10 of search results (not top 3 or top 1). Apart from backlink profiles and content relevancy, many additional ranking factors come into play among the results of the first page of any search. We measure Keyword Difficulty on a scale from 0 to 100, with the latter being the hardest. The scale is not linear. Each value on it corresponds to the estimated number of referring domains (RDs) a page needs in order to get to the first page of search results. Here’s the relation between the Keyword Difficulty and the number of RDs needed: Keyword difficulty 0 10 20 30 40 50 60 70 80 90 Referring domains 0 10 22 36 56 84 129 202 353 756 If you’re aiming for a keyword with KD 40, you’re likely to need approximately 56 RDs to get into the top 10 search results. Ahrefs’ keyword database has 19.2 billion keywords in 243 countries. It is already the biggest database on the web, and it’s growing steadily. Whether you are analyzing your own list of keywords or looking at the suggestions in Keywords Explorer, our Keyword Difficulty metric shows you the opportunities you can easily rank for. Combined with Search Volume, this metric will help you find keywords that can bring you very good organic traffic but don’t require much effort to rank for. However, despite its value, Keyword Difficulty should not be the only factor affecting your keyword choice. We recommend that you use it as the first filter to sort through the massive number of possible keywords. The further choice of keywords must be based on a complete and detailed SERP analysis. No SEO tool can do this work for you, because every case is unique. But you will find all the necessary data for analysis in the SERP overview Ahrefs provides. The Keyword Difficulty metric integrates across all keyword reports in Ahrefs tools. Look into keyword suggestions, analyze your competitors’ organic traffic, track your own keyword rankings - Keyword Difficulty will always be at hand. Keywords Explorer — Keyword Difficulty Checker has a prominent place in this tool. It helps you make informed decisions about the keywords to go after, whether you’re analyzing individual keywords, sorting through your keyword list or looking at keyword suggestions. Site Explorer — Discover keywords that bring organic traffic to any page of your competitors’ websites and use the Keyword Difficulty metric to see if you will be able to rank in the top 10 for those keywords. Content Explorer — This potent tool finds the most popular content on any topic for you. It also shows you the list of keywords a content page ranks for, along with their Keyword Difficulty. Rank Tracker — This tool tracks your website ranking positions changes for any given keyword. Keyword Search Volume and Keyword Difficulty are not static numbers, so we update them regularly for each of your projects. Start using Ahrefs’ Keyword Difficulty metric to help you crack the top 10 search results. Sign up for Ahrefs Did you know that the percentage of times a keyword appears on your web page compared to the total number of words on that page can have an impact on the page’s ranking? Sure it does, and it’s called “Keyword Density.” Mention a keyword or phrase too many times and search engines will likely frown at your site. Do it a little less than necessary and search engines may not pick up enough signals to rank the page for that particular keyword. Simply put, you ought to get your keyword density just right for the best search performance. Not too much, not too little! But how can you start calculating how many times keywords appear on a web page or blog post? Can you even do it accurately? It turns out you’ll have to get help from a reliable tool. And that’s why we created this SST’s Keyword Density Checker. ABOUT KEYWORD DENSITY CHECKER Keyword Density Checker is a tool built solely for the purpose of calculating the keyword density of any web page. The dev team at Small SEO Tools created the tool after finding out that some marketers were still stuffing their content with loads of keywords even without realizing it. This left their websites suffering as Google does not want you to cram your content with keywords unnecessarily. This tool solves that problem perfectly. It allows you to analyze either a whole web page using its URL or a piece of text by copying and pasting. The simplest method of calculating keyword density is usually to divide the number of times a particular keyword is mentioned in a text by the total number of words in the text, and then multiply the result by one hundred to get your percentage. But our Keyword Density tool does more than calculating keyword density. It actually checks for and analyzes ALL the top keywords used on the page or text that is being analyzed, and shows you the following metrics for better SEO performance and effective content optimization: The total number of keywords on that page. The page load time, if you’re analyzing a URL. A tag cloud, detailing all the keywords used on the analyzed page or text. Top keywords used within the content, their frequency counts, and indicators showing whether or not the keywords have a title, description, or . Keyword density for each keyword or phrase used within the examined content, including their frequency of usage and percentage of usage. These calculations are broken down over descending tilts of one-word keywords, two-word keywords, three-word keywords, and four-word keywords. This sort of sophisticated analysis allows you to easily define and become acquainted with the proportion and sum of keywords used within your content. HOW TO USE KEYWORD DENSITY CHECKER Using our free online keyword density calculator is as simple as just clicking two buttons in two simple steps: Step #1: On this page (, which is where you are right now, enter the URL of the page you want to analyze. Or, select “TEXT” to paste your content if the piece is not yet published online. Step #2: Click on “Check” to run your request. Once you’ve done that, our keyword density analyzer will immediately retrieve all the keyword data from your website or piece of content and display them in a tabular format. And don’t forget, you can use this tool to analyze not just your own web pages, but that of your competition also to get an idea of what they are doing. After running a keyword density check, you may find that the percentage of times your target keywords appear is either too low or too high. In that case, we recommend you revise the content. KEYWORD DENSITY BEST PRACTICES FOR SEARCH Keyword density is a fundamental part of search engine optimization, thus it is important to understand how it works. First, many people often ask the question: “Does keyword density affect ranking?” Well, there’s no official statement from Google or any other major search engine expressly stating that keyword density does affect ranking. But without a web page containing a given keyword, there’s absolutely no way the search engines will rank such a page for the keyword even if that might be its target keyword. In other words, “keywords” are important for a page to show up in search engine results pages (SERPs). AND where there are keywords, keyword density must naturally be present. So the germane question to ask could be: “What is the best keyword density for better ranking?” Again, there is no exact or ideal percentage of keywords for better ranking. Instead, experts (and Google) suggest writing your content in a natural language; that is, without any intensive cramming of keywords. Hence, applying your keywords in a natural, contextual sense along with relevant long-tail keywords and Latent Semantic Indexing (LSI) keywords works best. After creating your content using a natural language, you can then use Keyword Density Checker to analyze it to be sure it is not overly stuffed with keywords. Keyword stuffing is considered to be a spammy practice and a violation of Google’s webmaster guidelines, and in response to such actions the search engine essentially lowers the rankings of the sites that break the rules. Our free Keyword Density Checker can be useful in showing you whether or not your content is stuffed with keywords. Typically, you can evaluate this by looking at the percentage of keyword usage under the “Keyword Density” table. If you are feeling particularly worried that some keywords have been mentioned too many times already, use this free keyword density analyser to see how many times they appeared and reduce it the best way you can. An effective solution is to mention your target keywords naturally in the on-page body of your text and then add the same in the meta title, description, H1, and possibly the URL. Our tool does analyze text found in the on-page body of the content, along with content within heading tags. DISCLAIMER: WE DO NOT STORE OR VIEW YOUR CONTENT Our tool allows you to vet content directly from a web page using the page’s URL. But if the content is not yet published online, you can copy and paste it in the area provided within the tool using the “TEXT” option. If this is the case for you, we want to categorically state that we do NOT store or view your content. Your privacy is very important to us and we recognize it. You can also try our other SEO tools like Live Keyword Analyzer, Article Rewriter, and click counter. Other languages: English, русский, 日本語, italiano, français, Português, Español, Deutsche, 中文

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