AccuRanker

AI SEARCH VOLUME

An analysis of the Search Volume landscape and an introduction to **AccuRanker's AI Search Volume**

Whitepaper

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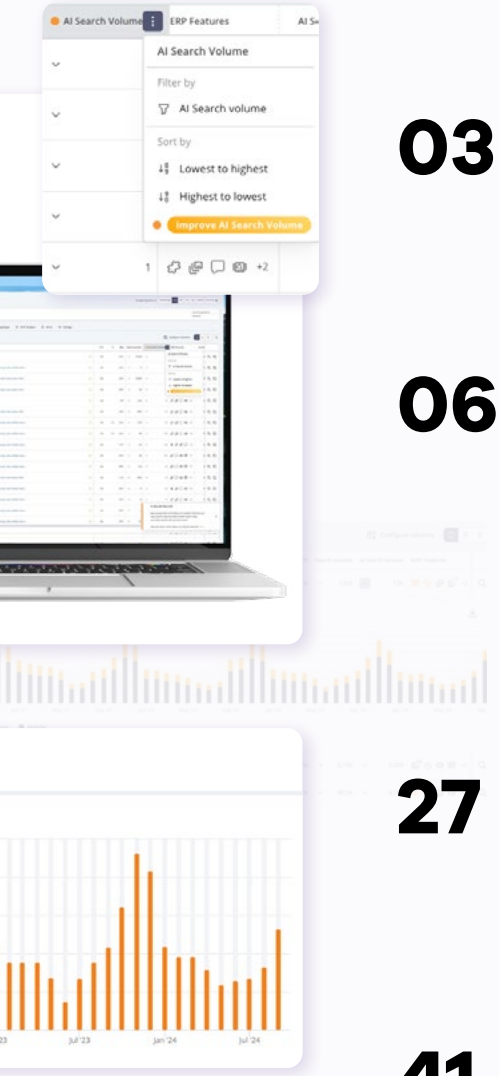

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Chapter 1

Introduction

“Naturally, a keyword will not drive a lot of traffic, if its Search Volume is low.”

Search Volume in SEO

In this report, we will take an in-depth look at Search Volume in SEO.

An understanding of Search Volume is instrumental in SEO, as it plays a large role in the process of finding out which keywords are worth targeting.
When creating an SEO strategy, you have to look at keywords from different angles:

- *Is it realistic to rank on this keyword?*
- *Will this keyword drive a lot of traffic?*
- *Do we expect conversions from this traffic?*

Naturally, a keyword will not drive a lot of traffic, if its Search Volume is low.

In this report, we take a look at the Search Volume landscape, and which possibilities SEOs have to obtain knowledge about Search Volume today. Then, we explain how AccuRanker raises the bar and provide more accurate Search Volumes, available on demand. Armed with this knowledge, you will be able to make better decisions about which keywords to prioritise in your SEO efforts to get the most value.

AccuRanker's AI Search Volume model is accessible through the AccuRanker platform and API. With the model you can get accurate Search Volume estimates for all your keywords - **on demand with zero hassle!**

Book a demo

Who is AccuRanker?

AccuRanker is a world leading SERP analytics and keyword rank tracking platform.

The AccuRanker platform offers a wide range of features. Lightning fast rank updates with accurate rankings on a daily or on-demand basis. AI Search Volume, AI based CTR and search intent models, segmentation and data cubing, dynamic competitors and much more is available through a user friendly interface with features suitable for agencies and enterprises.

Data foundation

The analysis presented in this report is based on more than **900 billion rows of Google Search Console data** and **300 billion rows of monthly Google Keyword Planner** data.

This data has been analyzed and combined through a sophisticated algorithm, also taking into account Google Trends data, to create AccuRanker's proprietary AI Search Volume model.

AccuRanker

Chapter 2

Search Volume sources

- and their pitfalls

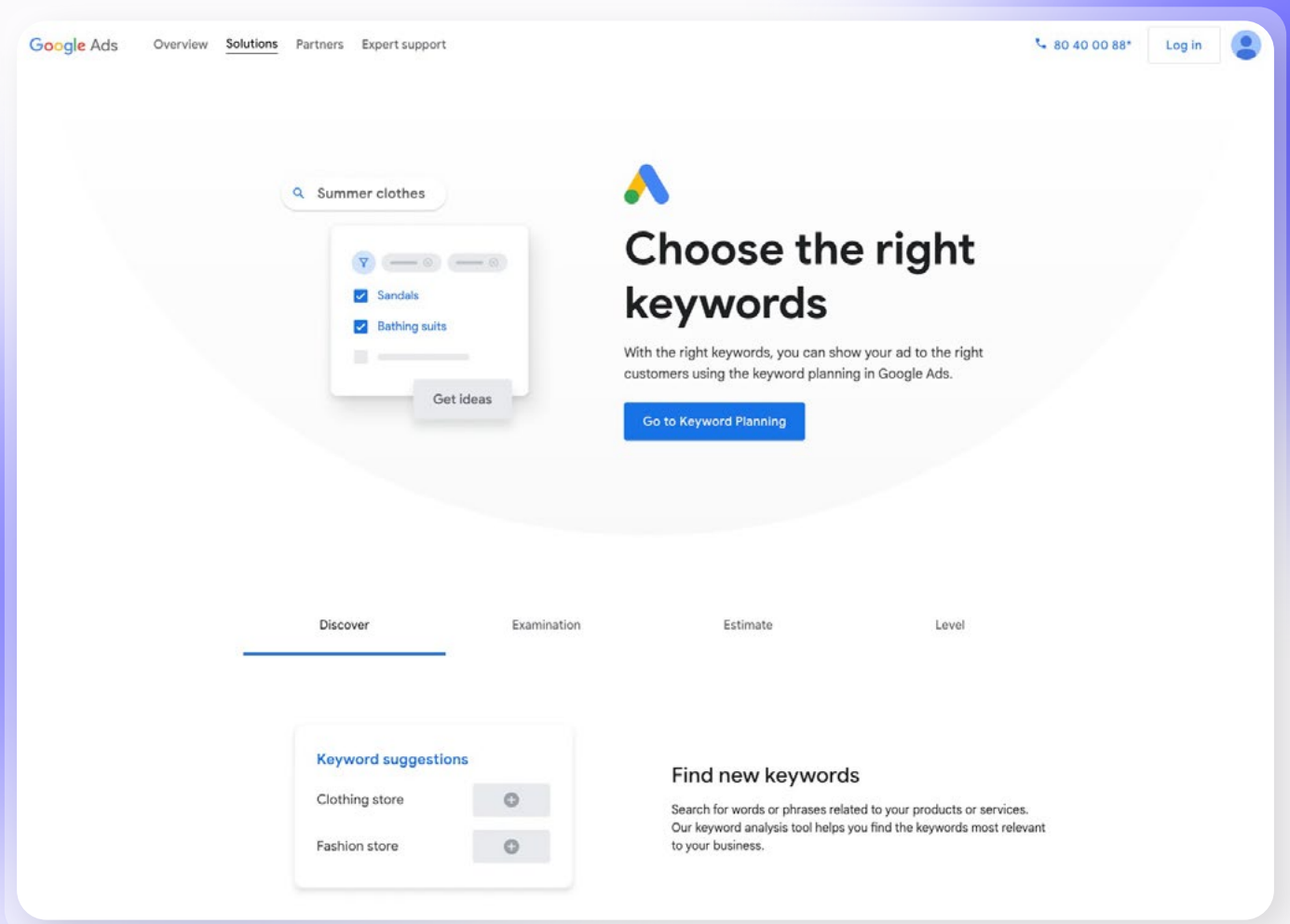
#1 Google Keyword Planner

#2 Google Search Console

#3 Google Trends

Source #1

Google Keyword Planner



Most SEO tools today use Google Keyword Planner (GKP) search volume to represent search volume.

This is the only source, where you can pull Search Volume for arbitrary keywords without having to rank on them yourself. As such, it forms the basis of Search Volumes for most, if not all, SEO tools on the market. However, GKP has several shortcomings when it comes to Search Volume, as shown on the next page.

Google Keyword Planner drawbacks

It does not have device-specific data

It overestimates Search Volumes because it groups similar keywords and assigns the sum of their search volumes to all of them

Search Volume is rounded into “Buckets”

Some keywords are banned (showing 0 search volume) and the rules for which keywords are banned change often

Historical Search Volume for keywords is often changed quite drastically, likely because keywords are suddenly grouped differently

