

LONG TAIL

KEYWORD KNOWHOW



DIGGING DEEPER INTO
THE BENEFITS OF
LONG TAIL KEYWORD
OPTIMIZATION



DigitalSolutions

The Pulse of Your Internet Marketing

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ABOUT THE AUTHOR



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LONG-TAIL KEYWORDS



Have you ever added up the amount of time that you spend on the Internet each day?

How many times a day do you use search engines to find information?

What do you know about the connection between the words you type, and the results that pop onto your screen when conducting a search?

Let's break it down a little bit, shall we? Did you know that:

- On the average day in 2013, there were over 5.9 billion Google searches
- There are roughly 2.5 billion people with access to the Internet world wide.
- 81% of Americans use the Internet regularly
- There are currently 354 million active mobile subscriptions in North America, which equals >1 mobile device per person
- The average time that someone spends using a computer to access the Internet is 5 hours and 13 minutes per day
- The average time that someone spends using a mobile device to access the Internet is about 2 hours and 25 minutes per day (wearesocial.sg)

As you can see, we utilize the Internet a lot every single day. We shop, we socialize, we keep up on current events, we watch videos, we view pictures, we play games, and so much more all by using the Internet. For most people, the Internet has become a fundamental part of our everyday lives.

So now that we have established the fact that most of us use the Internet (and we use

it quite a lot), and that we search on a regular basis, let's move on change our focus to specifically focusing on long tail keywords!

Are you confident in your definition of long tail keywords? Well, if you are not, we want to sure up your understanding before we dive deeper into the topic.

DEFINING LONG TAIL KEYWORDS

A long tail keyword is a phrase made up of three or more words that are collectively searching for something more specific than if using a single word.

Example:

“SEO” is not a long tail keyword, but “SEO for small businesses in Minneapolis” creates a more specific search which is, by definition, a long tail keyword.

Long tail keywords are generally searched by people who are searching for a specific purpose. Those people generally have a good idea of what they are looking for, and those who have a good idea of what they want typically are much closer to making a purchase of a product or service.

The benefit of targeting long tail keywords was mentioned in the last part of the previous paragraph: **They know what they want**, and if they find what they are looking for, they are likely to make a decision for the product or service, which is why targeting long tail keywords is so important. **Those who target long tail keywords are targeting the very audience that is already searching for their product/service.**

Example:

John and Tony are friends and as the summer is approaching, they both decide that they would like to pick up a new hobby. They enjoy the outdoors and enjoy exploring, but they live in an urban area, so they decide that they are going to purchase bikes to ride around their lovely city.

John and Tony both start their search process online, but they conduct their searches very differently.

John searches very broad terms, like “bike shop” and end up faced with over 290 million search results, most of which are not helpful. After a whole week of searching, John is still spending time doing research and is unsure of his how and where he might purchase a bike.

Tony, on the other hand uses much more narrowed searches, like “Road bike for beginners” and “Best bike shops in Minneapolis” and instead of seeing hundreds of millions of results, is looking at about 7 million results. These search results are much more helpful because they are more specific to Tony’s search, and at the end of the week, Tony has found and purchased his bike and is ready to hit the road.

This example shows a few things very well:

- 1) Those who utilize long tail keywords in their search will make their search process much easier.
- 2) The companies that targeted those long tail keywords are much more likely to converted, or at the very least receive a visit from an interested and motivated prospect.
- 3) There is less competition with long tail keywords as they have been defined.

Since the purpose of your website is to ultimately attract traffic and convert that traffic into customers we should take a long hard look at long tail keywords.

