ClickFunnels Review: Best Sales Funnels Builder for Small Business

One the concept that each business owner must understand is the concept of sales funnel. More than the upside-down triangle, sales funnel incorporates various marketing strategies that are carefully designed to end in one goal – sales closure.

On the top of the funnel, naturally are more potential customers. However, this number is narrowed down into those who are likely to complete and take the offers.

In order to understand the sales funnel, businesses must be aware of its anatomy. Awareness, Interest, decision and action. Awareness is where the customers just plainly knows that the business exist. In the interest section, potential customers are interested to know more but aren't convinced enough to purchase. The next section is crucial, this is where reasons and offers comes to play. The final portion is the action channel where the decision has already been made based from the marketing strategies being applied. Typically, this is where the sales are closed.

Why is sales funnel important?

Sales funnel helps businesses further understand the business model and plays a factor when deciding what marketing strategies to implement. Moreover, it perfectly maps out the relationship to customers. Sales funnel gives out a certain guide on how to interact and engage with each customer within each funnel section. The systematic approach on sales funnel eventually leads in generating more sales in long run. Provided that the business mastered the sales funnel and its principle.

To sum it up, basically, sales funnel is an all-in-one solution to branch out and expand to other marketing strategies.

But the question is: how to build a sound and effective sales funnel strategy?

This is where Clickfunnels comes to play. This platform easily manages creation of landing pages, e-mail reminders, and monitor the performance of each funnel under one dashboard.

On this review, we will highlight Clickfunnels, an all-in-one hosted solution and dig deep on its features to find out if it's the best fit for the business and can support online marketing activities.

An Introduction to ClickFunnels

Created in 2014 by Russell Brunson and Todd Dickerson, Clickfunnels is a landing page, and sales funnel builder software. This platform gives users the breeze of designing and creating sales funnels without further assistance of developers.

It has pre-built features that helps businesses to promote, sell, distribute the products or services or increase conversion.

With its wide selection of pre-made funnels and landing page templates, and support on documentation, it is an ideal solution for online business.

Clickfunnels automate the whole sales process through its sales funnel. As a result, business websites get more traffic, and ranks better in search engines.

The process of creating sales funnel is tedious – but Clickfunnels make it easier and simple.

Who Can Use ClickFunnels?

Definitely, small business and start-ups would largely benefit from ClickFunnels. Funnel types and variation may differ from each business model, hence, can also be utilized by networking services and those in e-commerce as well. ClickFunnels would also be beneficial for B2B services and professional service providers.

ClickFunnels Features

ClickFunnels has some impressive features that does the job pretty well. With these features, high converting funnels are achievable with minimal to no coding required at all.

As an overview, here are some if ClickFunnels most useful tools for any business types.

- Website Hosting
- Landing Page Design
- A/B Testing
- Email Autoresponder
- Affiliate Management
- Integrated Payment Systems, PayPal and Stripe
- Training Materials
- Ongoing Support
- Multi-Million Dollar Templates

Moreover, here are some more features that are worth checking out before employing a landing page and sales funnel builder software like ClickFunnels.

Sales Funnel Based on Purpose - Clickfunnels is a landing page builder that delivers sets of pre-determined sales funnels according to its goal or purpose. These templates are also organized based on industries for easy filtering. There are sales funnel to achieve lead generation, product sales, or even launching an event. In order to assists users better, each template with an explainer video mentioning where to use the funnel. The templates also come with description and consisting of tips on how to utilize the funnel for maximum results. On top of this, users are also allowed to create customized sales funnels for specific objectives in mind.

Broad Template Library – ClickFunnels has its extenstive templates collection of free and premium landing pages for each business. Proven to be fully optimized and high converting, these templates are sure to entice and engage potential customers even further down the funnel. By using the premade ClickFunnel templates, business gains advantage with the knowledge and expertise ClickFunnels has.

Drag and Drop Editor – The platfrom's intuitive drag and drop editor might be one of ClickFunnel's highlight feature. This feature makes creation of sales funnel super easy and simple. ClickFunnel's drag and drop editor doesn't require even a line of code. Set up a funnel by clicking a page element to resize or move around the page. Content blocks for additional information can be easily dragged and drop to the sales funnel. Some of these content blocks may include FAQ section, progress bar, price, and more. In addition, media such as images, videos and audio can also be easily combined to the sales funnel. For even more customization, fonts, and background colors are also available.

