AI TOOLS

How to Use AI for Keyword Research Without Made-Up Numbers

By Yassine A.

Updated Nov 23, 2026

> **Use an AI assistant to brainstorm seed topics, list reader questions and group keywords by search intent, then check the numbers in Google Keyword Planner, Search Console or Google Trends. Google says generative models don't retrieve facts but predict a likely sequence of words, so a search volume an assistant types is a guess until a data tool shows it.**

Key takeaways

- An AI assistant helps with the word work: seed topics, reader questions, variations and grouping by search intent.
- Google says generative AI outputs may contain inaccuracies, so treat any search volume an assistant writes as unverified.
- Google's Keyword Planner shows estimates of the number of searches a keyword gets each month; its help page says billing information is needed for its basic features.
- Search Console's Performance report shows the queries that bring your site traffic, with clicks, impressions, CTR and average position.
- Google Trends scales interest from 0 to 100, and Pinterest Trends shows up to the last two years of search, save and shopping trends.

An AI assistant is quick at the word side of keyword research and unreliable on the numbers. This guide splits the work between the two, based on Google's and Pinterest's help pages read on 23 November 2026. It belongs to our ChatGPT guide for bloggers, part of our AI workflow for Pinterest Pins, and the prompts work in ChatGPT, Claude, Gemini or any AI assistant.

What an AI assistant can tell you, and what needs data

Google's guidance on generative AI content says generative models don't retrieve facts, but predict a likely sequence of words based on their training data, so their outputs may contain inaccuracies. For keyword research, that draws the line:

Task	AI assistant	Data tool
Seed topics for a niche	Lists angles to start from	Shows which ones people search
Questions a reader asks	Drafts them in plain words	Confirms the wording people type
Search volume	A guess, unverified	Keyword Planner estimates
Queries your site already gets	Reads an export you paste	Search Console Performance report
Interest over time	A guess, unverified	Google Trends or Pinterest Trends
Grouping by search intent	Sorts a list you paste	Your check of the results page

Google's starter guide supports the word side: it asks you to think about the words a user might search for to find your content, and notes that people who know a topic well may use different words from people who are new to it. An assistant can list those words; the counts come from the tools below.

Where the search numbers come from

Four tools read for this guide give search data.

Google Keyword Planner

Google's help page says Keyword Planner helps you discover new keywords related to your business and view estimates of the searches they receive. It has two starting points: Discover new keywords, from words or a website, and Get search volume and forecasts, for a list you already have. The page says you must complete your account setup by entering your billing information to access basic features like Get ideas for new keywords, and that keywords with very low search volumes aren't discoverable or forecastable.

Search Console

Search Console's Performance report shows how your site performs in Google Search results. Google says you can use it to learn which queries are bringing traffic to your site, with four metrics: clicks, impressions, CTR and average position. The Queries dimension groups the data by the search query users typed, and the default view covers the past three months. Many reports provide an export button, so you can paste the table into an assistant.

Google Trends

Google Trends shows interest, not a count. Its FAQ says each data point is divided by the total searches of the geography and time range, then scaled on a range of 0 to 100. Searches made by very few people appear as "0", and Google says Trends data should always be considered as one data point among others.

Pinterest Trends

For a blog that gets traffic from Pinterest, Pinterest's help page says its Trends tool displays a historic view, up to the last two years, of the top search, save and shopping trends across regions. The page's steps start from a Pinterest business account. Our routine for Pinterest keyword research covers the Pinterest side in detail.

A keyword research workflow with AI

The order keeps every number tied to a data tool:

1. Brainstorm seed topics with AI.
2. Check the numbers in Keyword Planner.
3. Group keywords by search intent with AI.
4. Track queries in Search Console.

For the first step, give the assistant your niche and your reader, and ask for phrases, not numbers:

