

Meta Description: Long tail targeting has been proven by so many SEO experts as an excellent marketing strategy. In this guide, we will learn all about its benefits.

ALT Tags: long tail keywords examples, how to use long tail keywords, long tail keyword generator, free long tail keyword tool, importance of long tail keywords

Main Keyword: long tail targeting

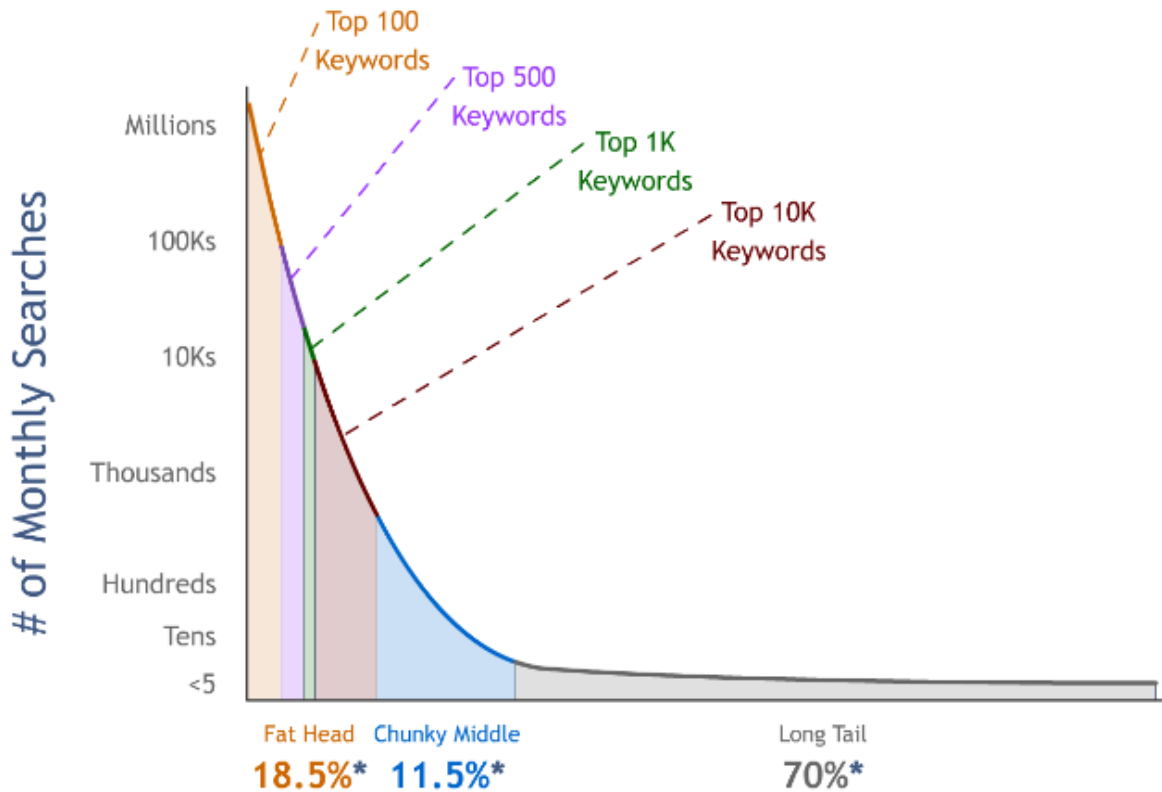
LSI KWs: long tail seo, long tail keyword seo, long tail keywords seo, long tail keywords for seo, long tail keywords in seo

Your Ultimate Guide to Integrating Long Tail Keywords in SEO

With proper long tail keywords, you have something that a number of brands who involve themselves in content creation should pay attention to. This is because **long tail targeting** is not typically drowned by competition because these keywords are already semi-specific and not as common as short ones.

To fully understand the benefits and uses of a **long tail SEO**, here's a graph from Neil Patel's website. It shows how The Search Demand Curve functions:

The Search Demand Curve



With this graph, truly, the 70% is a huge number for searches. If people are naturally drawn to **long tail SEOs** almost 70% of the time, content creators should definitely start incorporating these.