What's nice about the drag and drop editor is the endless conversion elements that can be incorporated to it. Advanced and simple form types can also be added, such as survey form, SMS sign-up or shipping address form. Moreover, attention-grabbing pop-ups can also be added. Users have the full control on where, and when to display the pop-ups.

Lastly, with ClickFunnel's Drag and Drop Editor, sales funnel gets maximum exposure through social media and search engine. Social share buttons such as Facebook comments, or a Facebook sign up button can be created in anywhere in the sales funnels. Additionally, meta data can also be shaped including keywords, title, description and more for better SEO page ranking.

 ClickFunnels' editor is also enabled for custom CSS should an experience developer wishes to add custom CSS styles to the page.

ClickFunnels editor offers ultra-rich features to enable high converting sales funnels are made.

E-Commerce Integration – ClickFunnels enables multi-stage sales funnel to promote products, and land a sale. Its smart integration with an eCommerce fulfillment center saves customers from the hassle of packing and shipping.

Designed for e-commerce development, ClickFunnels also is a partner of major payment gateways such as:

- PayPal
- Stripe
- Authorize.Net
- ClickBank
- InfusionSoft

Backpack Affiliate Program – ClickFunnels offers an affiliate program that drives more traffic to the website. With Backpack affiliate programme, users can easily sell products, whether digital or physical with an effective affiliate network. Furthermore, it enables users to create custom affiliate plans with

different types of affiliates, from regular to family and friends – or even a two-level affiliate program. Of course, users can fully manage the affiliates and payments, as well monitor the performance and analytics for each.

E-mail Services - ClickFunnels has its own marketing automation platform called Actionetics, which can be seamlessly integrated within the dashboard of ClickFunnels. It enables setting up e-mail and smart lists, as well as creation of e-mail campaigns with action funnels and follow-up funnels, too. Actionetics uses clickbots and can track metrics of customers for references. This e-mail platform of ClickFunnels makes it easier to tap customers and create better relationship.

Reporting and Split Tests – Beyond sales funnels, ClickFunnels also recommends users to regularly perform split testing among funnels to achieve the best results. Any element of a funnel can undergo A/B testing, which includes: pages, headlines, buttons, content, images and videos.

Aside from the smart A/B test, ClickFunnels is also keen on providing the most useful analytics. The platform automatically tracks funnel's analytics, resulting to updated statistics and live performance. Within ClickFunnel's dashboard, analytics on page views, user behavior, metrics over time, comparisons and conversion rates are readily available.

ClickFunnels Integrations

ClickFunnels link and seamlessly integrates other marketing tools and platforms into the software. There is quite an extensive list of third-party partners aside from those mentioned earlier for e-commerce and payment gateways. In addition, here are some of the most notable integrations that can be joined with ClickFunnels.

- Active Campaign
- Aweber
- Constant Contact
- Convertkit
- Drip
- GetResponse
- GoToWebinar
- GVO PureLeverage
- HTML Form
- HubSpot
- InfusionSoft
- Interspice
- Mad Mimi
- MailChimp
- Maropost

- Ontraport
- SalesForce
- Sendlane
- ShipStation
- Shopify
- Twilio
- Webinar Jam Studio
- YouZign

Integrations are quite easy and simple with ClickFunnels. By simply going to the integrations section, they can be added easily. Just ensure to check every third-party software's documentation to secure Clickfunnels' requirements are met.

ClickFunnels Pricing

ClickFunnels cost a bit higher than other solutions available. However, it comes with two pricing options that are comprehensive.

- Clickfunnels – Priced at $97 a month. This basic plan allows users to register up to three domains. With this plan, creation of 20 marketing funnels with 100 pages is possible. It can also receive up to 20,000 visitors. Access to editor features, pre-defined funnel sets and templates, email and eCommerce integrations, and more.

- Etison Suite – Priced at $297 a month. This plan gives unlimited access to all ClickFunnels features. Additionally, the Etison Suite is enabled for Actionetics and Backpack.

ClickFunnels: The Verdict

Overall, ClickFunnels has all the solid features of a great landing page and sales funnel builder. Its straightforward and neat editor and integrations are enough to build traffic and drive high conversion rates. It is perfectly made to eliminate the technical needs in setting up sales funnels. However, since the plan does not come cheap, it would be better to assess and weigh all the pros and cons before deciding whether to inject the platform to the business process. ClickFunnels offer a 14-day trial to get a grasp of its performance for the business to evaluate the compatibility.

