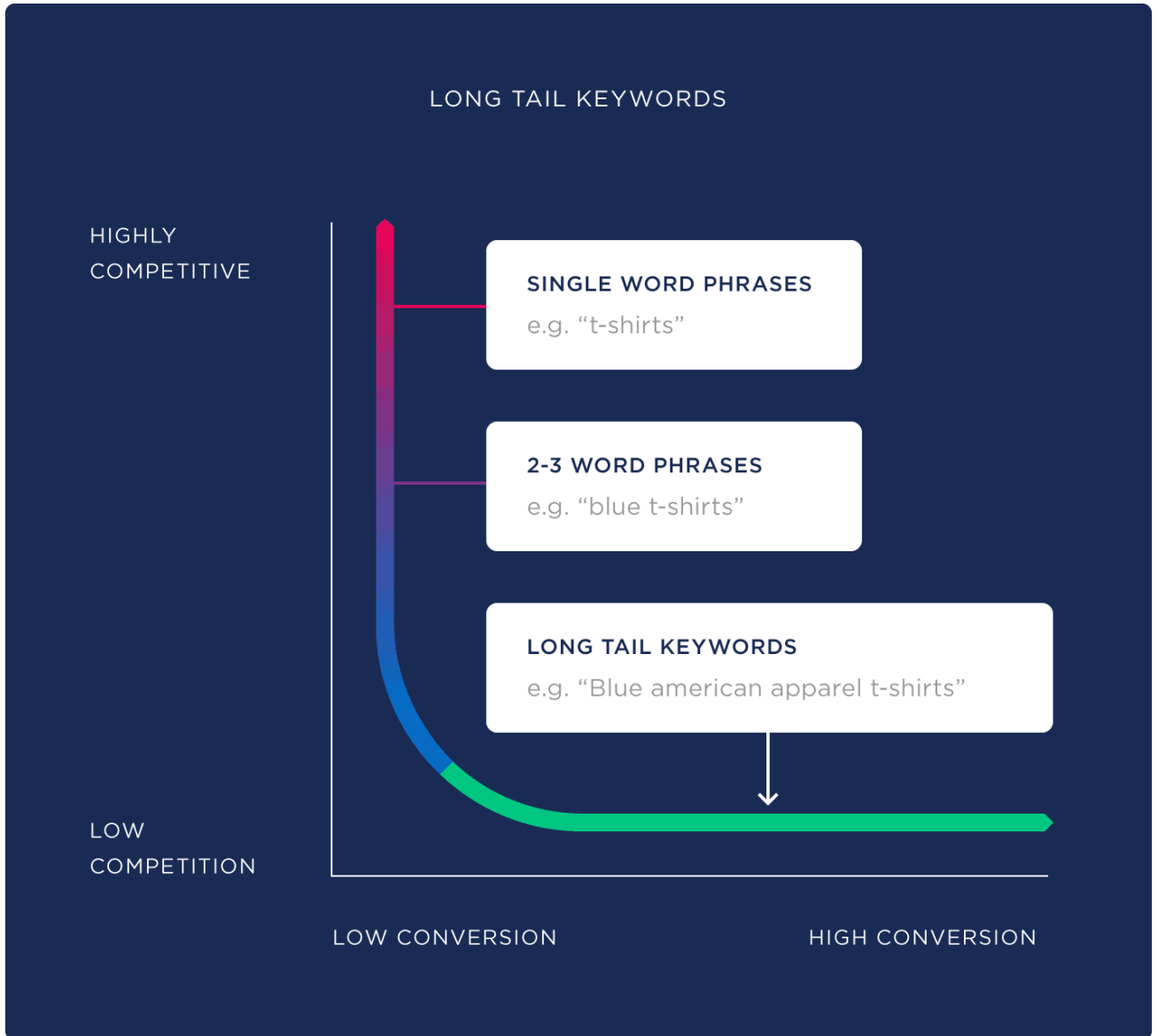


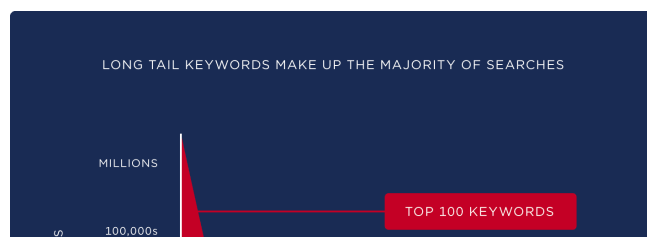
# Long Tail Keywords

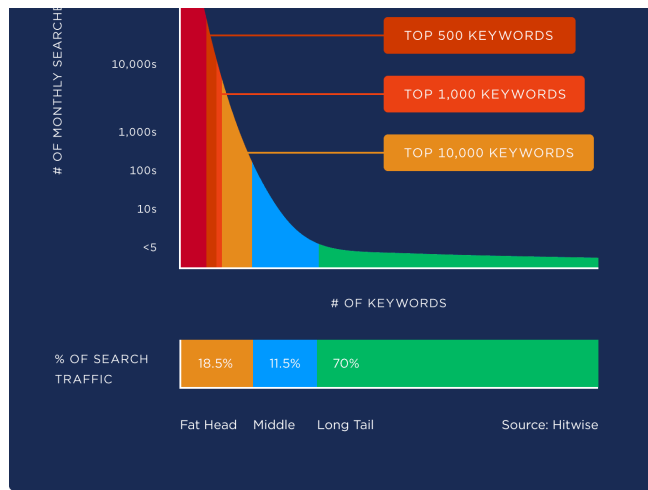
## What Are Long Tail Keywords?

Long tail keywords are search terms with relatively low search volume and competition levels. Also, long