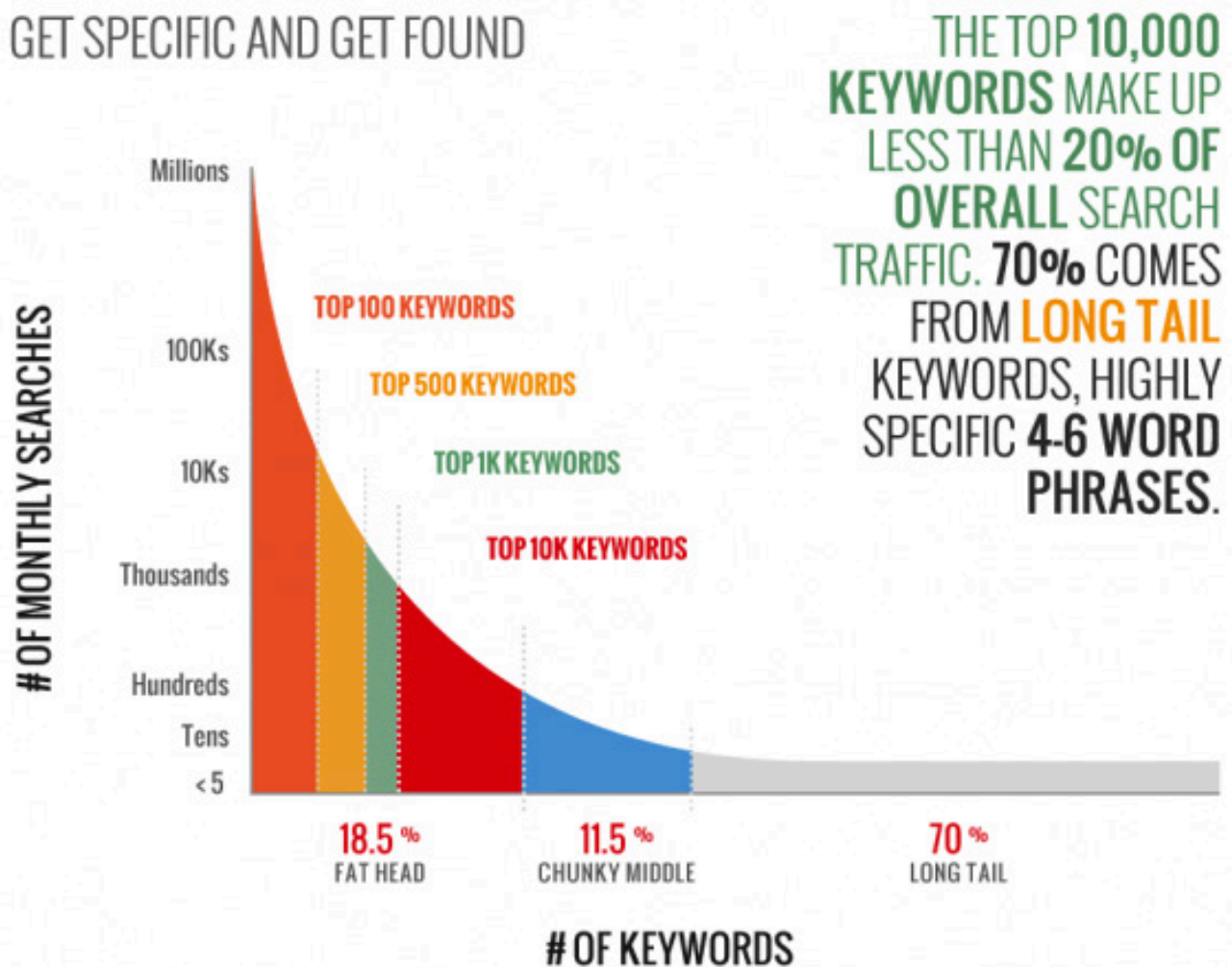
DEFINING THE PROBLEM:

The process of pursuing long tail keywords can be daunting. If you were to conduct a little research, you would see that long tail keywords are not a brand spankin’ new concept that companies looking to optimize their search engine ranking have considered, and yet many of them are not investing any resources into the search traffic. This means that there are lots people out there that could be targeting these long tail keywords, but have yet to do so.

Most companies want more traffic going to their website. That is a given, but the problem is knowing exactly how to address the topic of keywords. You or your company have a specific group of industry specific words or phrases. On one hand, there are the top keywords that attract high concentrations of traffic per search, on your sec-

ond hand, there is “the chunky middle” that is made up of a small demographic of searches, and on the third hand (in this case, you have three hands) there are long tail keywords that have lower search rate, but make up a higher percentage of overall searches.

