

Working with Keywords



Where to look for keywords? | There are three places where you can analyze keywords:

ⓘ if the browser extension is installed



1 On the site in the "Keywords" section

2 In YouTube search

3 In the "Keyword Inspector" section

Terms:

- **Search volume** - the number of times a month videos are searched according to your query
- **Competition** - the number of videos that exist for this request (the more videos, the higher the rate)
- **Overall Score** - how well does it work for you? (average of search volume and competition)
- **Related score** - how similar the keyword is to what you entered



As well as information on keywords you've already used

In addition, you can enter a specific keyword in the search and see information on it:

- Rating
- Recommendations for additional keywords
- Related popular videos

Related keywords ⓘ



<input type="checkbox"/> Keyword	Search volume ↕	Overall ↕
<input type="checkbox"/> one piece 1057	1,175,353.8	77
<input type="checkbox"/> ohara one piece	51,417.5	51
<input type="checkbox"/> one piece chapter 1057	153,075.5	72
<input type="checkbox"/> one piece theory	223,000.2	59
<input type="checkbox"/> one piece latest chapter	8,390.5	54

[View all 279 keywords](#)

There is also a new feature, Rising Keywords

Which shows which keywords are popular at the moment



The screenshot shows the 'Rising keywords' section of the air.io interface. It includes a title 'Rising keywords' with a 'BETA' badge and a help icon. Below the title are filters for 'Today', 'This week', and 'This month' (selected), and a language dropdown set to 'English'. A 'Topic: All' dropdown is also present. The main content is a table with columns for 'Keyword', 'Search volume', and 'Volume change'. A yellow hand icon points to the 'Keyword' column header. At the bottom, there is a link to 'View all rising keywords'.

<input type="checkbox"/> Keyword	Search volume	Volume change
<input type="checkbox"/> dr livesey walking	4,899,044.5	↗ 450,000%
<input type="checkbox"/> after like	4,280,614	↗ 300,000%
<input type="checkbox"/> roblox doors	4,071,220.8	↗ 220,000%
<input type="checkbox"/> brentford vs manchester united	2,160,921	↗ 190,000%
<input type="checkbox"/> deva deva	3,154,492.8	↗ 160,000%

Searching on YouTube | The results of the search show all information about the keyword:



- **The keyword score**
- **Statistics*** (mainly on the first page of YouTube search)
- **Which channels often use it in their videos*** (you can pay attention to these channels when looking for new ideas for content or researching a niche)
- **Additional tags** (from VidIQ and Google Trends)



Since the search page depends on your browsing history and subscriptions, this data also changes as a result. It's best to watch in the incognito mode

The screenshot shows the search results for the keyword 'one piece'. At the top, there is a search bar with 'one piece' entered and a 'Create an email alert' button. Below this, the overall score is 'High' with a green gauge showing 63 out of 100. Two progress bars are shown: 'Volume' at 90 and 'Competition' at 'High'. A table of statistics follows, including highest views, average views, average subscribers, and top creator. To the right, there are sections for 'Top channels for this search term' and 'Top related opportunities'.

Search Term	Highest Views	Avg Views	Avg Subscribers	Added Last 7 Days	CC	Avg Age	Times in Title	Times in Desc	Top Creator
one piece	13,507,847	1,323,770	558,148	15/19	2/19	a month	17/19	9/19	Crunchyroll Collection

Channel	Subscribers
Crunchyroll Collection	4.55M
OOKAMI	32.6K
鳥獣戯画界のたっくん	7.24K

Keyword	Score
one piece 1057	77
ohara one piece	51
one piece chapter 1057	72
one piece theory	59
one piece latest chapter	54



- We enter desired keywords
- We study similar tags, their search volume, competition, and ratings

Additionally, you'll get top trending videos that contain your query. This will help you discover additional tags and understand what is currently relevant on the topic



Help viewers find your videos on YouTube by using high scoring keywords in your Title, Description and Tags

Help viewers find your videos on YouTube by using high scoring keywords in your Title, Description and Tags

🔍 one piece 63/100 | Add another keyword Clear Search

Keywords related to your search Filter Results

<input type="checkbox"/> Related keywords	Related score	Search volume	Competition	Overall score
Keyword provided				
<input type="checkbox"/> one piece	∞	11,679,567	High	63
Related keywords				
<input type="checkbox"/> one piece 1057	46.6	1,175,354	Low	77
<input type="checkbox"/> ohara one piece	34.3	51,418	Medium	51
<input type="checkbox"/> one piece chapter 1057	25.7	153,076	Low	72
<input type="checkbox"/> one piece latest chapter	24.5	8,391	Medium	54
<input type="checkbox"/> one piece theory	24.5	223,000	Medium	59

Top 10 trending videos

Big Mom's Page One Punch | One... Crunchyroll Collection · 20 hours ago
238,727 views · 11.7K VPH
one piece ワンピース
wano kuni [Show All \(19\)](#)

革命軍大分裂...急進派"サボ" vs "穏健派"... やまちゃん。 · a day ago
260,988 views · 9.7K VPH

ドレスローザ編から仕掛けられ



It's best to study the keywords in the section on the site:
there will be recommendations based on the channel, trending queries, and search

Q YouTube search is useful

*if you need additional search statistics, but you need to use it in **incognito** mode,
as statistics can be skewed by the author's browsing history*

You will succeed



[Go to VidIQ account](#)