tail terms tend to be longer in length (3+ words) than most other keyword types.



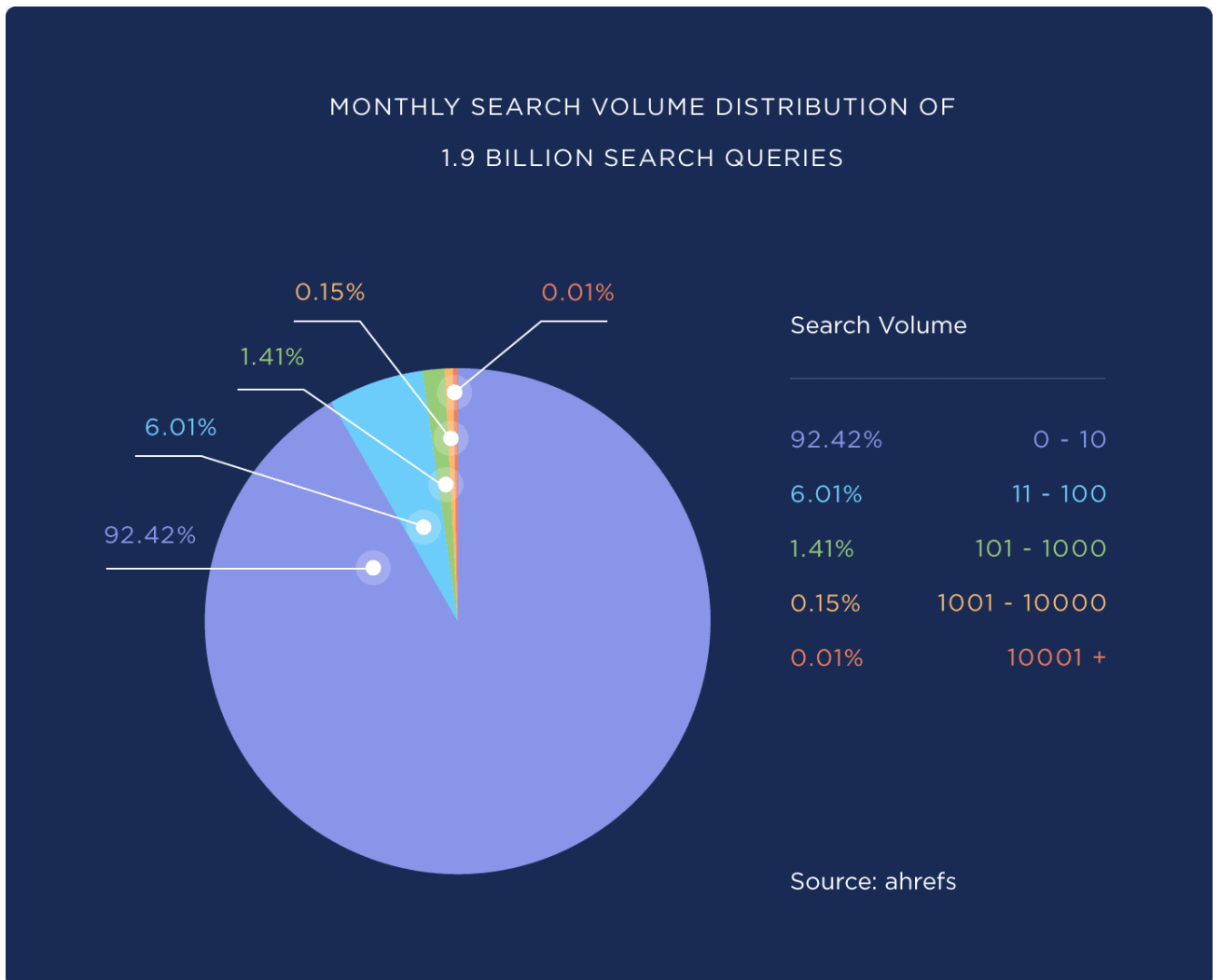
Even though few people search for individual long tail queries, when you add them together, long tails actually make up a large chunk of all Google searches.