ClickFunnels give users a better understanding on each phase of the funnel, gaining competitive advantage on the business niche. Indeed, sales funnel by ClickFunnels offer essential tools for business growth.

Have you tried ClickFunnels? Let us know your experience in the comment section below!

Intuit Small Business QuickBooks Online Review: Accounting Solution for Growth

It's no secret that behind every successful business is a stable accounting backbone. Whether it is a small or large enterprise, the strenuous accounting tasks are inevitable. From managing expenses to issuing invoices, up to overseeing projects – every financial concern is crucial. Thus, ensuring the accuracy of these processes is the only way to secure continuous business growth.

Accounting software has become one of the most in-demand platforms, even for small businesses. Through a competitive system at hand, small businesses can save loads of time and money when performing financial transactions. Hence, more time means better focus, and ample attention is given to other business concerns. Aside from that, having an accounting solution makes it easier to eliminate probabilities for erroneous records, that may impact the business operation at such time. For this reason, switching to an automated accounting system appears to be a beneficial investment.

QuickBooks Online has been one of the top choices of small businesses when it comes to accounting software. Acknowledged as one of the ideal systems for payments and payroll, Quickbooks effectively streamline back end processes. Including but not limited to; automated invoicing, bills payments, inventory, reporting, and third-party additions. Intuit Quickbooks also automatically performs bank transactions in a smart and safe integration. All data are automatically backed up in the cloud, for accessible business information pull up.

However, just how well does QuickBooks software matches the requirements of the clients? Read on to gain in-depth knowledge of Quickbooks' services and see our recommendation if Quickbooks is an essential solution for business growth.

WHAT IS QUICKBOOKS?

QuickBooks Online is a cloud-based accounting solution designed for the small or large enterprises. Through it, businesses can easily manage accounts receivable and accounts payable. The Quickbooks app also lets users track projects while promoting collaboration among the team. It includes a centralized dashboard, enabling users to gain insights and produce intelligent decisions based on business trends.

Financial operations become simpler with features like digital copies of all receipts, or the automatic sorting of transactions based on tax categories.

Quickbooks Online also boasts its smooth integration with third-party applications such as RevenueBooks, Syft Analytics, Freedom Merchants, and more.

Aside from tiered services, Intuit also allows customization through hundreds of available apps to integrate into the system.

FEATURES

Full Support for Business Growth

Intuit Quickbooks Online is designed to support the success of every small business. As support for a growing team, its online plan grants 25 initial users with no additional cost. Custom roles are also available for specific work designation and data protection.

Priority Circle is also one of qbo online's key features. Transitioning to the new normal, on-demand online training for new Quickbooks users is available.

As a premier accounting software, Quickbooks help businesses run effortlessly with its unlimited chart of accounts entries. Money in and money outs are made easy to monitor.

Quickbooks reporting enables businesses to track multiple types of revenue by its unlimited tracked classes and locations offering. Running specific reports by category or location is possible.

Meet and collaborate with accounting professionals to ensure the accuracy of the books. Grant access to bookkeepers, CPAs, tax preparers, inventory specialists, or accounting professionals. Quickbooks provides up to three online accountant seats to double and triple check the entries. Plus, the preferred corporate accountant also gets a personal Quickbooks online account.

Customizable Towards Efficiency

Intuit Quickbooks Online stays flexible for various business needs such as custom roles, custom fields, and even workflows.

- *Custom Roles and Custom Fields*

    While presenting the entire financial business status in a snapshot, custom fields are offered to support the minute but relevant details.

    Furthermore, users can get immediate access to information needed with a quick search, sort, and filter options. The addition of customer and transaction details are also allowed. Multiple field types are beneficial for regulatory needs as well.

- *Automation of Workflows*

    Quickbooks' customization extends to the automation of workflows. Automation such as the configuration of approvals, reminders, and more, built on top of the company policies or regulations. Workflow automation works best in regulating finance duties such as reminders for due invoices or notifications for received payments.

Quickbooks configuration feature dramatically reduces the risk of human errors, besides saving time in doing tedious tasks.

Speed Up Transactions with Accuracy

Manual entering of transactions can now be omitted. Thanks to Quickbooks, entering, editing, and batch transactions can be done with just a few clicks.

● *Batch Invoicing*

Sending multiple hundreds of invoices all at once is now achievable. In addition, duplication of similar invoices for numerous customers is also doable, accelerating almost 37% of invoice creation. Aside from invoicing tasks, batch editing and entering with checks, expenses, and bills can also be quicken.

