# QUICK LAW FIRM KEYWORD RESEARCH: EXPANDING YOUR KEYWORD LIST

This is our fourth post on keyword research for law firm websites. We've talked about the importance of keywords to your website strategy, how to think strategically about the two primary keyword types, and how to put together your initial seed list. This post will discuss a few great (and free!) tools that you can use to expand your seed list.

Expanding Your Keyword List with Ubersuggest and Keyword Eye

Once you have an idea of your basic terms, you can use the free tool at ubersuggest.org to expand your list. This is a great tool that can save you hours of manual work. It scrapes Google's suggestion feature (the words that auto-populate when you start typing a term in Google) to give you an expanded list of related keyword terms.

To use ubersuggest, simply type in your base keyword term into the box and click "Suggest."
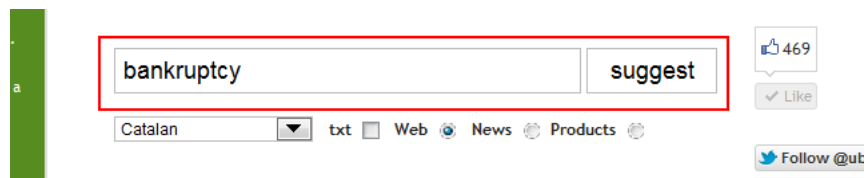
Ubersuggest will return a list of keyword suggestions organized by the base keyword and the letters of the alphabet. Clicking the green plus button by a term will add it to a keyword list on the right.
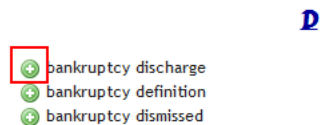
Once you have worked your way through the results, you should have a healthy list of keywords. Click the "Download" button on top of the keyword list to produce a tidy little list of keywords.
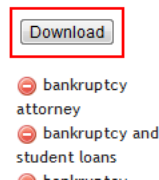
To further expand your list, hop on over to the keyword visualization tool at Keyword Eye. You do have to register to use this tool, but it only takes a few seconds. The basic edition (Keyword Eye Basic) is currently free and should work just fine.

Once you are registered and logged in, select "New," they "Keyword Suggestion Report." from the top left corner of the screen. In the search box, enter your keyword term. Be sure to select Google US for the search engine if you are a US attorney (it defaults to Google UK).

Click "Run Report." You should get a pretty keyword cloud, with the most popular keywords indicated by larger font.

Be sure to toggle between the Keywords, Visualization, and Grid View tabs at the top. (The Grid View tab in particular will give you a lot of useful information about search volume and competition, topics that we will discuss in the next section.) If you run across any terms that you failed to include, add them to your list.

By know, you should have a healthy list of keywords. In fact, the list might be so large that it seems unworkable. Don't worry, the next section of our guide will teach you how to hone in on the best keywords for your website.

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