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**Keyword competitiveness varies based on the region. For this general guide, we will be using all of Canada as the region. Keywords with high monthly searches and low competition are the most optimal keywords.*

Hearing Aids

Hearing Aids and Related Products/Services

Keyword	Monthly Searches	Competition
1. Cochlear Implant	○ 1K – 10K	○ Low
2. Hearing Aids	○ 1K – 10K	○ High
3. Hearing Loss Systems	○ 100 – 1K	○ Low
4. Hearing Aid Repairs	○ 100 – 1K	○ Low
5. BAHA Hearing Aid	○ 100 – 1K	○ Medium
6. Hearing Solutions	○ 100 – 1K	○ Medium
7. Hearing Devices	○ 100 – 1K	○ Medium
8. Hearing Impaired Phone	○ 100 – 1K	○ High
9. Hearing Device	○ 100 – 1K	○ High
10. Listening Devices	○ 100 – 1K	○ High
11. Hearing Loss Treatment	○ 100 – 1K	○ High
12. Assistive Listening Devices	○ 100 – 1K	○ High
13. Bluetooth Hearing Aids	○ 100 – 1K	○ High
14. Hearing Implants	○ 100 – 1K	○ High
15. Invisible Hearing Aids	○ 100 – 1K	○ High
16. Hearing Aid Batteries	○ 100 – 1K	○ High

Doctors and Clinics

Keyword	Monthly Searches	Competition
1. Audiologist	○ 1K – 10K	○ Low
2. Audiology	○ 1K – 10K	○ Low
3. Hearing Aid Store	○ 100 – 1K	○ Low

4. Hearing Doctor	○ 100 – 1K	○ Low
5. Hearing Centre	○ 100 – 1K	○ Low
6. Hearing Clinic	○ 100 – 1K	○ Medium
7. Hearing Loss Clinic	○ 100 – 1K	○ Medium
8. Hearing Specialist	○ 100 – 1K	○ Medium
9. Hearing Centre	○ 100 – 1K	○ High

Hearing Tests

Keyword	Monthly Searches	Competition
1. Hearing Test	○ 1K – 10K	○ Medium
2. Ear Test	○ 100 – 1K	○ Low
3. Hearing Test Frequency	○ 100 – 1K	○ Low
4. Audiometric Testing	○ 100 – 1K	○ Medium
5. Frequency Hearing Test	○ 100 – 1K	○ Medium
6. Hearing Loss Test	○ 100 – 1K	○ High
7. Hearing Screenings	○ 10 – 100	○ Low
8. Hearing Evaluation	○ 10 – 100	○ Medium
9. Hearing Assessment	○ 10 – 100	○ Medium

Hearing Aid Brands

Keyword	Monthly Searches	Competition
1. Phonak	○ 1K – 10K	○ Low
2. Oticon	○ 1K – 10K	○ Medium
3. Siemens Hearing Aids	○ 100 – 1K	○ High
4. Phonak Hearing Aids	○ 100 – 1K	○ High
5. Rexton Hearing Aids	○ 100 – 1K	○ High
6. Unitron Hearing Aids	○ 100 – 1K	○ High

7. Sarkey Hearing Aids	○ 100 – 1K	○ High
8. Bernafon Hearing Aids	○ 100 – 1K	○ High
9. ReSound Hearing Aids	○ 100 – 1K	○ High
10. Widex Hearing Aids	○ 100 – 1K	○ High
11. Beltone Hearing Aids	○ 100 – 1K	○ High
12. Oticon Hearing Aids	○ 100 – 1K	○ High

Ear Plugs

Keyword	Monthly Searches	Competition
1. Hearing Protection	○ 100 – 1K	○ High
2. Earplugs	○ 100 – 1K	○ High
3. Hearing Protection	○ 100 – 1K	○ High
4. Musician Plugs	○ 10 – 100	○ Low
5. Custom Earmolds	○ 10 – 100	○ Medium
6. Custom Ear Mold	○ 10 – 100	○ Medium
7. Hearing Care	○ 10 – 100	○ Medium
8. Noise Plugs	○ 10 – 100	○ High
9. Swim Plugs	○ 10 – 100	○ High

Hearing Loss and Symptoms

Keyword	Monthly Searches	Competition
1. Hearing Loss	○ 1K – 10K	○ Medium
2. Hearing Impairment	○ 100 – 1K	○ Low
3. Sudden Sensorineural Hearing Loss	○ 100 – 1K	○ Low
4. Signs of Hearing Loss	○ 100 – 1K	○ Low
5. Conductive Hearing Loss	○ 100 – 1K	○ Low

6. Hearing Problems	○ 100 – 1K	○ Medium
7. Ear Problems	○ 100 – 1K	○ Medium
8. Sudden Hearing Loss	○ 100 – 1K	○ Medium

Tinnitus

Keyword	Monthly Searches	Competition
1. Tinnitus	○ 10K – 100K	○ Low
2. Tinnitus Treatment	○ 1K – 10K	○ Medium
3. Tinnitus Causes	○ 100 – 1K	○ Low
4. Causes of Tinnitus	○ 100 – 1K	○ Low
5. Ringing in the Ear	○ 100 – 1K	○ Medium
6. Ringing Ears	○ 100 – 1K	○ Medium
7. Ear Noise	○ 100 – 1K	○ High