● *Track Business Expenses*

Quickbooks has proven to be the right choice in expense tracking. It allows third party bank accounts and payment integrations such as PayPal, Square, and more. Thus, keeping your expenses controlled and supervised under one roof.

Quickbooks mobile app enables the snapping and matching receipts feature, bringing in more convenience. This means lesser hassle on keeping tabs for printed receipts while securing a digital proof of the transaction in the cloud.

When entering expenses, Quickbooks automatically sorts them into tax categories. This efficient workflow prepares the business for the next taxation period.

● *Pay Bills On Time*

Fully integrated with Bill.com, Quickbooks' Bill Pay feature simplifies bill payments for clients. One-click is all that is needed to settle multiple vendors and contractors' transactions.

Automated workflows are easy to configure for payment reminders weekly, monthly, or yearly.

● *Personalized Estimates*

Create professional estimates for clients include discounts, product stock-keeping units, payment terms, and others. Businesses can leverage on the customizable templates through effective branding. Quickbooks, in redefining convenience, features conversion of estimates to invoices.

Invoices can then be paid right away through different channels such as credit card, debit card, ACH bank transfer, Apple Pay, and more.

Streamline Taxes and Manage Money Better

- *Simplified Sales Tax*

Keeping up with thousands, varying, and contradicting tax laws is difficult. Luckily, Quickbooks checks and tracks these tax laws on behalf of the enterprise. Quickbooks automatically calculates sales tax based on date, location, type of product or service, and customer. More than the automation, it secures that the precise rate is applied to each of the transactions. As additional assistance, a Sales Tax Liability report can be generated from the software, showing both taxable and non-taxable sales.

- *Track Mileage Deductions and 1099 Contractor Management*

Delivery expenses are made extra accurately by using a GPS and trip categorization. Thus, potential tax deductions and the exact breakdown of miles are detected and recorded in a report.

Quickbooks accounting software allows small businesses to send, track, and file 1099 forms correctly. The app is enabled to track each payment made to a contractor, and the creates furnished copies of 1099 forms for filing. Payments for supplies to either contractors or vendors are tracked and separated already by Quickbooks. Instruction on mapping out contractor payments during Quickbooks training is provided.

Maximizing Profits and Managed Inventory

- *Project Profitability*

Quickbooks assist businesses in controlling project costs through defined dashboards clear reports that show income and expenses. Moreover, it also indicates overall project information, where the profit is trending, and compare one project cost to another.

Immediate and real-time profitability insights can be obtained by linking the Quickbooks payroll to the Tsheets.

- Inventory Tracking

Intuit Quickbooks keeps track of the current stock plus the incoming orders. One if Quickbooks' advantage over other accounting software is its real-time updates on inventory quantities. The number of stocks is automatically updated while on the work so businesses can have explicit knowledge of what's on stock or what items are having shortages.

Coming handy is the alert for re-orders. A low stock alert triggers the process. Another smart feature of Quickbooks is the easy conversion of purchase orders to bills once the inventory arrives.

The intuitive reports on bestsellers, total sales, and total taxes are indeed useful for small businesses.

Stronger and Deeper Business Insights

Informed decisions drive definite business progress. Quickbooks online app is equipped with substantial and multiple built-in reports designed for better business intelligence. These include reports on general ledger, aged receivables, trial balance, profits, and losses. Frequently used reports are added to favorites, making them easier to find for the next utilization. Users can also configure automatic e-mail reports based on the preferred schedule.

The straightforward reporting tools obtain real-time insights with financial statements such as income statements and balance sheets. This results in actual value translation of business performance from time to time.

Furthermore, the management is guided by the spending roadmap to ensure that business goals are realized quickly. Aside from custom-built reports, accountants and other key personnel are included in the reporting loop with up to date e-mail alerts.

Powered by Fathom, businesses can expect deeper insights and smarter reporting. Examining the profitability, cash flow, and other key performance indicators (KPIs) is possible with Quickbooks' innovative tools, intuitive dashboards, and metrics. Monthly KPI tracking is also provided to compliment audits and reviews. Being a user-centered software, Intuit Quickbooks also allows customization on business intelligence, emphasizing reports that matter the most.