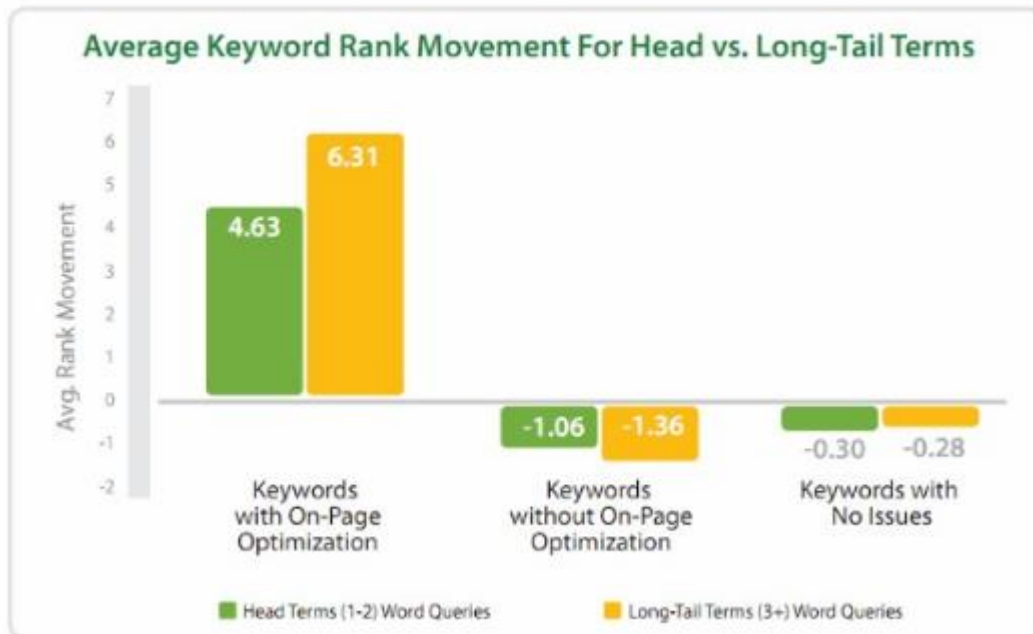
Top Reasons Why You Need to Focus on Long Tail Keywords for SEO

Long tail keyword SEO or **long tail targeting** provides clarity in terms of context which is helpful to readers especially since they also search using long keywords. This process is more effective when it comes to ranking websites because short keywords still have to be used in multiple contents unlike long ones.

In addition, these can really improve your blog status since they have better high ranking chances that are just really helpful. In addition to all of this, here is a list of reasons as to how you can focus on **long tail targeting** for your website:

- Long tail keywords lets you know how you are doing well in the search engine results pages (SERPs) ranking.

In a study conducted by New York-based SaaS company Conductor, it was found out that long tail keywords for SEO are on the top results pages of most search engines. Here's an image of the data from Neil Patel's website:



- By learning **long tail targeting**, you get to understand more how people on the internet search.

This is an important aspect because fully understanding who your customers are, what they want, and how they function is crucial as this knowledge can present you with the right strategies to get ahead of the game.

If you search “**Long Tail Keywords in SEO**” on Google, it is because you want to learn more about the benefits of **long tail targeting** and how it is performed. **Long tail targeting** is an excellent way of ensuring that you address the problems and issues of your audience in a more personal way. With today's technological prosperity, the last thing you would want is to sound like a robot.



Long Tail Keywords in SEO



Lahat

Images

Mga Video

Shopping

Marami pa

Mga setting

Mga Tool

Mga 7,770,000 (na) resulta (0.57 segundo)

11 Reasons You Need to Focus on Long-Tail Keywords for SEO

<https://neilpatel.com> › [Blog](#) › [SEO](#) ▼ Isalin ang pahinang ito

I've brought up **long-tail keywords** a lot throughout my blog posts. That's because I focus a lot on them. They're the foundation of an effective **SEO** strategy.

Long-Tail Keywords: A Better Way to Connect with Customers ...

<https://www.wordstream.com/long-tail-keywords/> ▼ Isalin ang pahinang ito

Long-tail keywords are longer and more specific **keyword** phrases that visitors are more likely to use when they're closer to a point-of-purchase or when they're ...