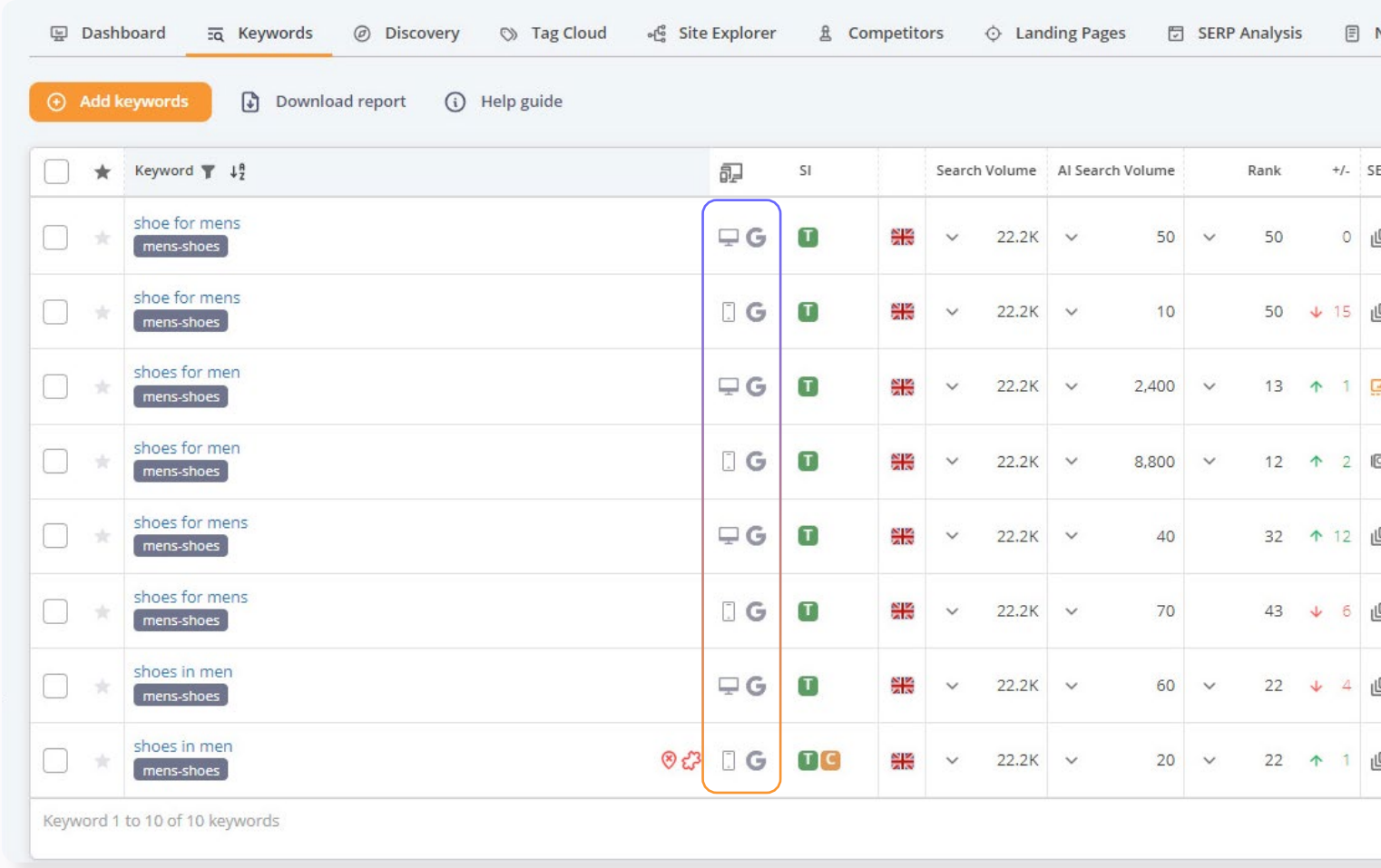
Most SEOs who have tried to use GKP have probably had more than one headache due to the problems mentioned above. In particular, the unpredictability of groupings and keyword bans can be frustrating. In the following sections, we describe some of these issues in more detail and provide some eye-opening examples. Later in the report, we will describe AccuRanker’s AI Search Volume, which eliminates these problems!

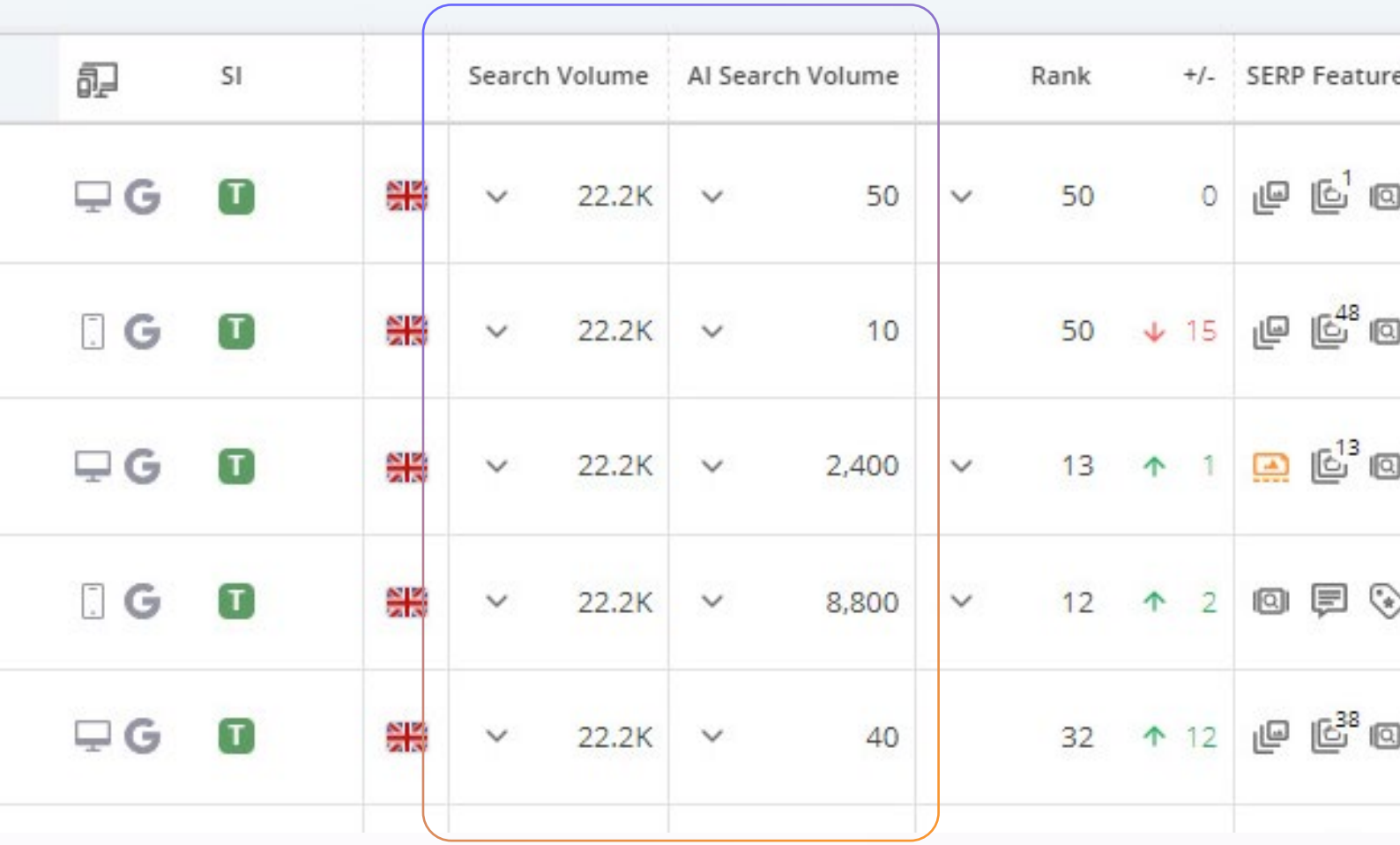
Keyword groups

Let’s look at an example. Consider the keywords:

- **shoe** for male
- **shoes** for **mens**
- shoe for **mens**
- shoes **in** men
- **shoes** for men

Clearly, these keywords will have very different search volume in practice.
In addition, we will also expect it to vary between devices - transactional keywords often have much higher search volume on mobile than desktop!





The problem is, that GKP assigns the same search volume to all these keywords, 22.2K which is a rounded estimate of all keywords that falls into this "bucket". Unfortunately, GKP provides no way of discovering which keywords fall into the same bucket.

This grouped search volume is problematic, as reporting on it will create wild overestimates of the potential traffic coming from the individual keywords. In addition, the SERPs for these keywords vary widely, so tracking just one of them will not be sufficient.

The problem is especially big for keywords with high search volume, because high search volume makes it more likely that there are many variations and misspellings for the keyword.

In general, AccuRanker's AI Search Volume assigns much more realistic numbers to each of these variations, split on desktop and mobile! Later in this paper, we will dive into how AccuRanker's AI Search Volume works.

Changing Search Volumes

As described in the previous section, GKP groups similar keywords together. However, the rules for how keywords are grouped together change frequently.

For individual keywords, you can see huge fluctuations in Search Volume over time. When assigning a keyword to a new group, GKP also overwrites the history of Search Volumes for that keyword. Here are three examples of keywords where we've seen multiple different reported Search Volume for the month of February 2024 in the US, depending on when we've asked GKP for the information!

Google Keyword Planner | February 2024 | US

donut shop close to me

has had reported search volumes of **30, 480 and 246000**(!!)

good shoes for standing all day men's

a long tail keyword - has reported volumes of **40 and 2900**

whats vpn

has had a reported Search Volume of **1000 and 74000**

And the examples go on and on. As you can see, these numbers are wildly inconsistent and make reporting a nightmare. This has caused a lot of headaches for our customers, which is probably the main reason we embarked on the AI Search Volume project.

Banned keywords

From one time to another, Google chooses to “ban” some keywords from receiving Search Volume.

For instance, AccuRanker fetched search volume for keywords “emergency loan”, “investment services” and “sex shops” in March 2024 in the US, and they all got a search volume of 0. When we fetched data for the same three keywords in June, they instead got search volumes of 22200, 2400 and 201000! If you work with SEO in the banking space, this data is a nightmare.

At the time of writing (July 2024) almost no keywords are banned from receiving Search Volume in GKP, but no one knows for how long this paradigm lasts.