More importantly, Quickbooks lets small businesses keep an eye on vital revenues with its revenue streams dashboard. Comparison of accrual versus cash basis fiscal year, date range, classes, locations, and more can be made by dashboard configuration.

Not only revenues but Quickbooks also emphasize cash flow trends for swift comparison and benchmarking. Cash flow categories are extensive, can be altered and filtered in different time periods.

In order to present these available data and striking insights, an impressive collection of templates and beautiful pre-built report designs are made available. Presentation of data can now be extracted and designed in a way that the team, investors, or stakeholders can simply comprehend even with just one glance.

Beyond the available option for pre-built reports, fostering better collaborations has never been this ideal—Quickbooks online links effortlessly with Google sheets. Export reports from the software to google sheets can be done with just a click. The reports are also viewable and shareable with colleagues who have an existing Google account.

Reliable Cloud Storage and Security

Running accounting software in the cloud creates a unified connection across all devices and users.

However, the top concern for cloud-based applications like Quickbooks online has always been security.

Thankfully, Intuit Quickbooks takes security with extreme effort.

- Work Wherever, Whenever

Cloud collaboration transforms the way of work. Businesses and their employees can now access internal data, whatever device they use, and wherever they might be. The ease of connectivity provides better and faster communication between the teams, accountants or bookkeepers and colleagues.

- Mobile App

Quickbooks mobile app provides an overview of the business and allows performing accounting tasks even on the remote. Compatible with android and apple devices, qbo intuit permits users to create and send invoices, accept payments, view customer information, and message clients.

- Security

Quickbooks online, entrusted by some of the largest corporations in the globe, uses bank-grade security for data protection. On top of that, internal data are all continuously backed up in the cloud, eliminating worries for lost information.

Using only industry-leading technology and practices, access to Quickbooks can be defined using its custom roles and permissions configuration. As an added layer, in-house security specialists by Quickbooks are also on standby to protect its users' information, 24/7.

PRICING

Quickbooks Online is set at a competitive and fair price, consisting of five service tiers for freelance and small business scale. A demo account is also available for trial should users need the on-hand experience of using the platform. Below are the breakdown and details of Quickbooks' pricing and plan inclusions.

Freelance Subscription

- Self-Employed plan at $7.50 per month – Built for freelancers and independent workers, the self-employed plan lets customers track income expenses. In addition, it has capture and organize receipts access from the mobile app, able to estimate quarterly taxes, invoice and accept payments, track miles, and lastly, run necessary reports.

Small Business Subscription

- Simple Start Plan at $12.50 per month – Has the same features of the self-employed plan. Also, users on this plan can track sales and sales tax, send estimates, and manage 1099 contractors.
- Essentials Plan at $20 per month – Includes all the features of a simple start plan plus bills management and track time features. The essential plan supports up to three users.
- Plus Plan at $35 per month – The most popular Quickbooks subscription yet. Enabled to all features of the previous plan, plus track inventory and track project profitability functions. This plan includes five users.
- Advanced plan at $75 per month – The most comprehensive plan. It includes all the mentioned features of the Plus plan. Subscribers get powerful business insights and analytics by Fathom, batch invoices and expenses, access customization, automated workflows, and company data restoration. This plan also offers on-demand online training and is eligible for a dedicated account manager. Advanced plan can support up to 25 users and does not have a free trial option.

Quickbooks online payroll feature is offered as an add-on at a minimal cost. Payroll Core, Premium, and Elite plans are the available options.

Moreover, a live bookkeeping expert assistance is also available as an add-on, for faster and customized set-ups.

All plans mentioned above include receipt capture feature, access to Quickbooks support, and entitled for app integrations.

CUSTOMER SERVICE

Intuit offers several channels for service support. Existing and interested Quickbooks clients can contact the company through phone or live chat, directly from the website.

Support libraries and knowledge centers are also available should users opt to troubleshoot the problem firsthand. The support page has a substantial collection of articles, videos, and guides.

Personal assistance can also be obtained for further support and advisory. QuickBooks gives access to local certified QuickBooks Pro Advisors, to provide help on using the accounting software and business insights.

CAN QUICKBOOKS REALLY HELP SMALL BUSINESS GROW?

Definitely!

For a small business, it has never been imperative to obtain an overview of the company's current financial status – and Quickbooks can have it done in an instant.

Quickbooks online offers a variety of features and valuable tools essential for smooth operations. Furthermore, the software itself is scalable and available for customization in case of specific requirements.