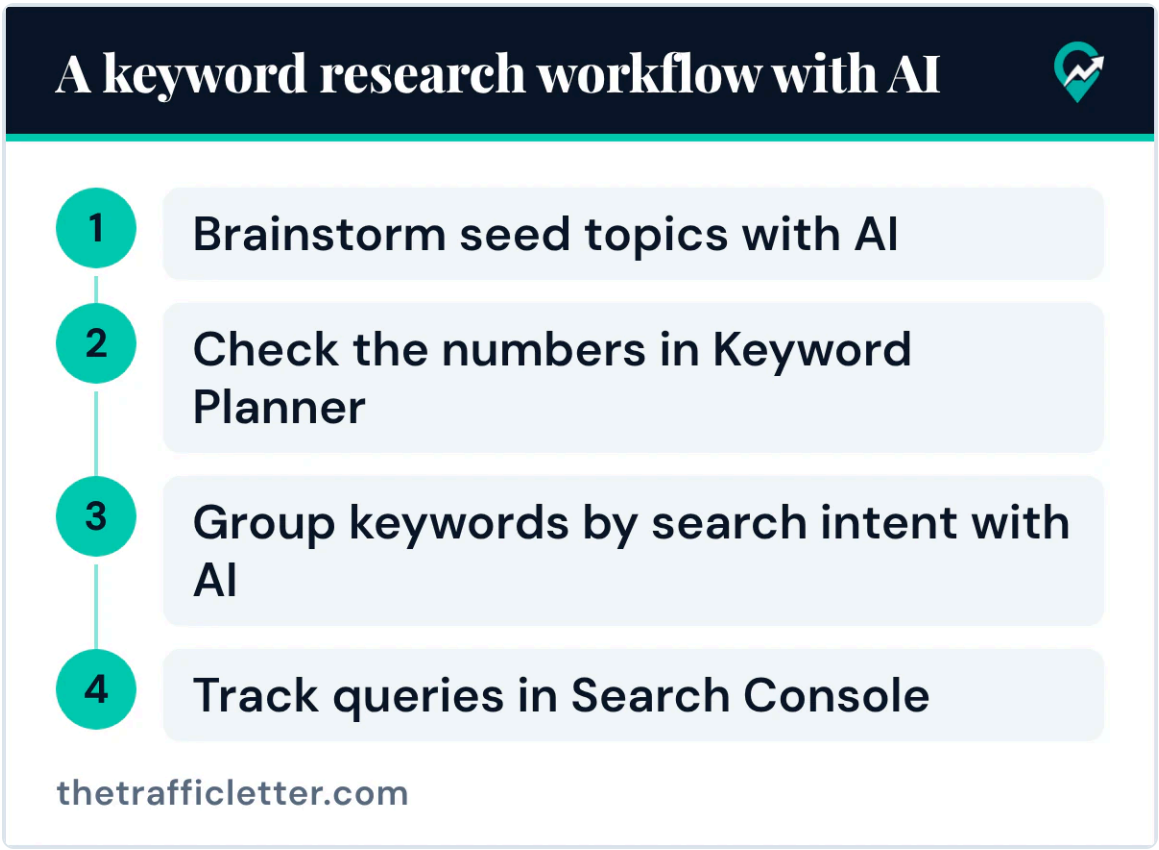
```
I write a blog about [your niche] for [your reader]. List 20 phrases this reader
might type into Google when they need help with [topic]. Mix short phrases and full
questions, and use the words a beginner would use. Do not give search volumes or
difficulty scores.
```

Paste the phrases into Keyword Planner's Get search volume and forecasts, keep the ones with an estimate, then ask the assistant to group them. One page should answer one search intent:

```
Here is a list of keywords with their monthly search estimates from Google Keyword Planner: [paste the list]. Group them by search intent, so that each group could be answered by one blog post. For each group, name the clearest keyword as the main one and list the others as variations. Keep my numbers exactly as given and add none.
```

Once the post is live, Search Console shows what it really gets. Export the Queries table and ask for the gaps:

```
Here is a Search Console export of the queries for my post "[post title]": [paste the table with queries, clicks, impressions, CTR and position]. List the queries the post does not answer yet, and for each one suggest a heading or a sentence to add. Use only the data I gave you.
```



The assistant handles the words and Google's tools supply the numbers, based on Google help pages read on 23 November 2026.

Check the assistant's output

The same Google guidance calls it critical to fact-check and review all AI-generated content before publishing. For keyword research, the check is simple: every number in your plan comes from Keyword Planner, Search Console or Trends, never from the assistant's reply, and every main keyword is a phrase you would put in the title. Our guide to writing SEO titles with AI takes the main keyword from here to the title of the post.

Right after

- Write the title from your main keyword with our title prompts built on Google's rules.
- Plan the post around that phrase with our guide to writing a post Google can understand.
- Find the matching Pinterest phrases with our guide to phrases people search on Pinterest.

Frequently asked questions

Can ChatGPT do keyword research?

ChatGPT, Claude or Gemini can brainstorm phrases and group them by intent. Google's guidance says generative models predict a likely sequence of words and may produce inaccuracies, so the search volumes come from a data tool such as Keyword Planner or Search Console.

What is the best AI tool for SEO keyword research?

The pages read for this guide do not rank AI tools. A general AI assistant handles the brainstorming and grouping, and Google's own tools, Keyword Planner, Search Console and Google Trends, supply the search data.

Is Google Keyword Planner free?

Google's help page does not give a price. It says you must complete your account setup by entering your billing information to access basic features like Get ideas for new keywords.

How do I find keywords my blog already ranks for?

Open the Performance report in Search Console and choose the Queries dimension. Google says the report shows which queries bring traffic to your site, with clicks, impressions, CTR and average position.

Sources

Google Search's guidance on using generative AI content on your website | Google Search Central (last updated 2026-10-01)
https://developers.google.com/search/docs/fundamentals/using-gen-ai-content

Use Keyword Planner | Google Ads Help
https://support.google.com/google-ads/answer/7337243

Performance report (Search results): Overview and basic setup | Search Console Help
https://support.google.com/webmasters/answer/7576553

FAQ about Google Trends data | Trends Help
https://support.google.com/trends/answer/4365533

Browse Pinterest Trends | Pinterest Business help
https://help.pinterest.com/en/business/article/pinterest-trends

Search Engine Optimization (SEO) Starter Guide | Google Search Central (last updated 2025-12-10)
https://developers.google.com/search/docs/fundamentals/seo-starter-guide

Sources last checked on Nov 23, 2026.

THE TRAFFIC LETTER

The latest version of this guide is online:

https://thetrafficletter.com/blog/ai-tools/how-to-use-ai-for-keyword-research/

Get new guides by email.

Subscribe to The Traffic Letter on Substack:

https://thetrafficletter.substack.com