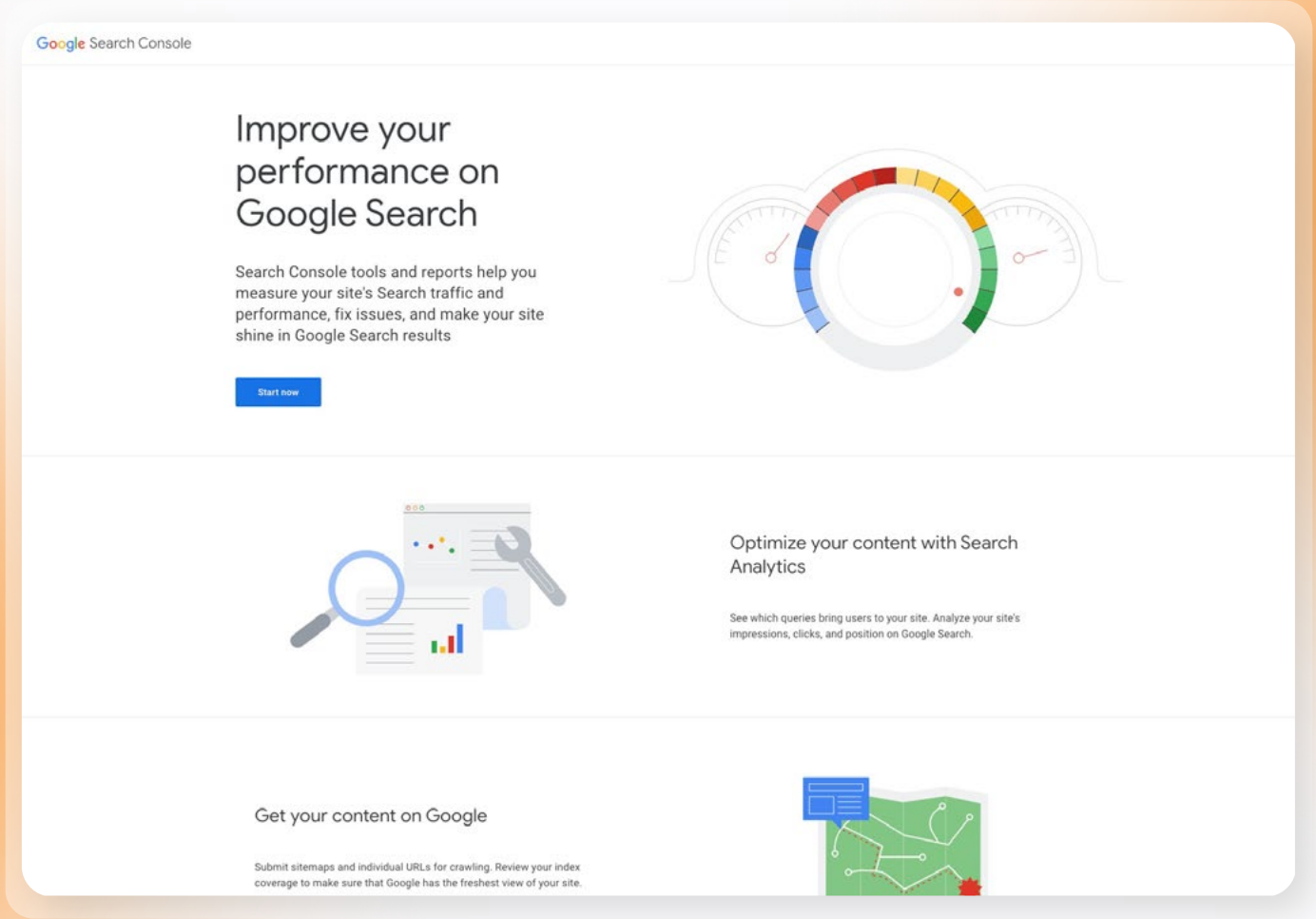
It is unclear why Google changes the rules for which topics are eligible for Search Volume in GKP, but the inconsistency is a pain! Such issues are mitigated with the introduction of AI Search Volume by AccuRanker.

Did you know?

- Google Keyword Planner will report different Search Volumes for the same historical month depending on when you ask.
- Keywords are sometimes banned from Google Keyword Planner, meaning they are assigned a Search Volume of 0

Source #2

Google Search Console



For many SEOs, Google Search Console (GSC) impressions are seen as the gold standard for estimating search volume. However, using impressions by itself also has several drawbacks.

Google Search Console drawbacks

You need to rank (near the top) to get impressions! This means, you will not have impressions for keywords where your competitors dominate.

Impressions vary a lot depending on your position on the SERP. Even being consistently in the top 10 is not always guaranteed to yield accurate estimates of search volume.

Impressions can be inflated by bot traffic, and you are likely most interested in 'human search volume'.

For some keywords, it is impossible to rank consistently at the top. For example, keywords with a local intent yield very different results depending on the location. If you are not consistently on the SERP, the impressions will not reflect the search volume.

GSC does not have impressions for specific locations, only nationwide.

GSC only shows non-anonymized query strings, hence some rare searches are not reported (Source: Google).

Not all searches are stored as there is a daily row limit of 50,000 per site per search type (Source: Google).

Next up, we will dive into some of these drawbacks, we will explain all the issues you might face when trying to estimate Search Volume with GSC, which should give you a good grasp of when you can trust GSC data and when you cannot. Later on in the report, we will present AccuRanker's AI Search Volume which tackles all these issues!

You need to rank to see impressions

The most obvious drawback of GSC is that you only get impressions and thus an estimate of the search volume if you have access to the GSC of one of the domains which rank on the SERP! In practice, this is by far the biggest hurdle to using GSC data to estimate search volume. And you don't just need to rank, you need to rank on one of the top positions.

Impressions vary a lot depending on position

We have analyzed billions of rows of GSC data. For each keyword, in a given country on a given day, where we have data for more than one position (with at least five impressions on each position), we have compared the impressions we see for a given position with the maximum impressions of a result for which we have access to data for on the SERP.

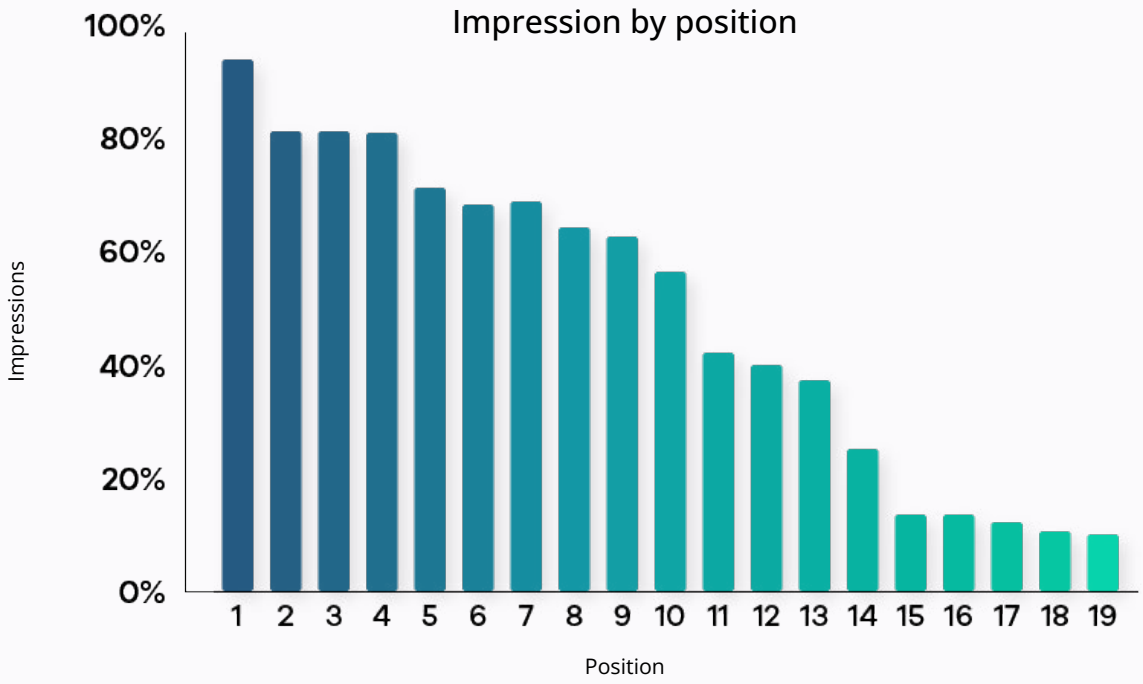
Example:

Imagine a keyword where we have access to the following GSC data:

Position 1: 100 impressions, **Position 5**: 65 impressions, **Position 14**: 20 impressions.

In this case, the maximum impressions is 100, and position 1 has a “score” of 100%, position 5 a score of 65% and position 14 a score of 20%.

When we average this calculation results across all keywords, we see the following picture:



Just so you know, a rounded average position of 1 does not guarantee that you appear on all SERPs. If we do not filter out results with fewer than 5 impressions, rank 1 actually has a lower percentage of impressions on average than rank 2! With this filter in place, we do see the most impressions for position 1, but still far from 100%. This is due to various issues, such as localized keywords, which we will explore shortly.

It is interesting that even when data shows results with an average position between 2 and 4, the estimated Search Volume can still be significantly inaccurate. The key point here is that it is an average position, which can obscure relatively large fluctuations between individual SERPs.

From the chart, we notice a significant drop-off from rank 10 to 11, aligning with the conventional wisdom that top 10 results (usually corresponding to page 1) always get impressions, as stated in Google's own help guide. While this is generally true, averages can be misleading. A position 10 result is not always in the top 10. An average position of 10 could correspond to being ranked 5-10 for half the queries on a given day and 10-15 for the other half. The data shows that an average position of 10 will yield only about 56% of the total impressions, on average.

To sum up, you must be careful in your interpretation of GSC data and consider whether the keyword might have a "volatile" SERP. For some keywords, this will not be the case (e.g., navigational keywords), but for others, it definitely will be.

In general, an impression is counted whenever an item appears in the current page of results, whether or not the item is scrolled into view, as long as the user need not click to see more results
(such being required to click "see more" to see the link).