(And that's especially true now that more and more people are using voice search)

In fact, one report states that 92% of all keywords get 10 or fewer searches per month.



In other words, 92% of all keywords that people type into search engines are long tails.

Why are Long Tail Keywords Important For SEO?

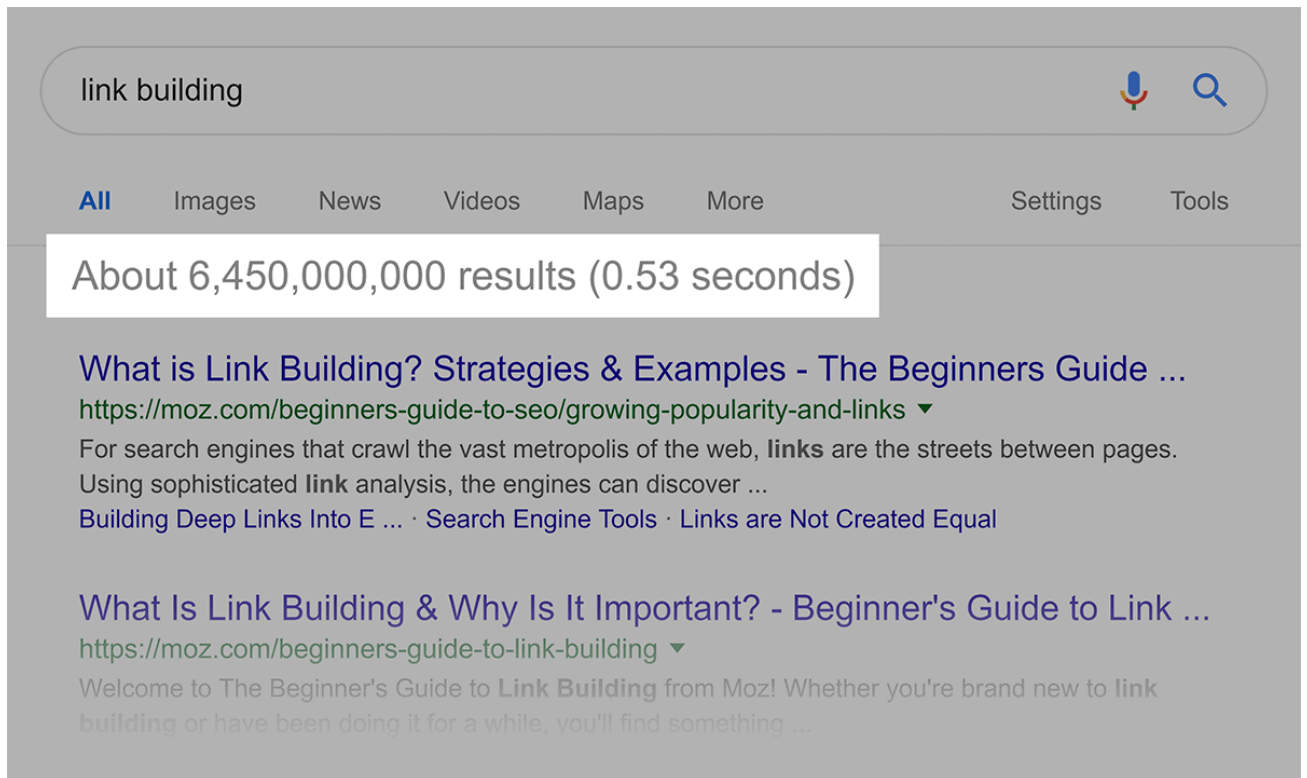
There are two main reasons that you might want to focus on long tail keywords:

Reason #1: Long tail keywords aren't that competitive

When it comes to SEO, long tails are MUCH less competitive than shorter "head terms".

(Which makes them easier to rank for)

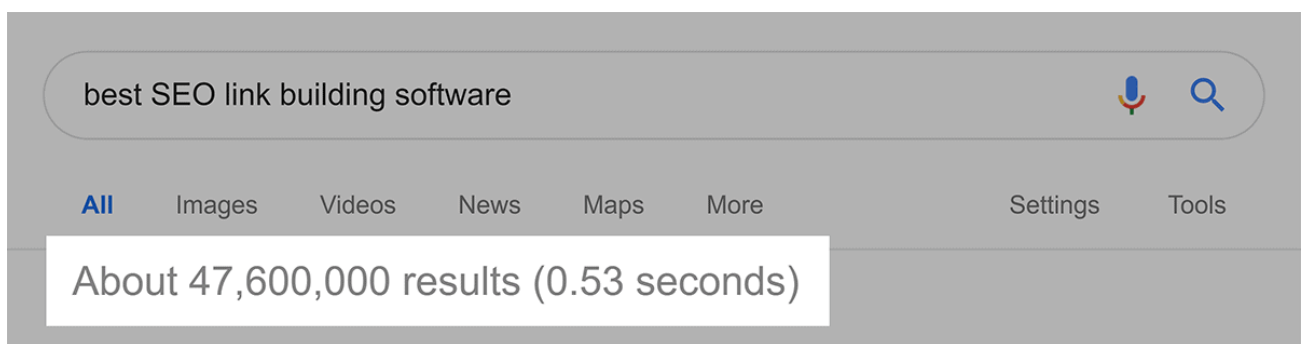
For example, a short tail keyword like "link building" has over 6 billion results in Google:



So if you want to rank #1 in Google for that query, you need to outrank 6 billion other sites.

Yikes.

On the other hand, look at a long tail version of that keyword, like "best SEO link building software".



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That long tail keyword has a lot less competition than the head term "link building".

This same idea also applies to Google Adwords (PPC). Long tail can be cheaper to bid on than super popular head terms.

Reason #2: Long tail keywords have high conversion rates

Long tail searches aren't just longer.

They're also more specific.

In other words:

People that search for long tail terms tend to be much further along in the buying cycle compared to folks searching for head terms.

For example, take a keyword like: "keto diet".

Someone searching for keto diet is probably trying to learn what is it. Or how it works. Which means they're not ready to buy anything.

