Average Exact Monthly Searches:

Keyword (2 active, 0 removed, 39 filtered)	Searches	SEOT	MSEOTC	MSEOUC	MSEOAC	MSEODC	TAComp	Trends	SEOV
what is gtd	2,582	1,084	258	2,463	98	501	9		$0.00
getting things done planner	49	21	83	1,002	132	788	1		$4.25

In a tght niche, here are two very good keywords to use. All results are based on actual search terms related to your niche. If a term you like or think is good and does NOT appear here, it's because of low-monthly-search-volume or high-competition-levels. Multiple selection criteria have been used to find them. All have extremely low competition levels and, with proper on-page and off-page SEO, you can rank for any of them.

My choice for you as a primary keyword for your main index page – if content applicable - would be "what is gtd" because of highest volume with low competition across all metrics. A top ranked site for this keyword could get a minimum of 1,084 hits/mo.

I would also create more sub-pages with titles equivalent to other keywords on the list you like and SEO each one for each keyword. Done properly – with more top-ranked pages - can increase your total hits per month.

Total Searches (Searches) - This is simply the average number of people who search for the keyword per month on Google.com ONLY, and NOT INCLUDING Google's search partners (e.g. AOL's co-branded Google search engine).

SEO Traffic (SEOT) -It's deceptive looking at the total searches for a keyword. It's easy to think about how great it would be to have all of the searches per day land on your site – when in reality; only a percentage of those people will ever visit ANY site.
SEO Traffic score (SEOT) is unique in that it gives you the maximum amount of traffic that targeting a keyword is likely to give you.
This is based on analysis of millions of actual search engine queries, showing 42% of all clicks go to the FIRST listed result.
Using this data is the simplest way that you can get better results from your keyword targeting – the higher an SEOT figure is for a keyword, the more potential traffic you can capture from SEO for your web-site. Simple.

Title Competition (MSEOTC) -This figure shows you the number of web pages that contain the keyword in their title tags (in any word order).
With the keywords that you place in the title tag of a web page being a HEAVY search engine ranking factor, often you can get very fast front-page rankings by targeting keywords with very low title competition scores.

URL Competition (MSEOUC)-The total number of web pages globally that mention a specific keyword term in the same word order in their URL.

Title & Anchor Competition (TACOMP) –The number of pages that contain the keyword term in both the page title and in the anchor text of an external inbound link.

(If Shown) Local Competition (SEOLC) – The number of webpages form the project country that mention the keyword in the same phrase word order in index.
(If Shown) Local Title (SEOLTC) - The number of webpages form the project country that mention the keyword in the same phrase word order in title.
(If Shown) Local URL (SEOLUC) The number of webpages from the project country that mention the keyword in the same phrase word order in URL.

SEO Value (SEOV) - Ever wanted to know which keywords would be most profitable to target? SEOV is the total maximum value of traffic (per day) that you could receive by targeting this keyword through SEO, rather than Adwords