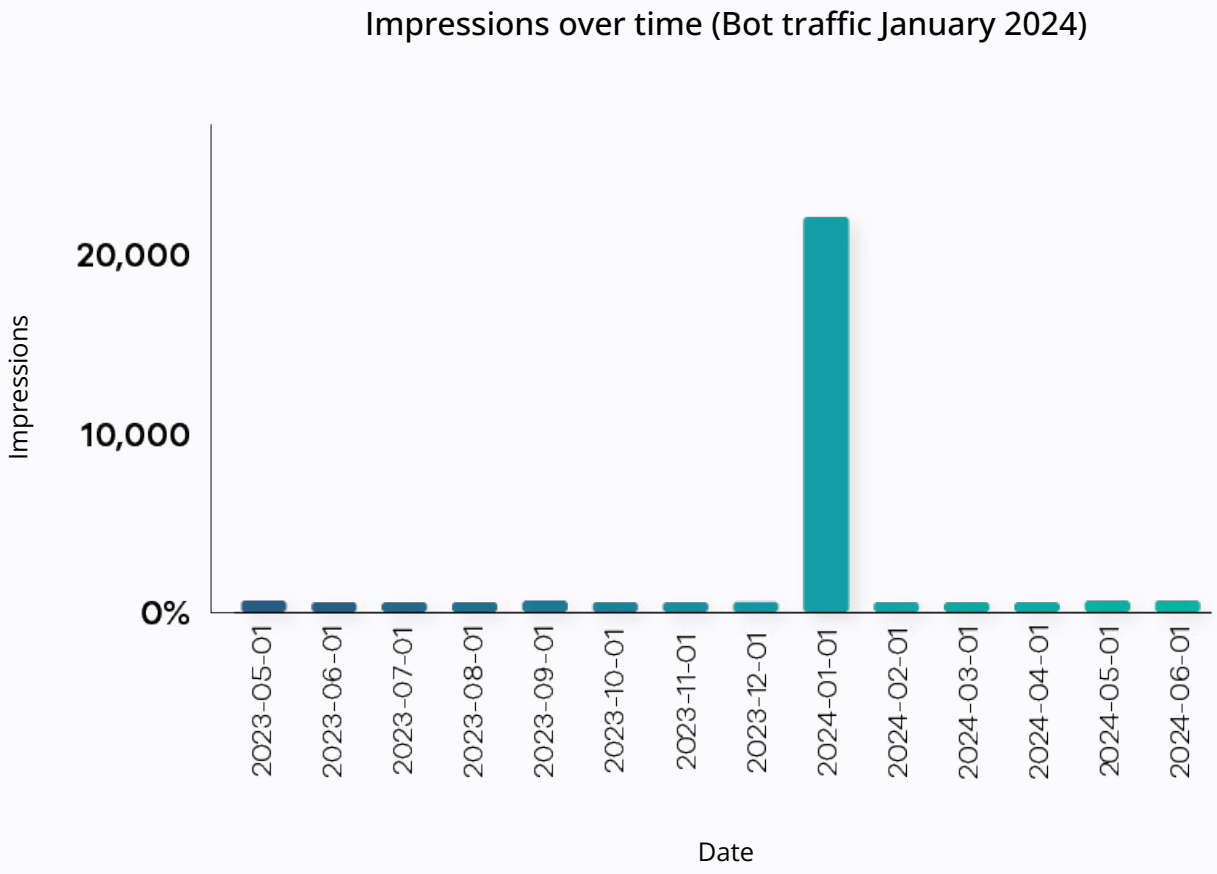
Source: Google

Impressions can be inflated by bot traffic

When talking about search volume, you are probably most interested in searches performed by humans, not machines.

While Google seems to take some steps to filter out traffic from bots or rank trackers like AccuRanker, they are not always successful. This means that impressions can be inflated by bot traffic, which is unfortunate if you are trying to use search volume for SEO predictions. Google's John Mueller also commented on this at Twitter/X in 2021.

With AI Search Volume, AccuRanker has implemented additional measures to prevent search volume from being inflated by bot traffic. This has been achieved by comparing data with sources where bot traffic is better filtered out. For instance, we ran a test in January 2024, Googling a keyword for which we have GSC data 20,000 times. As feared, this bot traffic showed up in GSC. The good news is that this is not nearly as reflected in AccuRanker's AI Search Volume. However, with GSC data in the mix, it is impossible to completely avoid inflation from bot traffic. For the most part, though, this does not constitute a major issue.



Impressions do not reflect Search Volume for local intent keywords

Consider the keyword “pizza.” If you own one of the leading pizza shops in New York, you might rank highly for this keyword for all queries originating from New York. In this case, you will have many impressions in GSC, potentially even with an average position of 1. This might lead you to believe that the impressions you see are representative of the overall search volume. However, this is not the case!

The issue is that “pizza” has local intent, so you may not rank in, say, Los Angeles. This is not a problem if you are only looking at GSC data and are solely interested in searches within New York. However, it becomes a significant problem if you are trying to use impressions to estimate national search volume. And why is that? Because in this scenario, you would not see impressions for searches for “pizza” in Los Angeles, meaning that impressions will significantly underestimate the national search volume.

In general, it is difficult to trust impressions in GSC for keywords where the SERP varies greatly between different users within the same country. This variability means that you could be “missing” a lot of impressions.

Only countrywide numbers

Another issue with GSC, is that you can only drill down to a country level.

This means there is no way to get an estimate of search volume on a specific location (unless of course you rank for the keyword, and only for this specific location, like in the “pizza” example above). For many businesses, the local Search Volume is much more relevant than the national.

Is Search Console still the best?

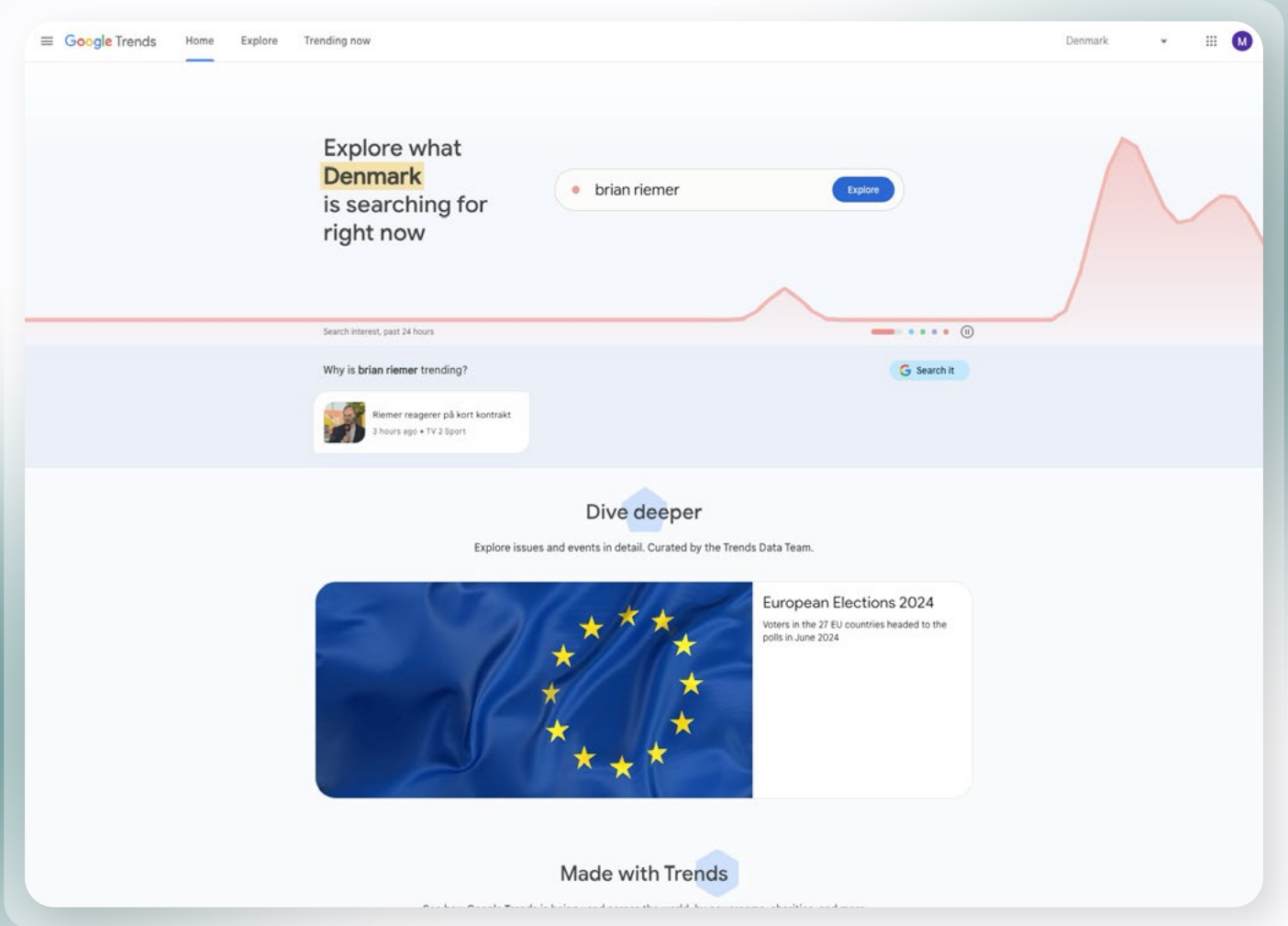
No! We believe AccuRanker’s AI Search Volume addresses most of the issues discussed previously.

While GSC might still be preferable in cases where you already rank near the top, AI Search Volume is likely to provide more accurate results in most scenarios.

Without AccuRanker’s AI Search Volume, GSC data remains the best option for accurate search volume estimates. This is simply because there’s currently no better alternative as we have highlighted previously. However, acquiring GSC data is significantly more challenging, as you need to already rank near the top for the desired keywords.

Source #3

Google Trends



Another potential source of search volume information is Google Trends.

However, it cannot be used as a standalone tool if you are interested in absolute search volume numbers. Google Trends shows relative values on a scale from 0 to 100, allowing you to compare different keywords and see their historical trends.