Long-Tail Keywords: The 'Secret' to Getting TONS of Search Traffic

<https://ahrefs.com/blog/long-tail-keywords/> ▼ Isalin ang pahinang ito

Okt 25, 2018 - **Long-tail keywords** are "unpopular" (i.e., low Volume) and highly-focused ... That was some fun data with which to impress your **SEO** friends.

Long Tail Keywords -> How To Find Them (EASY) And Use For SEO

<https://keywordtool.io/long-tail-keywords> ▼ Isalin ang pahinang ito

Best FREE #1 **long-tail keyword** generator (Keyword Tool)! Find definition of **long-** and **short-tail keywords** & best source to find them in REAL-TIME!

Long Tail Keywords And How To Find Them : Wordtracker

<https://www.wordtracker.com/.../keyword.../long-tail-keywords> ▼ Isalin ang pahinang ito

How and why you should be finding **long tail keywords**. This is a free guide from Wordtracker, the **keyword** research specialists.

- **Long tail targeting** provides relevance and context to your content.

In the road to the top one or top zero position on Google, one thing you should always remember is quality content. Content is the main driving factor of your website's ranking. If this can provide relevance and context to your website's content – go for it!

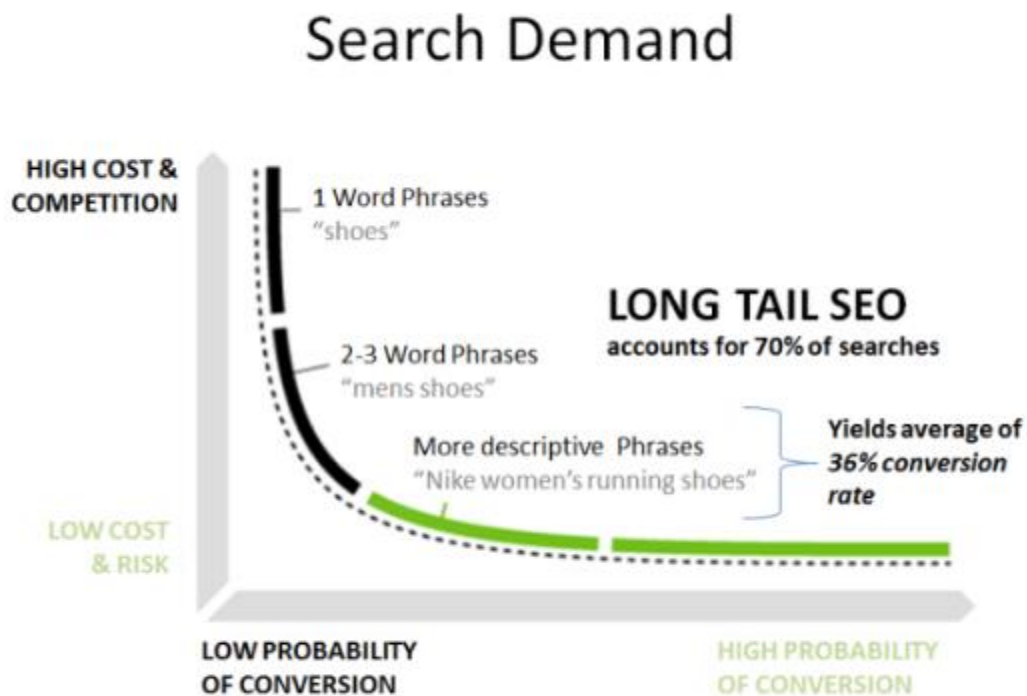
Outranking the Competition by Using Long Tail SEO

Long tail keywords are very effective in terms of content competition online. People search phrases on search engines which are practically long tail keywords themselves. Short keywords can never be this specific and capturing.

