

THE FREE LIBRARY

CATALOGUE NO.

C4

KEYWORD RESEARCH

on a small budget

Three keyword tools compared, a six-step method and a worksheet.

FROM our 19 Oct 2026 keyword test

FORMAT 5 pages • guide and worksheet

BORROWED BY you

DUE BACK *never. it's yours.*

FREE

*three tools,
three answers.*

**neuro
made.**
studio

RANK

CHECK

CHOOSE

Creatively wired. Intentionally made.

Three tools, three answers

We looked up the same four searches in Etsy's own Marketplace Insights, eRank and Alura on the same day. The numbers were nowhere near each other.

Search WHAT WE SEARCHED	Etsy MARKETPLACE INSIGHTS	eRank US SEARCHES ONLY	Alura FREE PLAN
adhd planner	13.9k	5,432	68.7k
adhd planner printable	2.8k	943	not run
adhd workbook	715	93	7,079
neurodivergent	1.8k	114	66.6k

SEARCHES IN THE LAST 30 DAYS, READ 19 OCT 2026. YOUR NUMBERS WILL DIFFER; THAT'S THE POINT OF RE-CHECKING.

WHAT WE NOTICED

- 1 eRank read 2.6 to 16 times lower than Etsy.**
It counts US searches only, and the gap grew on smaller terms.
- 2 Alura read 5 to 37 times higher than Etsy.**
Neither tool publishes how it works out volume.
- 3 All three put the four searches in the same order.**
So the tools are good at ranking, even when the sizes are off.

SO HERE'S THE RULE WE USE

Use the tools to rank phrases and find new ones. Use Etsy's own numbers to judge how big a search really is.

The small-budget method

Six steps, about an hour per product. You can do all of it without paying for anything.

01

List the buyer's words.

Write ten phrases a buyer might type for your product. Plain words, not your product's name.

02

Rank them in a free tool.

Run them through eRank or Alura on a free plan. Note the order, not the exact numbers.

03

Check the top five on Etsy.

Look up your strongest phrases in Marketplace Insights (Shop Manager) for Etsy's own count.

04

Look at who's already there.

Search each phrase as a buyer. If page one is full of things like yours, that's your crowd. If it's all something else, the phrase isn't yours.

05

Place them.

The strongest true phrase leads your title. The rest become tags: 13 of them, each 20 characters or fewer.

06

Check back in 30 days.

Etsy Stats shows the searches that brought people to your listing. Keep what works and swap what doesn't.

WHAT IT COSTS (PRICES ON 19 OCT 2026)

Etsy Marketplace Insights

Included in Shop Manager, with a limited number of lookups.

eRank

Free plan to start. We pay for Pro: US\$9.99 a month for 200 keyword searches a day.

Alura

Free plan, which is what we tested. Paid plans add more.

JUST SAYING

A phrase with fewer searches and fewer competing listings often beats a huge one you'll never rank for. Big isn't the goal. Findable is.

Your phrase list

Fill it in on screen or print it. One row per phrase.

PRODUCT					DATE CHECKED	
PHRASE	TOOL RANK	ETSY SEARCHES	MINE?	USE FOR		
			☐			
			☐			
			☐			
			☐			
			☐			
			☐			
			☐			
			☐			
			☐			
			☐			
			☐			

MINE? TICK IF PAGE ONE OF ETSY LOOKS LIKE YOUR PRODUCT • USE FOR: TITLE, TAG OR SKIP

Want the whole thing?

Keywords start with knowing exactly what you sell. The Business Product Mapper is where that gets written down.

NM.17

Business Product Mapper

73 pages for mapping every offer, what type it is, which ones are active, and what the buyer actually gets.

- Offers, Type, Active, Clarity and Review sections
- Fillable and print & write editions, plus a two-page Quick Start
- Also made as a Notion template

[SEE THE PDF WORKBOOK](#)[SEE THE NOTION TEMPLATE](#)

MORE FREE THINGS

New pages, checklists and prompt packs go up in the Free Library as we make them.

*made for brains that
do things their own way.*

neuromadestudio.shop/free

SHARING

Print it, fill it in, use it as often as you like. If a friend would like it too, send them the link rather than the file, and please don't resell or re-upload it.



Creatively wired. Intentionally made.