Google Trends drawbacks

Google Trends do not provide absolute numbers, but relative.

Google Trends data is sampled.

Only keywords with a relatively high search volume have valid numbers in Google Trends (at least 1,000/month - often much more is needed, depending on the country).

Keywords are grouped*, even if you are using exact match. For instance, the query “pizza” on Google Trends will include the total trend for all other keywords containing “pizza”, for example “pizza new york”. In general, this means that Google Trends is more likely to group results for one-word keywords than for long-tail keywords.

*Note that the simple grouping in Google Trends, based on the words a keyword contains, is different from the grouping employed by GKP, which groups keywords together based on perceived user intent.

Let’s look at an example.

The keyword “best rank tracker” has a monthly search volume between 300 and 700 according to GKP, and 900 to 3,300 according to AccuRanker’s AI search volume estimate (these ranges are not for a single month but over time). Comparing these estimates to our own GSC data, the AI search volume estimate is much more accurate.

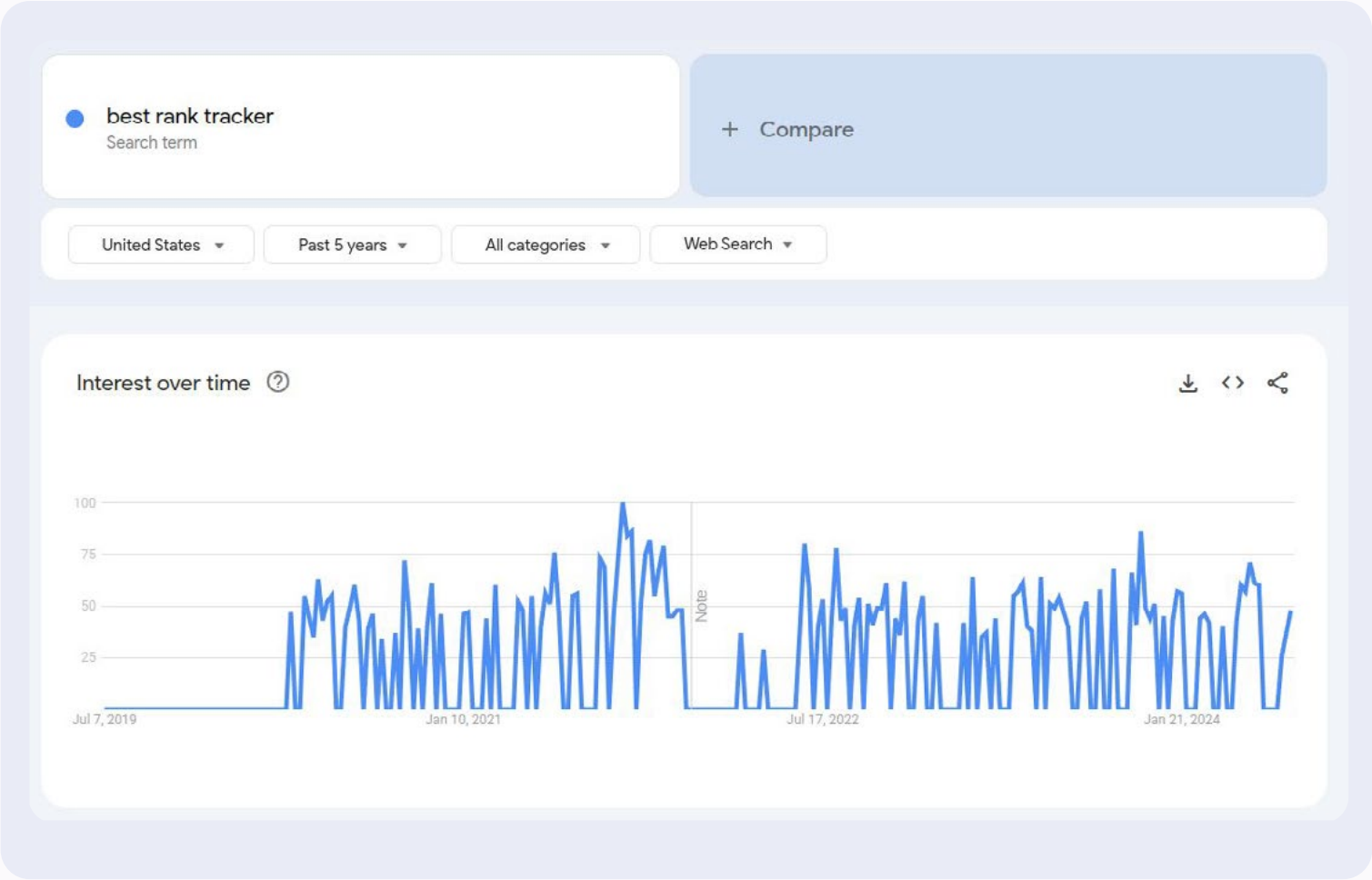
Google Keyword Planner

300 - 700 search volume

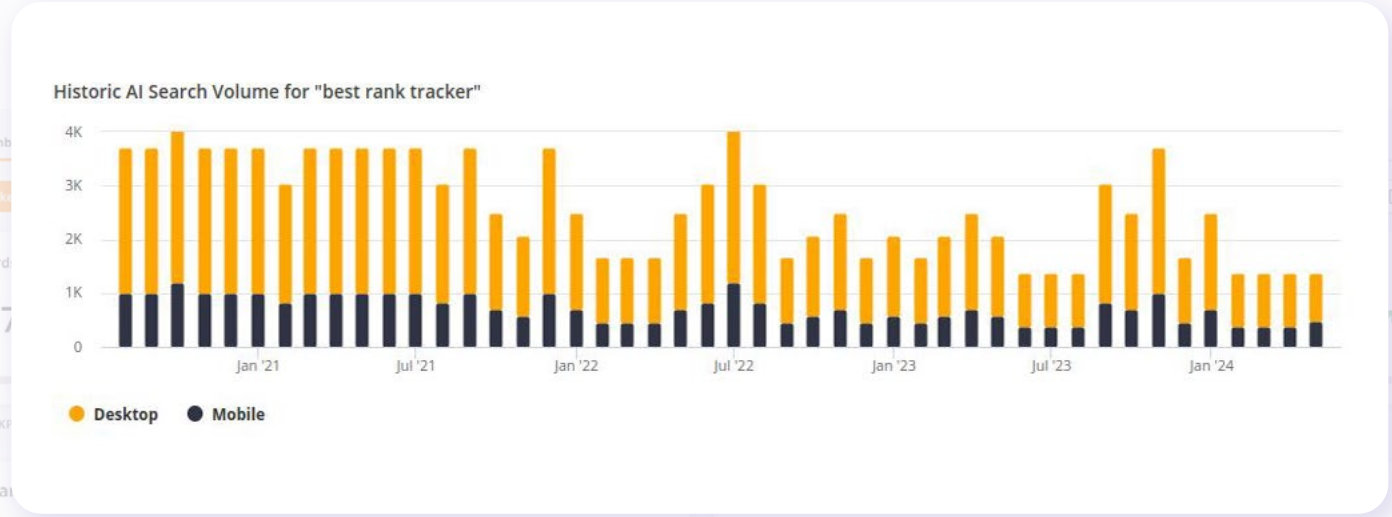
AI Search Volume

900 - 3,300 search volume

Even though the keyword has significant search volume, the data from Google Trends can be difficult to interpret as you can see below.



Clearly, the data from Google Trends looks quite odd and “jagged” here, oscillating between 0 and much higher values. This happens because Google Trends has a cutoff search volume below which it displays a trend of 0, regardless of whether the index should actually be much higher relative to other values. For lower search volume keywords, Google Trends will either show a constant line of 0 or no data at all. For comparison, here is the AI search volume for the keyword, taken from the AccuRanker platform.



An ingenious way to use Google Trends?

The bright Data Scientists at AccuRanker initially developed an ingenious method to use Google Trends data.

Although this approach was ultimately excluded from the AI search volume algorithm, it remains interesting and can be useful in certain cases. We will outline it here.

Imagine a scenario where you are interested in the search volume for a specific keyword. The strategy is to find another keyword with a known search volume and then compare the two in Google Trends. For example, if you know a certain keyword has a search volume of 5,000 and its trend index is 25, while another keyword has an index of 50, you can estimate the search volume for the second keyword. The calculation would be 5,000 * 50 / 25 = 10,000

This approach can be effective, but it suffers from the drawbacks of Google Trends we described earlier. What if one of the keywords is grouped with many other keywords in Google Trends? Then its trends score might be highly inflated, which is especially problematic for shorter keywords. Additionally, what if the keyword does not have valid trends data, as in the example on the previous page? In such cases, this method is also not useful. In practice, these issues make it difficult to provide reliable estimates with this method, but it can still be useful under the right circumstances.

Even though the method described above is hard to use well in practice, there will be cases where it can prove useful. Otherwise, Google Trends data can still be used for well, trends! If you have an accurate estimate of Search Volume at a previous point in time, you will get a good estimate of the current search volume simply by following the Google Trends line. Of course, the grouping issue means you still need to be careful.

AccuRanker

Chapter 3

AI Search Volume

- By AccuRanker

In the previous chapter, we outlined and discussed different sources of Search Volume information available on the market. We described the (big) issues associated with each of them. In this chapter, we will explain how AccuRanker has combated these issues with AI Search Volume.

AI Search Volume

In short, AI Search Volume is an algorithm which combines the three data sources GKP, GSC, and Google Trends in a sophisticated manner such that the data sources supplement each other in the best possible way.

