

Stop Looking At Search Volumes



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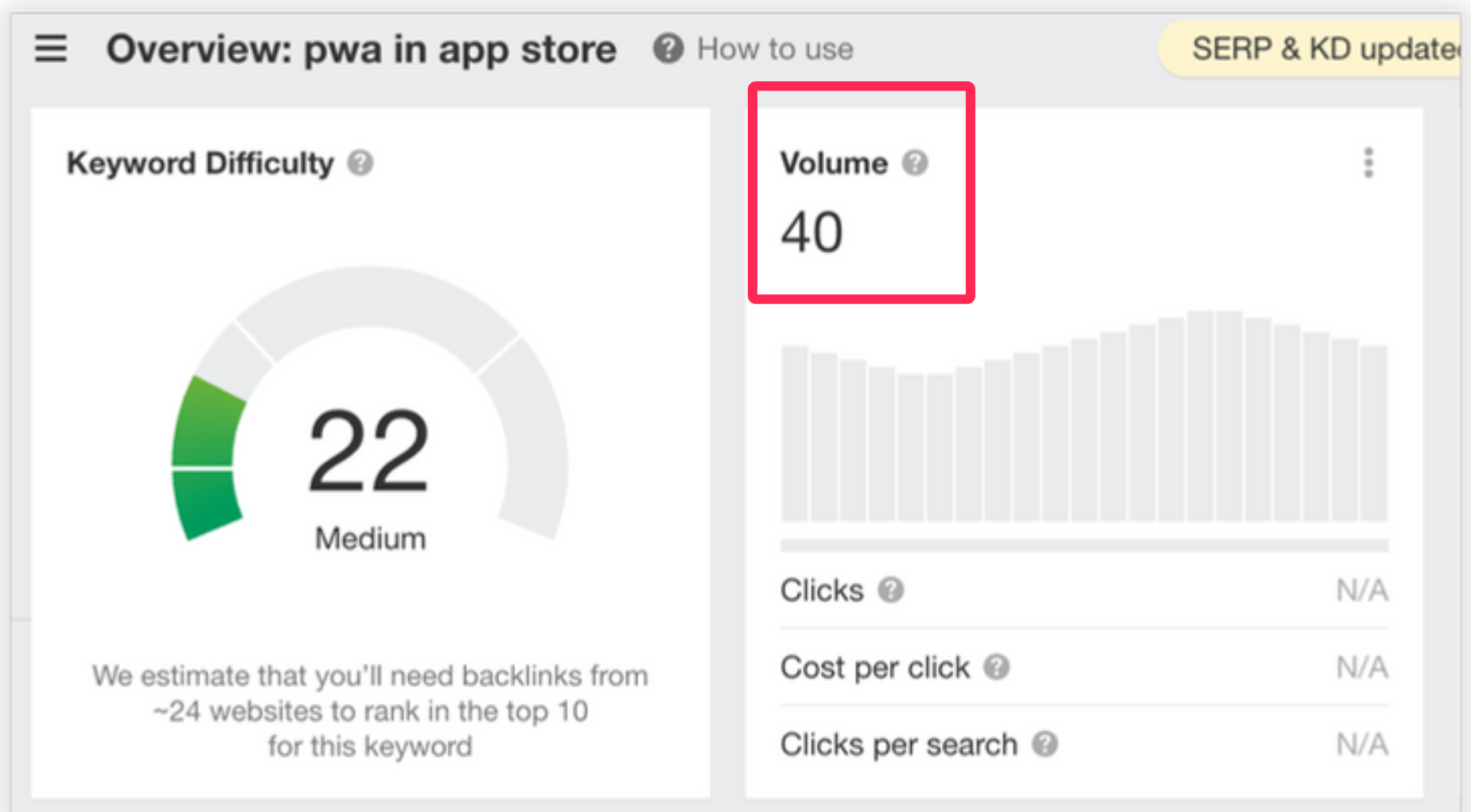
**Traffic Potential >> Search
Volume**

Search Volume: Number of people searching for particular query

Traffic Potential: Organic traffic a web page may receive

**But a web page doesn't
receive traffic from
only one query.**

Example



Keyword: pwa in app store

Volume: 40

Estimated 1st position clicks: 12

12 CLICKS!!

That's it? You should drop
the keyword idea. Right?