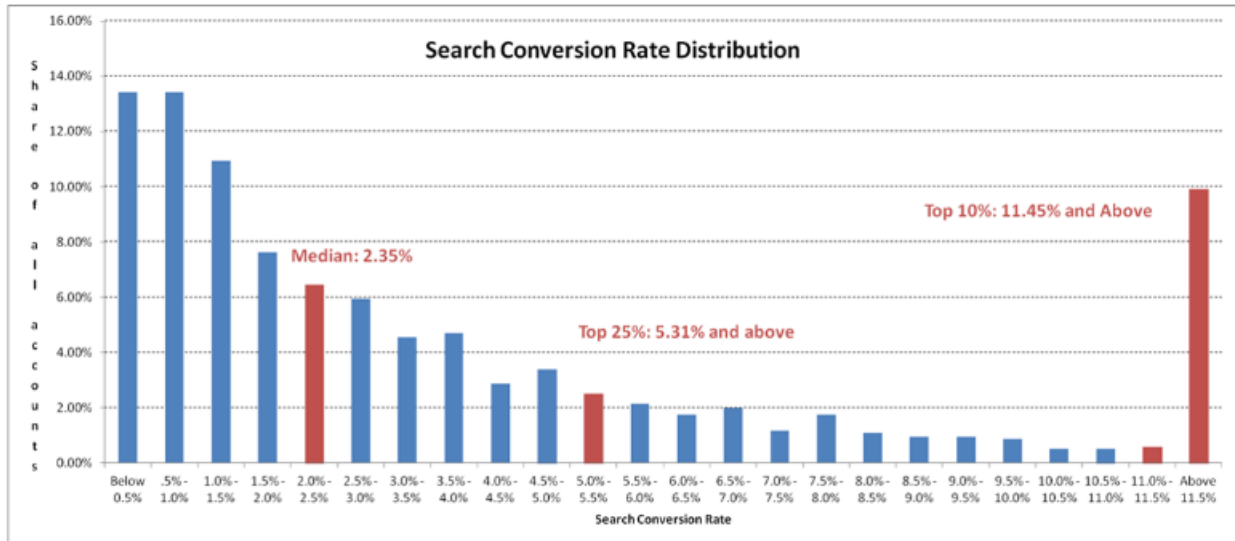
In order to make long tail keywords work at their maximum, what you have to do is be specific with the where, how, when, what, and why of any topic you are going to make a content about. It is not just long phrases meshed into one keyword.

It is all about putting important details in one tail to easily get readers' attention and achieve high rankings. In addition, to improve one's ranking in the game of all of this, you have to consider your website's conversion rates.

In a study by WordStream, the top 10% of landing pages easily convert to 11.45% with an average of 36% for **long tail targeting** conversion rate:



In addition to this, Neil Patel even added a more detailed description and analysis if the search conversion distribution:



Popular Keywords versus Long Tail Keyword SEO

Long tail keywords are usually mistaken for popular keywords just because long tail keywords get high ranks more easily than short ones. The thing is, long tail keywords are not necessarily popular.

These **long tail keywords SEO** simply cover a lot of phrases given the better odds. Not all of those phrases are also popularly searched. You can easily find more chances of matching long tail keywords as they are more specific than general short ones.

In addition, popular keywords are easily distinguished from long tail keywords by the fact that popular keywords are strictly based on how common they are searched on the internet.

Long Tail Targeting: Defining Your Content Purpose

Defining your content purpose is important. Content is not just all about having something to show your customers. It has to be well-aligned with your brand.

Now, with the use of long tail keywords, you have to push your content to its best quality. Use your own analytics to identify which long keywords to use and what content to make of them. This is effective as it means that the strategy is all about what your brand goes through.

For a solid content purpose, you must also make sure that your keywords and topics are all laid on your page. Remember, content is at the center of all of the rankings on various SERPs. It is only right that you put in a lot of time in ensuring that your content is not only of high-quality but also of relevance to what your website is about.

Connecting With Your Buyers through Long Tail Keywords

Buyers usually already know what they want to get by the time they are already typing down keywords on search engines for further research on their purchase. Long term keywords then become very useful as they are specific enough to appear as results for particular search requests.

With this in mind, the buyers can find what they are really looking for while also getting to visit your website and learn more. You might think that this may be good for you, right? Of course! In addition, it adds to your website's traffic and increases its credibility as seen in the results of several search engines ranking which is a crucial aspect to consider for your brand to become more visible online. That's true marketing right there!!