But someone searching for a longer version of that term (like "keto diet supplement") is MUCH closer to making a purchase.

Bottom Line? The traffic that you get from long tail terms tend to convert really well

## How to Find Long Tail Keywords

Google "Searches Related to..."

Ever notice that when you scroll to the bottom of Google's search results there's a section called, "Searches related to...".

## Searches related to best SEO link building software

[automatic backlink software](#)

[backlink maker software](#)

[best link building software 2020](#)

[secure bestlink sites](#)

[link building tools 2020](#)

[buzzstream](#)

[seo software](#)

[backlink beast](#)

Well this little area is a gold mine for long tail keyword research.

Here's exactly how to use it:

First, type in a keyword that you want to rank for.



Second, scroll to the bottom of the page. And take a look at the "Searches related to..." for that keyword:

## Searches related to link building

[types of link building](#)

[link building 2020](#)

[link building sites](#)

[link building tutorial](#)

[link building examples](#)

[link building service](#)

[link building strategies 2020](#)

[link building techniques 2018](#)

And you'll get handful of GREAT long tail terms that you can target.

Both keyword types have their pros and cons.

Short-tail keywords will have a lot of competition, but it's not impossible to outrank pages in the top 10.

It may take years (yes) of fine-tuning your content and years of building links.






## What Are Short-Tail Keywords?

Short-tail keywords are also called "head terms." These keywords are general terms with one to three words and usually cover a broad topic. The short-tail keywords will have a relatively higher search volume than long-tail keywords.

Having a higher search volume means that they will have more online visitors. But just because they attract many visitors doesn't mean that these are quality keywords.

Short-tail keywords will pop up in a generic online search, which often leads to the search results showing the information they're not looking for.

With short-tail keywords, there is much higher competition. The increased competition means it's more difficult to rank with short-tail keywords.

<b>SHORT TAIL</b>	<b>VS</b>	<b>LONG TAIL</b>
 High	<b>Volume</b>	Low
High	<b>Competition</b>	Low 
Low	<b>Focus</b>	High 
High	<b>Cost</b>	Low 
Low	<b>Conversion Rate</b>	High 

## Short Tail Keywords

**Short tail keywords** have several things working for and against them. For example if you are trying to drive a lot of traffic to your site, you should use short tail keywords. The challenge here is that if your site is “new” or if your search efforts are just beginning you are getting at the back of a very long line.

- **Volume: High**

When it comes to volume, short tail keyword is going to win long tail keyword every time. The **shorter the keyword is, the higher the search volume**. If you could rank for a short tail keyword, you’re definitely going to get plenty of organic traffic.

- **Competition: High**

Given the **high search volumes**, it’s no wonder why **everyone is trying to rank for short tail keywords**, the reward is high. Competition for short tail keywords is highly competitive.

To give you a clearer picture, for pizza searches, you are behind brands like **Pizza Hut, Pizza Pizza, Dominos, Papa John’s** as well as all the ranking sites, local searches, and the like.

So if you notice the pattern here, it’s clear that unless your company is huge at the international level, it is really tough to get into the first page of Google search results.

- **Focus: Low**

There is also the issue of your search not being “**targeted.**” People searching for “DVD” may be looking for a player to buy but they also may be looking for a DVD player to rent, a DVD film, a DVD reproduction service, a list of DVD rentals and the like. You are going up against names like *Samsung, Sony, and Amazon* when you simply search DVD.

- **Cost: High**

Short tail keywords also have a **cost factor** involved which is going to get **expensive**. Google AdWords is going to charge you a pretty penny to get into the short tail keyword business for your common search terms. Because so many other people are buying them you are going to need to **pay a premium** for your presence in these searches.

- **Conversion Rate: Low**

Finally, the thing which irks most people about short tail keyword is the **low conversion rate**. Say you have a term that’s searched for a lot. Even if you get **10,000 searches and 100 clicks** your conversion rate may be one or two customers.

While those one or two customers may be your bread and butter, the truth is that you may have **more luck and less noise if you opted for long tail keywords**.