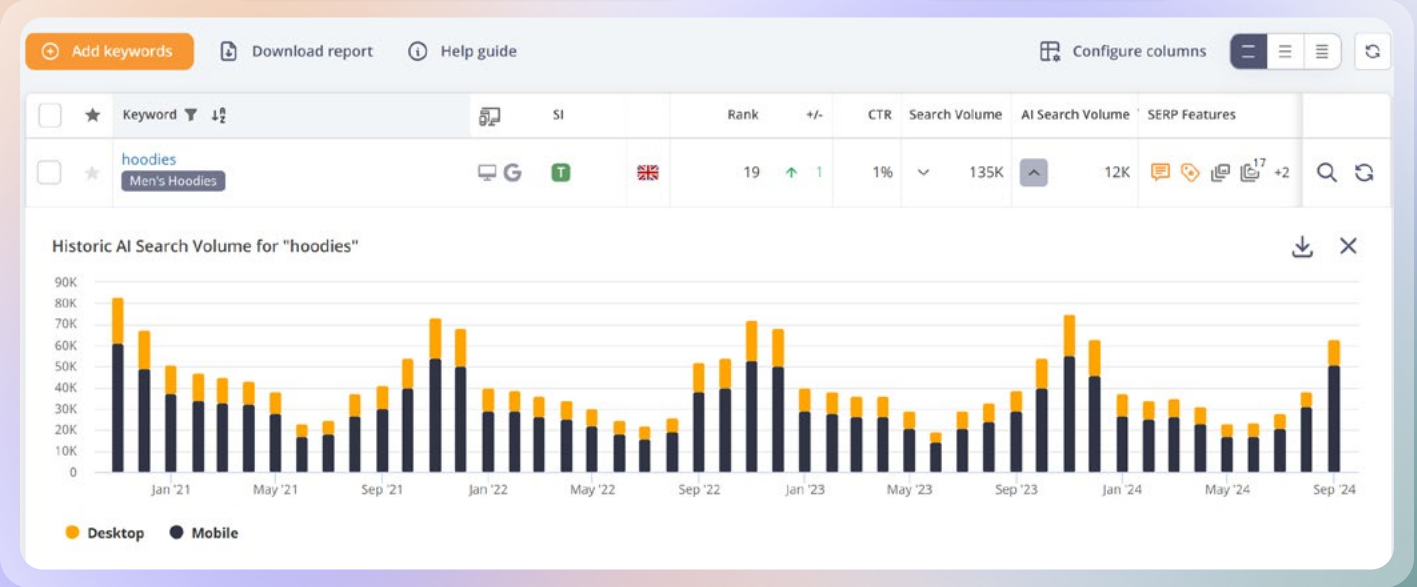
AccuRanker maintains a database with over 900 billion rows of anonymized GSC data, including information on position, device, keyword, date, and impressions. This data, combined with on-demand information from GKP and Google Trends, forms the foundation of our service.

Accurate search volume estimates are crucial when crafting an SEO strategy, and we take great pride in raising the bar for accuracy in these estimates for all our customers. In the next section, we will explain how AccuRanker's AI Search Volume algorithm works behind the scenes.

All in one!

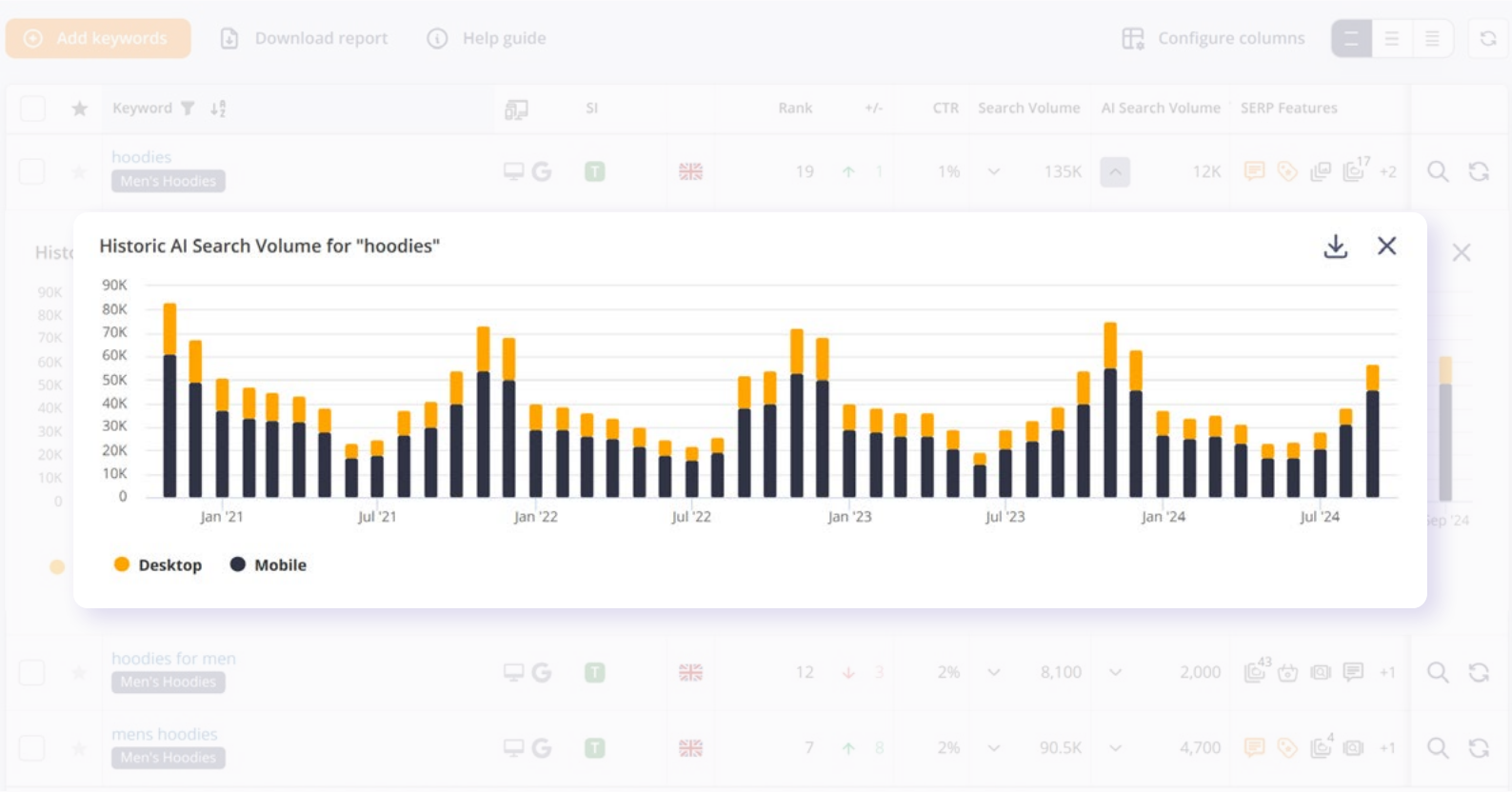
Google Keyword Planner

Search Console and Trends



The AI Search Volume Algorithm

The AI Search Volume algorithm is rather complex and handles a lot of tricky cases, so we naturally cannot show all the details, but will attempt to paint a broad picture of the “main flow” of the algorithm here.



Step 1:

Determine if we have reliable GSC data

In most cases, we have reliable GSC data. A general exception is if the keyword has local intent, as explained in the previous section on GSC data. However, some local intent keywords have relatively consistent SERPs regardless of the searcher's location. For example, "pizza New York" will show similar results whether the searcher is in New York or not. When the SERP is relatively constant, it makes sense to use GSC data.

If the number of impressions from GSC is larger than the Search Volume from GKP, we will also, in most cases, use GSC data even if the keyword has local intent. This is because impressions provide a lower bound on the Search Volume, except in cases of bot traffic, which we eliminate by comparing GSC data with Google Trends and GKP.

Step 2:

Use a) GKP data or b) GSC data based on the result of Step 1

a)
In the case where we do not have reliable GSC data, we will fallback to GKP, with some adjustments. A key element in the adjustments is splitting the Search Volume by device. How? We look at the available GSC data for the keyword, and if we over time have gathered more than 100 impressions, we can estimate the Mobile/ Desktop ratio using the ratio we have in GSC. If not, we will fallback to a default split (based on all our GSC data) of 70% mobile and 30% desktop. Most often, we will have GSC data to estimate the "real" split.

b)
In case we do not have reliable GSC data (which we do in most cases), we will estimate the Search Volume using a combination of GSC, GKP and Google Trends data.

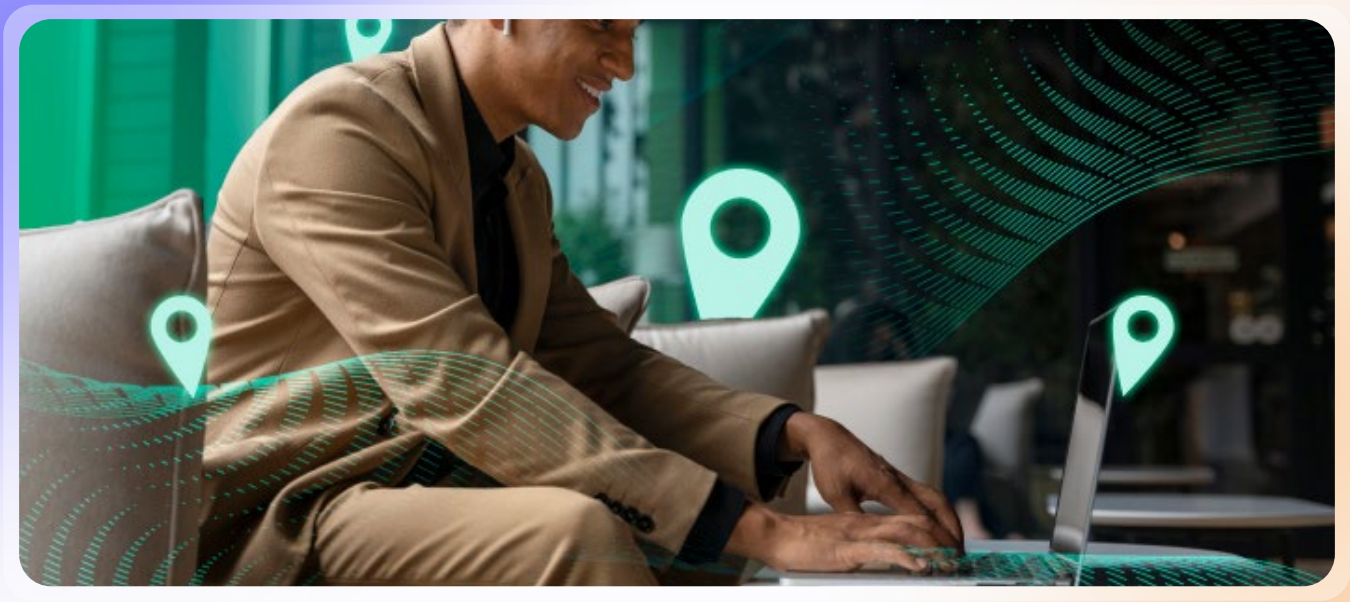
First, we look for the month we have the best estimate of search volume from GSC data. This is a month where we have a high number of impressions combined with a good average position.