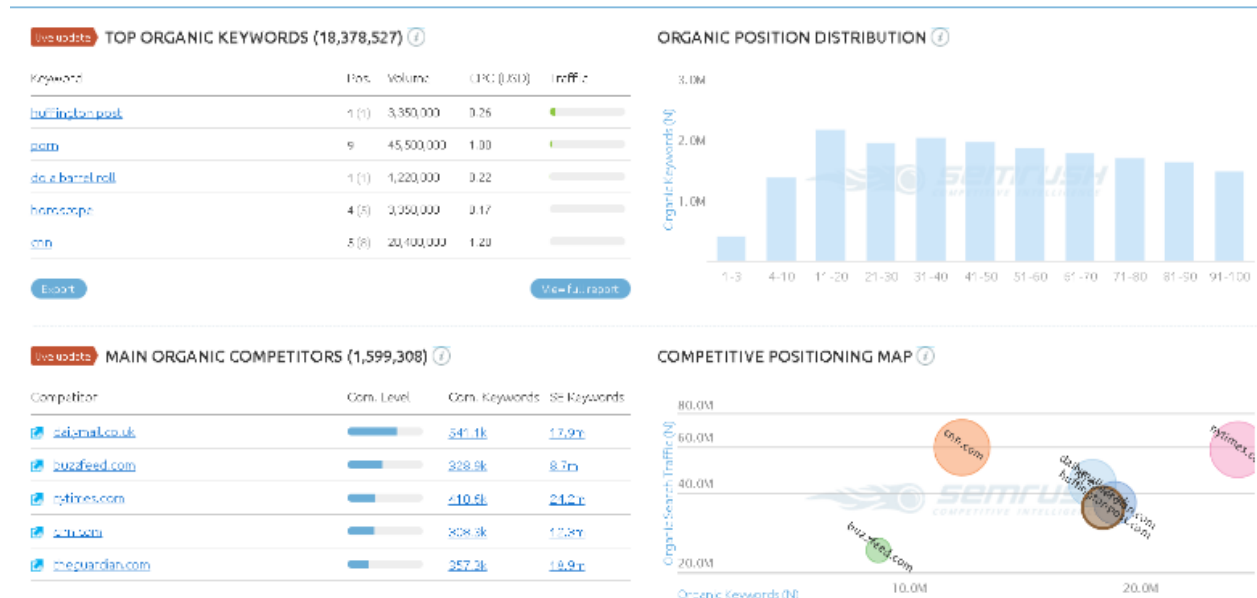
It's amazing to think that **long tail targeting** establishes relationships not only with your client but also with your audience. However, if you look at it closely, **long tail targeting** is beneficial because it is one of the primary ways to increase your traffics and establish new leads. Furthermore, data shown below are from a study conducted by HubSpot.



Why You Should Research on Long Tail Keyword SEO

Researching on long tail keyword produces better information for your inquiry. Instead of maybe typing in "parks" you can use long tail keywords and put in "parks around [insert area] that are [preference]". This will give you a better range of detailed and specific information about what you're researching about. Furthermore, do take note that local listings play a huge role in the human and natural language used by people to search online.

Here's what you will normally get with **long tail targeting**. This is a Huffington post concerning the keywords used by the largest blogs online. Mind you, these are the blogs that top the various search engine results pages (SERPs):



By studying the graph carefully, you can see that the exact number of queries is 409,853. In addition, you get an overview of how these queries are distributed evenly all throughout those high-ranking blogs. This is a major factor that determines whether or not your blog deserves the top spot on SERPs.

Nonetheless, in order to achieve this high level of ranking, hundreds and thousands of website pages are carefully audited and coupled with relevant content sprinkled with long tail keywords. Furthermore, their knowledge about their current niche and the customers they serve provide an easy way of determining what appeals to them.

With less of a general content to scroll through, your choices of research material are narrowed down into more useful ones. There is no particular need to click on the next page or retype your keywords just so you could find the ultimate answer to your inquiry. All you need to do is to type what you want to find – and voila!