One thing to rave about Quickbooks is its attractive interface that is user-friendly and accessible. The dashboard also displays graphs on sales, income, expenses, profits, and losses, for the complete business overview.

Finally, using an "accountant-approved" platform such as Quickbooks gives businesses the leverage and better control over the finances.

Access to the business' financial health anchored with accurate data means better outcomes.

Are you excited to try the "dream accounting software?" or currently using Quickbooks?

Let us know what do you think in the comment section below!

Kwfinder Review and Mangools Review: Is it the best keyword research tool for ecommerce?

Google is everybody's best friend. The majority of people around the world have access to the internet and visit Google at least once a day for information. It has been the first touchpoint if a person wants to know something about a place, a thing, or basically everything under the sun. Search for it, and Google has it.

For an ecommerce business, it is crucial to be searchable – meaning all the necessary business details must be on Google. Why? It is the most visited website in the world, but it is also the largest email provider through Gmail and owns the biggest video platform, Youtube. Thus, giving the brand higher visibility and engagement from almost 75 percent of the overall search market. But if targeting for growth, businesses must capitalize on refining their digital strategy with the goal to be the top search or at least land on the first page of the search result.

How to get into the top of the search rank? Build a solid SEO for the website.

SEO or "Search Engine Optimization" is the manner of increasing the quality of website content as well as its visibility through the use of search engine results.

Search engine, mainly Google, uses over 200 ranking criteria in the search algorithm. Elements such as positive user experience (UX), quality backlinks, high-quality content or loading speed – and so much more. However, the foundation of each search engine optimized ecommerce site lies in its content and keyword density.

Keywords are the groundwork of all search engine optimized content, in the form of site pages, product information, meta descriptions, or blog posts. Basically, a website must bear effective keywords so Google can easily pull up the site whenever there is a search query.

In order to improve the SEO of an ecommerce site, it is recommended to perform keyword research first. It pays to know which keywords are relevant to the products or services, and those that the people are already searching for, to generate higher visits. Hence, the best way to gain comprehensive information on keywords and SEO, in general, is by employing a keyword research tool, like Kwfinder.

Kwfinder: Keyword tool for Ecommerce

What is Kwfinder? It is a keyword tool that helps users determine keywords based on the provided conditions. It gives complete information about a keyword such as its search volume, ranking difficulty, and other relative reports. Kwfinder makes it easier to generate easy to rank long-tail keywords that would be beneficial for visibility. Aside from that, this keyword planner shows competitors and ranking difficulty for each keyword and can filter by location or language. Provided data are then utilized to arrive at the best business decision possible.

Kwfinder delivers real-time SEO search terms and results to help businesses acquire smart strategies in ranking with a data-driven basis. This keyword search platform enables users to know the keywords that are already at the top. Additionally, it also shows what keywords are ranking high within a specified market, and mostly, to understand the cost for each keyword.

Kwfinder Features

Kwfinder's intelligent set of features allows keyword searches to be useful for boosting organic traffic on the ecommerce website.

Long Tail Keyword Research – This feature promises to find a new niche keyword in a span of three minutes. By just typing the keyword to the "Search by keyword" space, Kwfinder will quickly release a list of up to 700 keyword ideas, including suggestions, autocompletes, and questions.

Know the Competitor's Keywords – Obtain only the most relevant keywords for your market. Kwfinder just requires the competitor's URL or domain to recognize the keywords that made the rank-up or top-ranking keywords. This feature also supports location targeting as the search volume may differ from one country to another.

Keyword Ideas from Google Suggest – Google suggests basically the predictive phrases that pops-up below the search bar when performing a google inquiry. It is an algorithm designed to find the best matching phrases to the main seed keyword. Usually, the suggestions are from keywords, history, popularity, Google trends, region, and language. As a result, they are ensuring that the keyword ideas are legit and ranking.

Since the keyword ideas are broad, Kwfinder divided the feature into two: Autocomplete and Questions.

The autocomplete feature lets users find long-tail keywords for each content. Under the keywords are generated by sending a request to Google Autocomplete API.

On the other hand, the Questions feature prepends the main seed keyword with various questions. When using this feature, it is advised that the ecommerce site should offer the answer and focus on the question keywords.

Local Keyword Search in 50,000 Locations - Geographic strategy is a practical approach to dominate a niche. Through this feature, ecommerce sites get access to the exact number of search volumes to enhance local keyword search from more or less than 50,000 Search Engine Results Pages (SERPs).