GET SPECIFIC AND GET FOUND



People want to pursue the big market words and phrases because it seems more substantial, but that simply is not the reality of search traffic. As we can see in the image, those targeting top keywords are missing out on as much as 70% of search traffic. In reality, even though ranking for competitive keywords can be flashy, it will not drive as much traffic to your site as focusing on long tail keywords. Also, when you are making efforts to rank for high competition words or phrases you will

be going up against hundreds, if not thousands of other sites fighting for those top spots on search engines.

According to Jason DeMars, from advancedwebmarketing.com,

// *“People’s keyword searches are increasingly moving toward long-tail because natural language search is becoming more popular and pervasive, especially with the momentum of mobile technology and search.”*

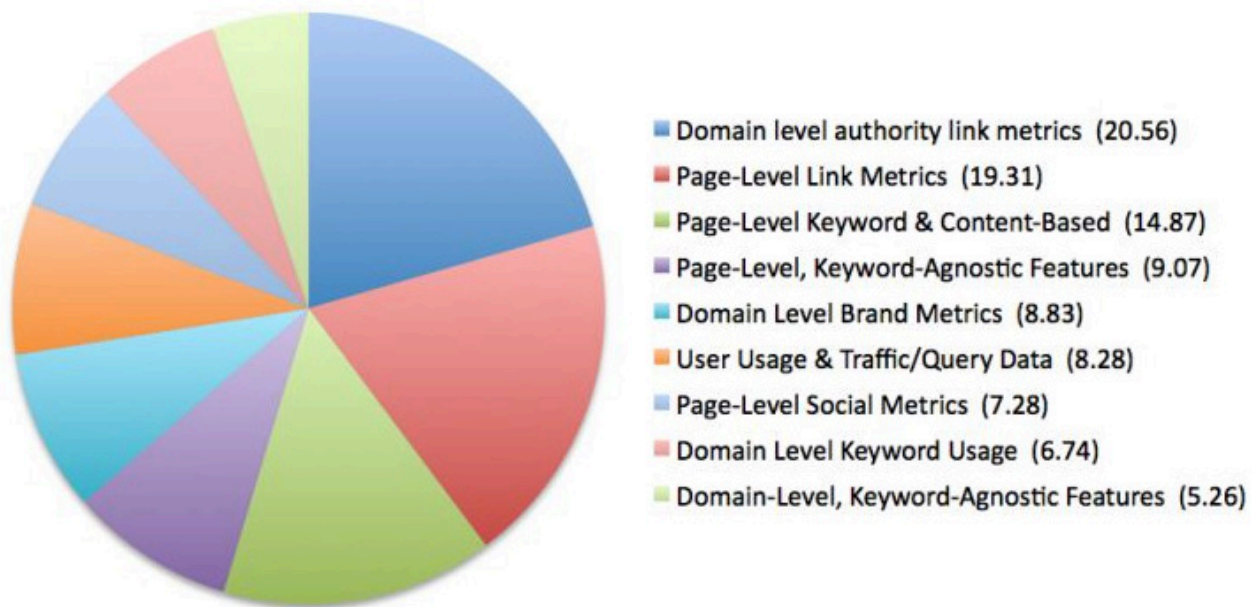
THE OPPORTUNITY:

We have mentioned some of the benefits of long tail keywords already, but let's put the opportunity under a microscope. The reality that 70% of searches can be targeted by utilizing long tail keyword optimization is exciting! No matter the size of your company, anyone can become the top search result for long tail keyword searches!

One of the main things we have to do when approaching the idea of long tail keywords is to set and manage expectations. It is easy to get excited about something, but we should understand more before we expect to be placed in the #1 position of searches.

In order to rank for searches, we must understand that it takes time. The Google Algorithm is very complex. There are many factors when attempting to rank, from Domain level authority link metrics, to page-level keyword and content, to page-level social metrics.