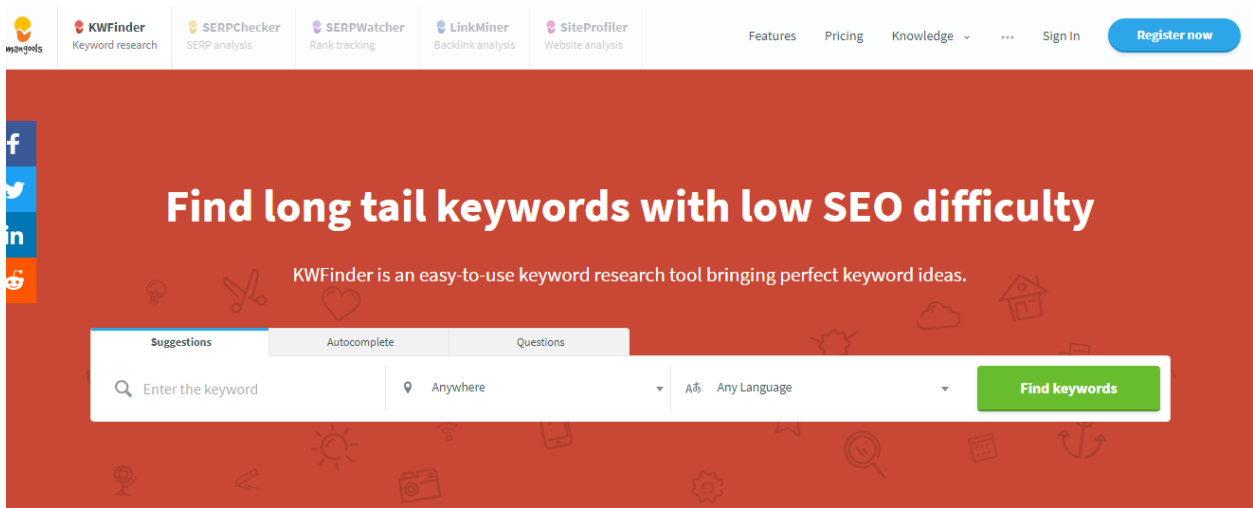
Using the Top Long Tail SEO Tools to Generate More Visitors

There are really great **long tail SEO** tools online that are guaranteed to boost your site visitors and give you more profitable opportunities. Here are a few tools for **long tail keyword SEO**:

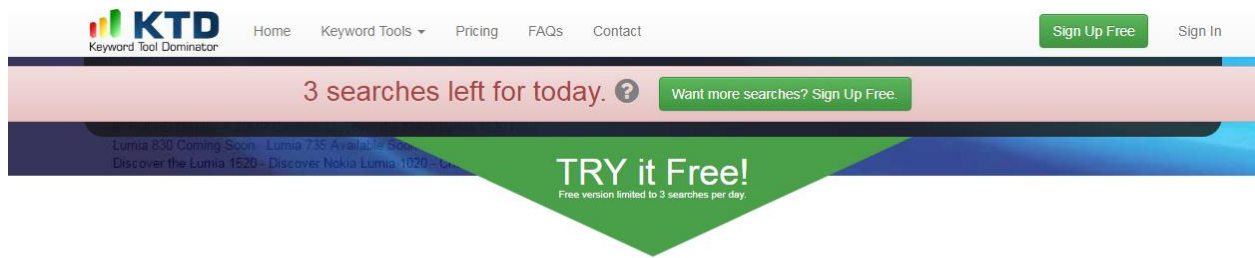
- SEMRUSH is the first ever well-made tool to help you build keywords that are in regards to what your competitors may come up with.



- KWfinder ranks second best next to SEMRUSH for the same functionalities as well.



- Then, there is the free Google Auto Complete tool that is just perfect for you to semi-manually review those long tail keywords used by your competitors in the same niche. This is a great tool for competitive analysis too! You can access this through Keyword Tool Denominator:



What is the Difference between User Intent and Long Tail Targeting

User intent is simply whatever it is that the user wanted to search on the search engine. It is merely the purpose of their use of the search engine. On the other hand, long tail keyword targeting is more of the proper generation of keywords and the process of looking for certain keywords that can aid in improving your search engine rankings.

Some people may overestimate this as predicting exactly what was intended by the user to search. While this is true, the real task of targeting keywords does not fall short on its responsibilities. It further caters to the various requests of people online including recommendations and other suggestions to provide to you and future users if in case they are to search the same set of keywords.

How to Write Content Based on Long Tail Keywords SEO

What is most important when writing content based on these keywords is that the two factors – content and **long tail keywords SEO** – are integrated together into delivering something purposeful to the users. User's intent is hardly ever accurately predictable. It is complicated, so your content has to be creatively tailored to cater all possible user intents and that of your keyword targeting.