Stat

Top pages
https://www.coderclassroom.com/blog/get-pwa-on-apple-store/

↓ Clicks	Impressions
1,181	15,345

Clicks/3 months: ~1200

Clicks/month: ~400

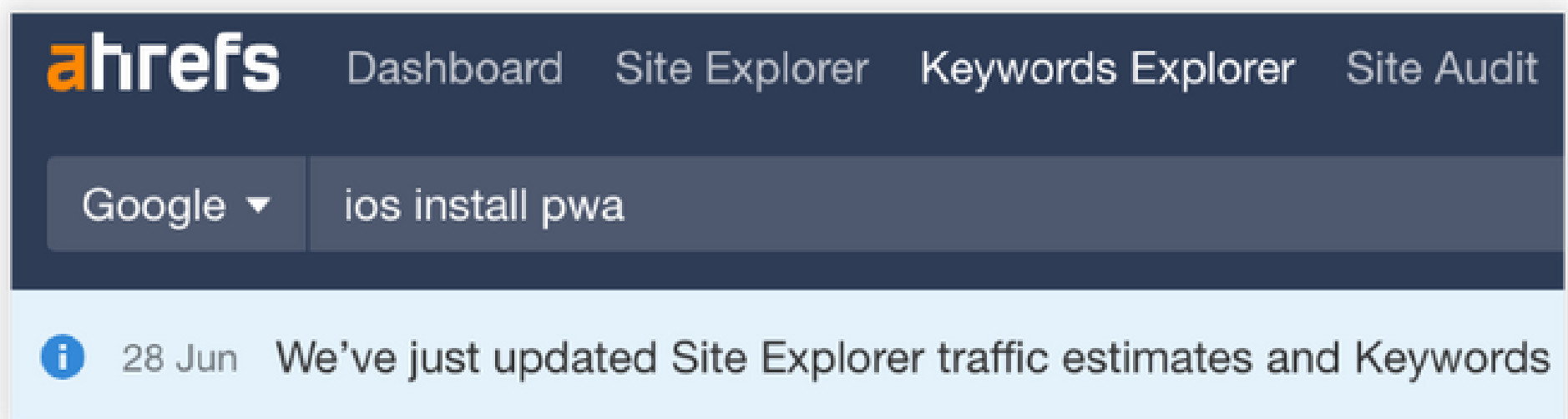
**Ahrefs predicted 12
clicks. But I got ~400
clicks**

**This happened because
of traffic potential.**

How to **find** search potential?

- a.** Type your keyword in ahrefs/semrush
- b.** Go to SERP overview section
- c.** Check the traffic column

**a. Type your keyword
in ahrefs/semrush**



b. Go to SERP overview

SERP overview for "ios install pwa" ?		📅 15 Aug 2023 ▼	Compare with ▼
☐	Search result		
☐	1	Featured Snippet	
		How to install PWA to your device? - Aureate Labs	https://aureatelabs.com/blog/install-pwa-to-device/ ▼
☐	2	How to Install a Progressive Web Application (PWA) - NIOSH	https://www.cdc.gov/niosh/mining/content/hearingloss/installPWA.html ▼
☐	3	Installation - web.dev	https://web.dev/learn/pwa/installation/ ▼
		▶ 3 Sitelinks	
	4	▶ People also ask	
☐	5	How to install a Progressive Web App on your phone and ...	https://mobilesyrup.com/2020/05/24/how-install-progressive-web-app-pwa-android-ios-pc-mac/ ▼
☐	6	Installing Your PWA on iOS	https://medium.com/ngconf/installing-your-pwa-on-ios-d1c497968e62 ▼
☐	7	PWAs Turn Websites Into Apps: Here's How	https://www.pcmag.com/how-to/how-to-use-progressive-web-apps ▼
☐	8	What Progressive Web Apps are and how to use them on ...	https://www.idownloadblog.com/2018/07/19/howto-progressive-web-apps-iphone-ipad/ ▼
☐	9	How to install PWA version of Leadmonk?	https://www.leadmonk.io/post/how-to-install-pwa-version-of-leadmonk ▼
☐	10	Use Progressive Web Apps - iPhone & iPad	https://support.google.com/chrome/answer/9658361?hl=en&co=GENIE.Platform=iOS ▼

C. Check the traffic column

Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume
814	42	10	2	2	27	\$0.01	34	ios install pwa	40
864	93	11	29	22	116	\$29	445	pwa install	50
2,232	92	15	139	114	52	\$27	55	web install	80
4,907	74	18	790	181	16	\$0.98	160	ios install pwa	40
N/A	94	1	1	1	4	\$0	8	install pwa on ios	40
9,731	91	9	158	77	110	\$80	334	progressive web apps ios	100
1,610	77	10	224	59	107	\$60	167	ios pwa	150
873	47	2	4	2	3	\$0	23	ios install pwa	40
752	96	3	17	8	65	\$40	77	pwa ios	150

**Ahrefs max traffic
estimate: 116**

Expect that to be more with **real Google data**.

In our case it's **400 clicks** already.

How to **live up to** search potential?

- a.** Select the top 3 pages with most traffic estimate
- b.** Pick all the relevant keywords (1 to 10)
- c.** Pick all the keyword variations
- d.** Use them in your content heading & body

Summary

- Search volume is overrated
- Focus on traffic potential
- Check how much traffic a page may receive
- Target multiple queries with the same intent



Was that helpful?

Feel free to drop the good, the bad, & the ugly comments.



Repost if you find it useful.

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