On the following page is a visual from Matthew Peters over at Moz.com:



If this information seems a little too complex, here is the general gist of what you should be aware of:

1. Links are still the most valuable part of the algorithm (approximately 40%)
2. Utilizing keywords on the page is still very important, a close second to the importance of links
3. Social factors are not as important when compared to the high correlations.

// *“Looking into the future, SEO’s see a shift away from traditional ranking factors (anchor text, exact match domains, etc.) to deeper analysis of a site’s perceived value to users, authorship, structured data, and social signals.” -Matthew Peters*

THE SOLUTION:

If approached wisely, the potential to capitalize on long tail keywords is huge! We cannot forget that general SEO is only one part of Inbound marketing, but it is an extremely important cog in the machine that represents your presence on the Internet. The best way to address capitalizing on the opportunity of long tail keywords is to address some of the major questions.

- What should be the expectations when addressing long tail keywords?
 - What are the obstacles?
 - How much time should it take?
- How many long tail keywords are there?
- How do we figure out which long tail keywords to target?

EXPECTATIONS

Having accurate expectations can determine the success of your long tail keywords efforts. Anticipating the obstacles as well as having an appropriate understanding of how long it will take are two of the most important expectations to set.

Like anything that is worth doing, targeting long tail keyword search traffic will take time. It is an investment that should be weighed out prior to starting. The start of the process typically starts with some type of keywords generator. There are quite a few of different ways to generate these keywords, but some of the best ones are:

- Wordstream Keyword Generator
- SEO Keyword Planner
- Google Trends (isn't as much of a generator, but it helps see the health of different keywords)

These aren't the only resources at your disposal, but it is a good place to start. Although, the best place to start is to sit down and brainstorm intuitive words and phrases that are appropriate for your company, your industry, and your audience.

So, like we said, this is going to take time, and anything that has to do with search engine optimization is going to be an ongoing process. You will not be able to simply set it and forget it. You will want to utilize tools like Google Analytics, AdWords, or if you are working with Digital Solutions to increase your Inbound Marketing you can use the Inbound Advisor reports to track your efforts, document results, and make

changes.

The main obstacle is to begin to narrow down your target words, phrases, and searches. This process of both elimination and addition (both the elimination of irrelevant words and the addition of relevant ones) takes time, the utilization of measuring tools, and a progressively trained insight into what makes sense for your company.

Long tail keyword insight is utilized both in paid and non-paid search

It is important to note that your understanding of long tail keywords can be used to drum up both organic search traffic as well as paid search traffic. On the organic (non-paid) side, you can use things like content creation, links, and domain level authority like we saw in the pie chart to pursue high rankings on searches, and in paid search you can optimize your ads to show up for phrases that have lower competition, which means lower bid prices.

There are many variations of Long Tail Keywords:

Whenever you are targeting long tail keywords, do your best to explore every variation of wording, phrasing, and even spelling of the search. You don't want to count on searchers misspelling words, but it does happen. There can be hundreds of variations of searches.

Have you ever scrolled to the bottom of a search paged and seen a handful of suggested searches? That is what we are talking about →

Hint: *If you have having a hard time coming up with long tail keywords to focus on, try typing in a relevant search, and then see what "Related Searches" show up.*

Searches related to **bike shop minneapolis**

recycle bike shop minneapolis

bike shop minneapolis **chicago ave**

recovery bike shop minneapolis

two wheels bike shop minneapolis

bike shop minneapolis **minnehaha**

freewheel bike **best** bike shop minneapolis

used bikes minneapolis

two wheels bike shop

Well, that just about concludes our ebook on Long Tail Keywords! If you want some key points to take away from the ebook, here are just a few:

- 70% of searches are three or more words long = Long Tail Searches
- Competition is much lower for long tail keywords
- Use your understanding of long tail keywords for both organic AND paid search
- Seeing results will take time, but if you are persistent, you will see them

If you run into questions about this topic, or any other inbound marketing topic, feel free to get in contact with us! We don't bite, I promise.