This feature allows us to discover location-specific long-tail keywords from anywhere globally - from the USA, Perth, Paris, or Switzerland.

Kwfinder included types of locations such as cities, regions, countries, departments, and states.

Choose from the dropdown suggestions of the location to simply find local search volume plus local SERP and other metrics.

Kwfinder identifies more than 40 languages for search volumes in a specific language per location.

In addition, Kwfinder can also be used as a local keyword tool to find specific words from a target market.

Localization helps build the location circle and local patrons in the search results.

Accurate Keyword Difficulty Tool – Accurately know how hard it is for a keyword to land on the 1st SERPs with Kwfinder's difficulty score. The difficulty score defines the challenge to rank for a specific keyword. Meaning, the higher the difficulty score is, the harder it is to rank. Of course, it follows that if the difficulty score is low, then there's a high probability that it is easier to reach the top of the search**.**

Kwfinder uses the Link Profile Strength to effectively measure the difficulty score based on the complex combination of factors with the organic search results.

Organized Keyword List – Gather all profitable keywords to optimize, and conveniently save them in a list. With this Kwfinder's feature, users can create, edit, export, and delete a keyword list. The number is list is unlimited and can contain up to 1,000 keywords each. The list can be accessibly exported through a .csv file.

Remove Unprofitable Keywords – Kwfinder makes it easy to filter which keywords out of the thousands are not making any profit. Eliminate low-traffic and difficult keywords by inputting a minimum search volume and maximum keyword difficulty. Only optimize the website with potential, high-quality keywords for better search engine visibility.

Bulk Import – This feature gets search volumes for hundreds of keywords with a single request. Trends, Pay Per Click, and CPC metrics can also be imported. Import 700 to up to 1200 times per day, depending on the plan inclusion.

Seasonal Keywords and Historical Trend – Seasonal keywords create massive traffic every period of the year. In the Kwfinder app, a chart of trends is available. It covers a 12-month duration, hence, showing the spike of volumes for each season. An example would be a rise in "scarf," which becomes 12x more prevalent in December than in April or July.

Another great feature of Kwfinder is it can tap Google Trends as well as extract historical search volumes. Search trends can show monthly searches chart, indicating historical search volume values by month from up to 2014. It tells the overall popularity of the keyword ever since.

These metrics offer an excellent idea for new keywords that the competitors may not know of.

Kwfinder Pricing

Kwfinder's pricing levels have three tiers. The price also includes the use of Mangool's other tools, such as SERPWatcher, SERPChecker, LinkMiner, and SiteProfiler. All these tools are unified and have individual SEO areas focusing on, hence, making sense of the all-in-one subscription.

Mangools Basic at $29.90 per month – Includes 100 keyword lookups, 200 keywords suggestion per search, and 25 competitor keywords per search. Furthermore, it has 100 SERP lookups, 200 tracked keywords daily, 100,000 backlink rows per month, and 20 site lookups.

Mangools Premium at $39.90 per month – The premium plan has 500 keyword lookups, 700 out of 700 keywords suggestion per search, and unlimited competitor keywords per search. Additionally, it has 500 SERP lookups, 700 tracked keywords daily, and 500,000 backlink rows per month. It has 70 site lookups and allows up to three simultaneous log-in, which the initial plan doesn't have.

Mangools Agency at $79.90 per month – This top of the line plan is enabled for 1,200 keyword lookups, 700 out of 700 keywords suggestion per search, and unlimited competitor keywords per search, same as the premium. This plan bears 1,200 SERP lookups, 1500 tracked keywords daily, and an impressive 1.2 million backlink rows per month. It has 150 site lookups and allows up to 10 simultaneous log-in.

Kwfinder offers a 48-hour money-back guarantee for all of its plans.

Conclusion

As the title suggests, yes. Kwfinder is one of the best keyword research tools for ecommerce businesses. Fueled by data and performance, tapping this platform for SEO is an excellent way to go. Kwfinder is a great help for every scale from startups and even medium to large enterprises because the rank to be the first on SERPs is a fierce battle. It eases the technical difficulty without losing the essence of keywords and algorithm calculation.

Indeed, Kwfinder is a fantastic tool to unlock keyword opportunities and how to leverage them. Currently, this keyword research tool has over 25,000 satisfied clients attest to the benefits that an ecommerce business can obtain.

What's your experience with Kwfinder by Mangools?

Let us know in the comment section below.