We then compare the impressions for the chosen month with the surrounding months (e.g., comparing February with January and March) to find the ratio of impressions for this month compared to the other two months. If we have reliable GKP and Google Trends data, we compare this ratio to the ratio found in GKP and Google Trends. If the ratio of impressions between these months is vastly different from the ratio in Google Trends and GKP, we do not trust the data from GSC. Typical reasons for the differing ratios include: a) the SERP is changing significantly, making GSC data unreliable, or b) the GSC data is inflated by bot traffic. We repeat this procedure for the second to fifth most promising months.

If we find a month with reliable data, we use Google Trends or GKP to “fill out” the history. Let’s assume our reliable month was February. If the GKP search volume was 20K in February and 40K now, and the GSC impressions in February were 12K, our estimate will be 24K now.

However, GKP data is not always available for the month we are calculating AI SV for. In such cases, we extrapolate the GKP search volume based on its history or use Google Trends, depending on the available data and the type of keyword.

If we do not find a month with reliable GSC data, we will first check for reliable data from another device. If such data is available, we will make an estimate based on this data, adjusted with an “intelligent” device split based on GSC data. If not, we will fall back to our best guess based on the trend from either Google Trends or GKP and the months for which we have GSC data.



Step 3:
Adjust for location

If the keyword pertains to a specific location, such as a city rather than the whole country, we adjust the search volume accordingly. We do this by using the ratio from GKP for this keyword and location compared to the countrywide search volume.

If there is no search volume data available in GKP (i.e., it is equal to 0), we estimate the ratio between the location and the country by pulling data for all keywords in AccuRanker that include this location and comparing it to their respective national GKP search volumes.

Finally, the search volume is slightly rounded, as displaying non-rounded numbers can give a false sense of precision. To reflect that search volume numbers are always estimates due to the nature of GSC and GKP data, we apply slight rounding. For example, 86,475 will be rounded to 86,000, and 864 will be rounded to 860, etc.

When is AI Search Volume not accurate?

Given the nature of **GKP, Google Trends**, and **GSC data**, there is a natural limit to the accuracy of our estimates. There are two main sources of inaccuracy:

1. When the keyword has local intent and is grouped into a bucket with similar keywords in GKP, we currently fall back to GKP, with the improvement that we split the search volume by device.

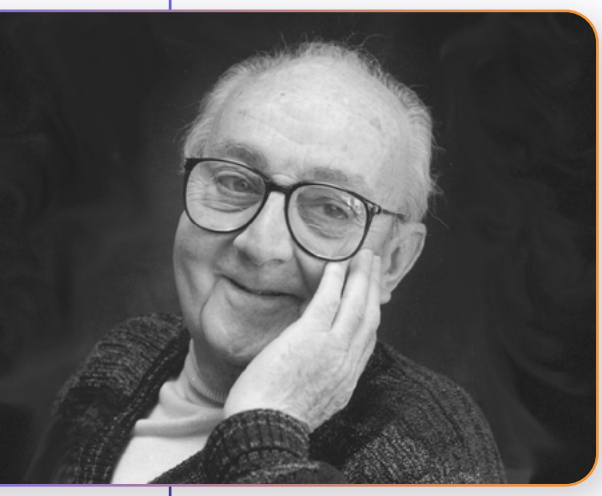
2. When we have no available GSC data with a decent position for the keyword now or in the past.

Currently, we have a data pool of anonymised GSC data for around 90% of the keywords added to AccuRanker, and we hope to improve this in the future. You can improve the estimates for the keywords on your own domain by connecting AccuRanker with GSC.

Of course, the more accurate your estimates are, the better. That is, after all, the reason we created AI Search Volume! However, 100% accuracy is not achievable, no matter how good the data is. Even if the search volume were always 100% accurate, many other factors come into play when using search volume. For example, you may use search volume for forecasting traffic, but there are many other uncertainties. What will the conversion rate be? What rank can you achieve? What is the CTR for this rank? AccuRanker's AI CTR model helps here as well, but still, everything is an estimate, and SERPs and search volume are constantly changing.

With AI Search Volume, we no longer experience wild overestimations of search volume from GKP, bringing much more realism into the picture. We cannot report an accuracy score for Search Volume, as there is no baseline truth known except by Google. We could compare our results to GSC data, but since that data feeds into our algorithm, such a comparison wouldn't make much sense. We've run experiments with clients not yet connected to GSC, and they reported back that they were very impressed with our numbers.
We hope you will be too!

We are confident you will find the numbers realistic, especially when comparing to alternatives.
To quote George E.P. Box



"All models are wrong, but some are useful"

And we truly believe the AI Search Volume model is one of them.

AI Search Volume versus GKP

In general, the numbers in GKP are inflated because keywords and devices are grouped together.

This means that, in most cases, AI Search Volume numbers will be smaller than those from GKP. Therefore, to make a direct comparison between the two, you need to add all variations of a keyword on both Desktop and Mobile. Unfortunately, GKP does not provide a way to uncover all the variations of a keyword that it groups together. Tablet searches also factor into GKP, but since you cannot currently track tablet searches in AccuRanker, we do not provide distinct AI Search Volume values for tablet searches.

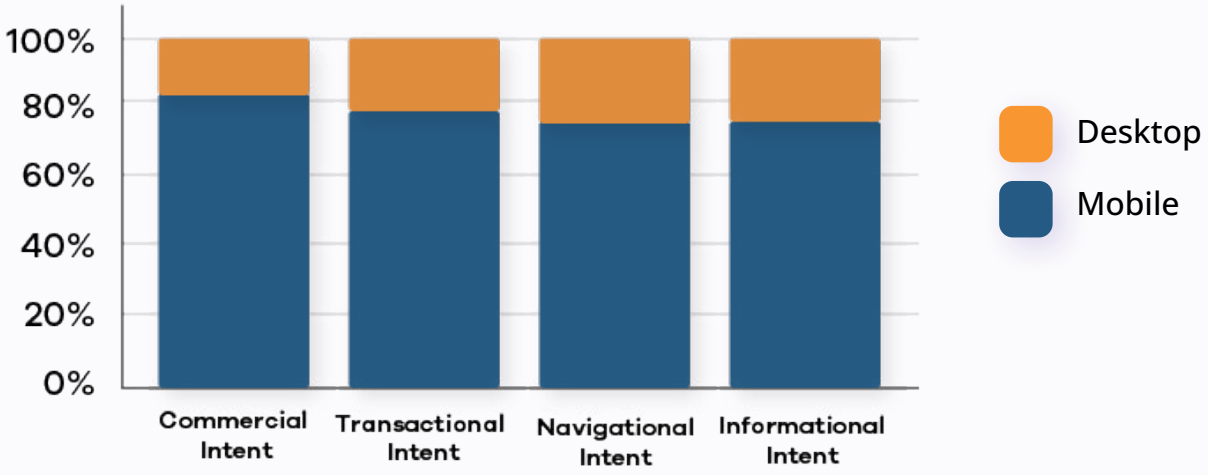
Notable exceptions where AI Search Volume numbers are higher than GKP are keywords that are banned in GKP for some reason. Google frequently changes the rules for which keywords are banned in GKP, which has caused many headaches for our clients in the past. This problem should now be solved with the introduction of AccuRanker's AI Search Volume.

The discrepancy between AI Search Volume and GKP will depend on which keywords you track. For instance, if you track many keywords that GKP has grouped together, $will significantly impact your search volume numbers. On the other hand, if you mostly track unique keywords, the effect will be smaller but still noticeable. In some cases, AI Search Volume may even show higher numbers, although the opposite is more common. In the AccuRanker platform, you will still have the option to use GKP search volume, but in the future, AI Search Volume will be the default choice.

AI Search Volume by device and intent

An interesting piece of analysis is to examine which device is typically used for different search intents. With the introduction of AI Search Volume, this is now possible! If you need to brush up on search intent, we have a primer on the next page.

The chart below shows the following: For keywords tracked by AccuRanker with commercial intent, 84.4% of the searches are made on mobile, meaning only 15.6% are made on desktop. For informational intent, the numbers are quite different but still heavily favor mobile, with 71.2% on mobile and 28.8% on desktop. For transactional intent, we see 79.4% on mobile versus 20.6% on desktop. Finally, for navigational intent, the breakdown is 76.3% on mobile versus 23.7% on desktop.



Considering these numbers and reflecting on your own Googling habits, they are probably not surprising. Mobile is the most used device across all search intents, but it is especially prevalent for commercial intent. Desktop, however, is relatively more popular for informational intent.