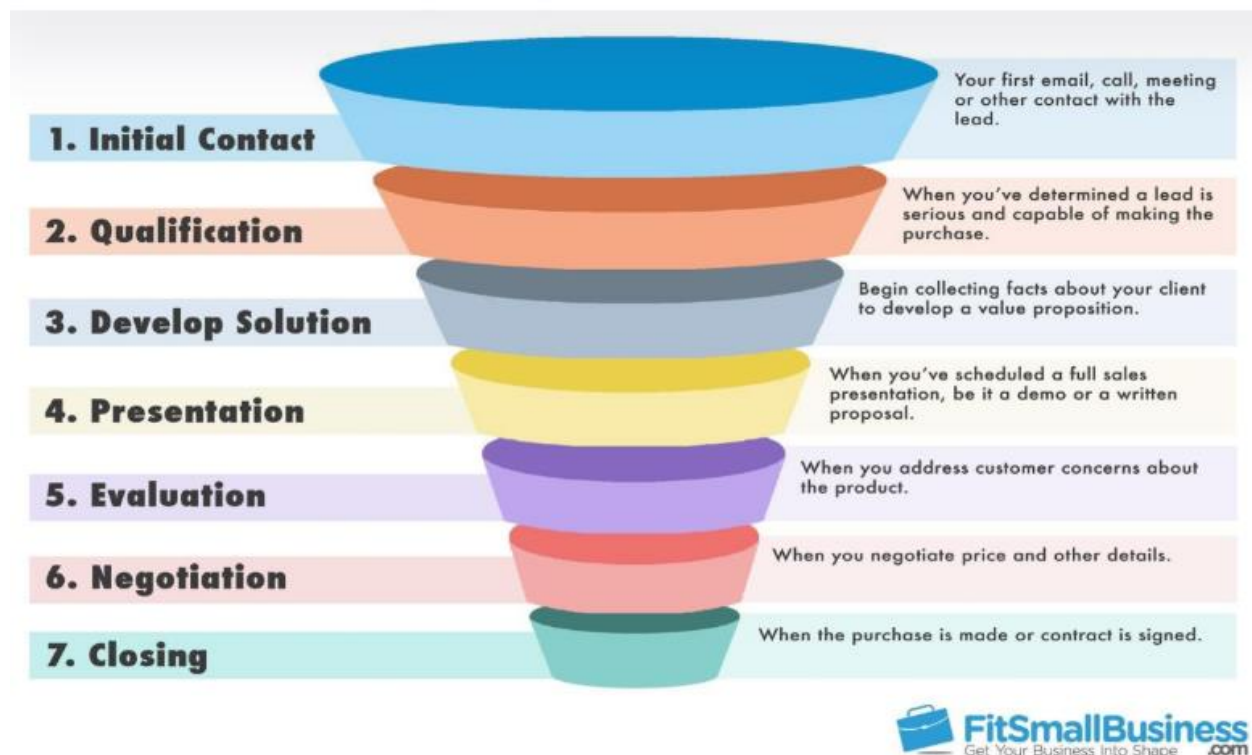
Keep sticking to your keywords or their ideas so that there is a high chance of striking those user intents right down the middle. There are also some available tools online that can greatly help you make more effective content that is based on your long tail keywords.

How to Write Headlines Based on Long Tail Keywords SEO

Headlines based on long tail keywords need a few things to be looked into for them to be effective. First, make sure that whatever long tail keyword you're going to use is exactly what you need to be aligned to the purpose of your content.

After that, pattern your headlines with popular ones. It is not enough to insert your long tail keywords on there. You also have to construct a headline that is going to hook readers well enough for them to actually stay and browse your website. This will increase your user engagement activity because, with this, your audience is engaging with your content – sharing it to other social media platforms, commenting on it, and plenty more.

To end of all of this, here are the necessary steps to be conducted after you have established a good long tail keyword strategy. Basically, in a business funnel, steps one to five revolve around **long tail targeting**. Once this is done, you may proceed to the necessary steps such as Negotiation and Closing. Here's an image of a business funnel from Neil Patel's website:



In conclusion, with long tail keywords, high conversion rates, amazing level of user engagement, there is actually a high chance that your website will appear at the top of the various search engine results pages (SERPs).

Reference:

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