What is search intent?

Search intent in SEO refers to the reason or purpose behind a user's search query.

Informational intent

The user is looking for information about a specific topic. They may be looking for definitions, answers to a question, or research on a particular topic.

Navigational intent

The user is looking for a specific site or page. They may already know the site or brand they want to visit and are using a search engine to find it quickly.

Transactional intent

The user intends to make a purchase or perform an action, such as signing up for a service or subscribing to a newsletter.

Commercial intent

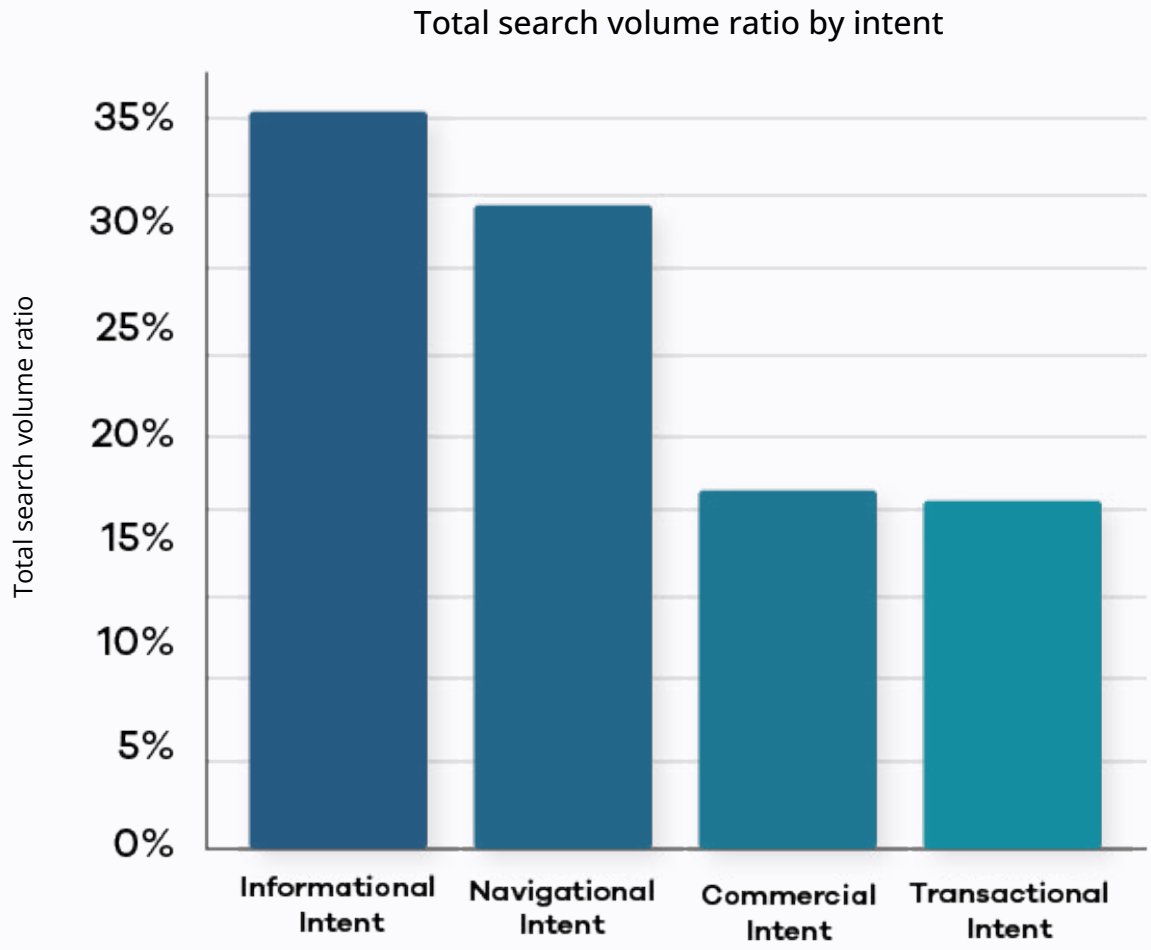
The user is researching a product or service before making a purchase decision. They may compare prices, read reviews or evaluate options before making a decision.

AI Search Volume by intent

For the keywords tracked by AccuRanker's customers, the most common search intent is **informational** (35.3%), followed by **navigational** (30.8%), **commercial** (17.2%), and **transactional** (16.7%).

Interestingly, in our global database for keywords not necessarily tracked by our customers, the numbers are quite different: 62.2% informational, 9.8% commercial, 13.2% navigational, and 14.7% transactional. SEOs using rank trackers appear to focus more on keywords with intents other than informational.

The chart below shows the search volume ratio split by intent for the keywords tracked by AccuRanker users.

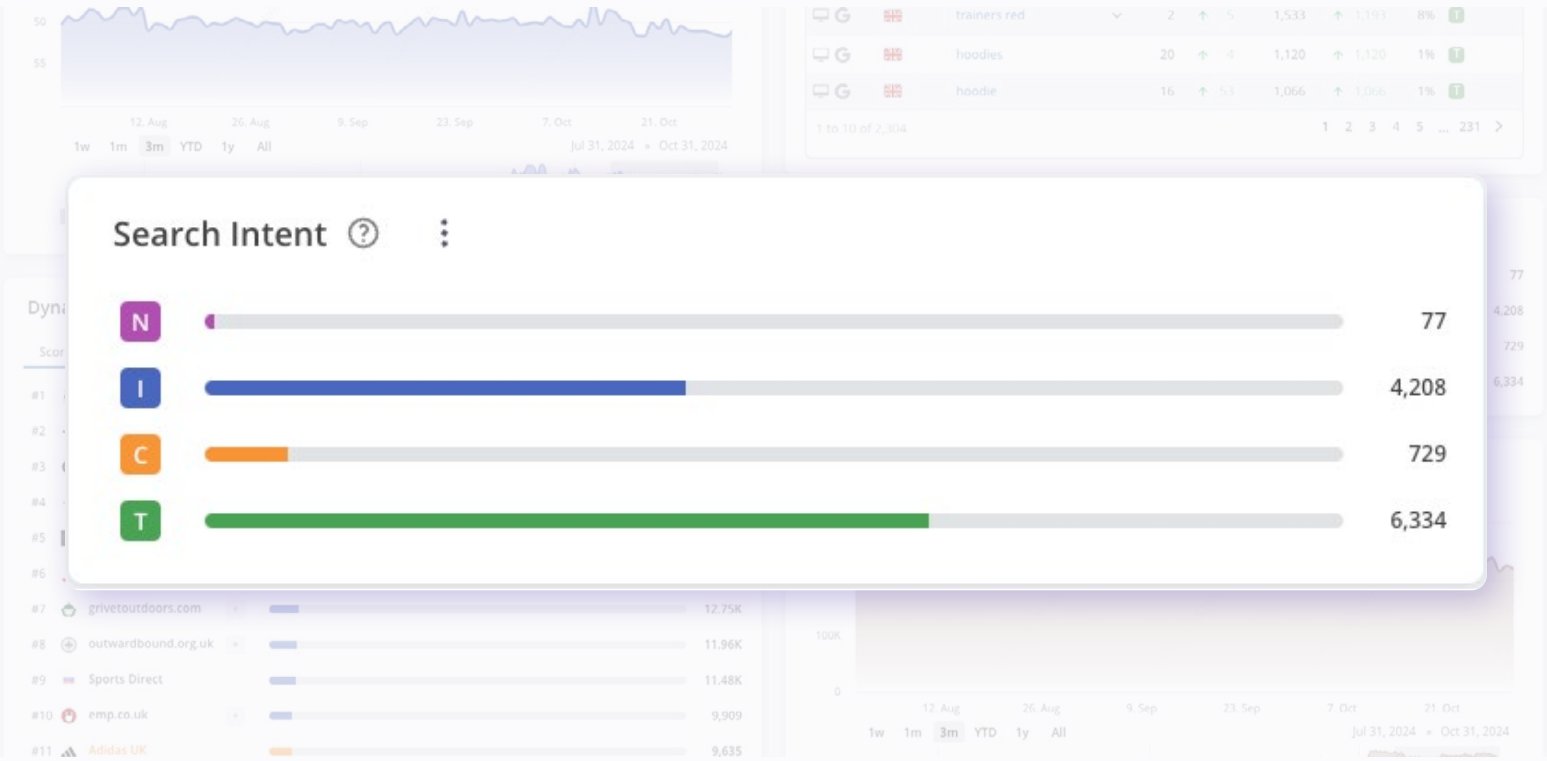


AccuRanker's search intent

AccuRanker determines search intent in a similar way to CTR - through an AI model. This model is trained on a combination of data manually labelled by SEO experts and a large amount of unlabelled data to extract patterns.

The model takes into account more than 100 parameters, such as special words in titles and descriptions, Adwords competition, SERP features, etc., and has more than 90% agreement with human experts.

A SERP can display content with multiple intents, but for the purposes of this paper we focus on data where the intent is clear.



AccuRanker

Conclusion

In conclusion, neither Google Keyword Planner, Google Search Console, nor Google Trends can provide accurate search volume estimates for all your keywords.

With the introduction of AI Search Volume, AccuRanker has addressed the issues of each data source and combined them intelligently to provide more accurate search volume estimates than ever before.

AI Search Volume is available through the AccuRanker platform and API, and we welcome any feedback from our customers.

We hope you enjoyed reading this whitepaper!

AccuRanker

Want to learn more?

AccuRanker is a world leading SERP Analytics and rank tracking tool. With AccuRanker, you can track Search Volume for all your keywords with unprecedented accuracy. Using this data, you can optimize your content strategy and invest your resources into the right keywords - and track this progress with AccuRankers unparalleled accuracy, speed, and data management features. Visit www.accuranker.com to learn more.

Book a demo