

TIPS FROM I TEACH BLOGGING

BOTTOM LINE:

WHAT YOU NEED TO KNOW
ABOUT LONG TAIL KEYWORDS



BY RENEE' GROSKREUTZ

What is a long tail keyword?

Long Tail Keyword: This is essentially a phrase that people are searching related to a keyword. The basics: An SEO term used by marketers (anyone who is selling anything) to mean a phrase that people are searching for online.

Great News!

It is far easier to rank for long tail keywords than it is to rank for generic or broad words.

Long Tail Keywords done right will likely increase your time on site stats. When you provide a reader with an answer to their very specific search, they are likely going to stick around and read more of your content.

A good example: “blogging” versus “get started blogging.”

It may seem counterintuitive to use such a phrase for SEO because you want to rank for the phrase blogging. However, the phrase blogging is so generic and so many people are using it online that it makes it naturally more difficult to rank for. Therefore, you want to get a bit more specific in your keyword attempts, hence the long tail.

An example in use

Consider the fact that someone who is searching a very specific phrases is far closer to converting into your next client.

Someone who is searching on Google for “bicycles” is just shopping.

Someone who is searching for “bicycle sizing chart” is most likely far closer to buying a bike.

LONG-TAIL

Keywords

This is essentially a phrase that people are searching related to a keyword. A good example of this is the keyword “blogging” versus “get started blogging.”

Blogging

- How to blog
- Get started blogging
- blogging tips
- blogging tips for beginners



Bicycles

- bicycle sizing chart
- types of bikes
- performance bicycles
- boys bike size



Cooking

- crock pot recipes
- quick hamburger meals
- how to make pork
- easy cooking recipes



The Google Keyword Tool

In the image below, I used the Google Keyword Tool to do research on two phrases: **blogging** and **blogging tips**.

Note: The competition column does not refer to how easy or difficult it will be to rank on a keyword. This shows us how a level of how many people are bidding on this keyword for ads.

I do believe that it is worth keeping a mental note about how valuable the folks paying for ads consider a certain keyword. While it doesn't help you in ranking, it does give you a feel for what others find valuable.

Ad group Ideas		Keyword Ideas			
Search terms		Avg. monthly searches ?	Competition ?	Suggested bid ?	
blogging		12,100	High	\$2.08	
blogging tips		1,300	Low	\$1.46	

The Google Keyword Tool

This is how I use Google Adwords to find long tail keywords.

In the Keyword Planner there is a tab called "Ad group ideas" and I use it often.

Once I verify that I am on the Ad group ideas tab, I select on the Ad group for the keyword phrase that I want to learn more about.

Your product or service

blogging, blogging tips

Get ideas

Modify search

Ad group ideas

Keyword ideas

📄

Download

Add all (44)

Ad group (by relevance)

Keywords

Avg. monthly
searches ?

Competition ?

Suggested bid
?

Ad impr. share
?

Add to plan

Blogging Tips (25)

blogging tips and tricks, ...

📄

2,140

Low

\$3.00

—

»

Start Blogging (11)

how to start a blog, starti...

📄

69,200

High

\$4.15

—

»

Free Blog (28)

free blogs, free blog, fre...

📄

27,730

High

\$3.45

—

»

Make A Blog (32)

make money blogging, ...

📄

34,860

Medium

\$2.76

—

»

The Google Keyword Tool

Now that I am deep in the Ad group, I will see a list of long tail keywords associated to "blogging tips."

This is a rich list of possible blog post ideas and long tail keywords that I can easily craft a few blog posts around.

Note: These keywords have what you may consider a low search number but remember they also include your primary keyword (in my case "blogging").

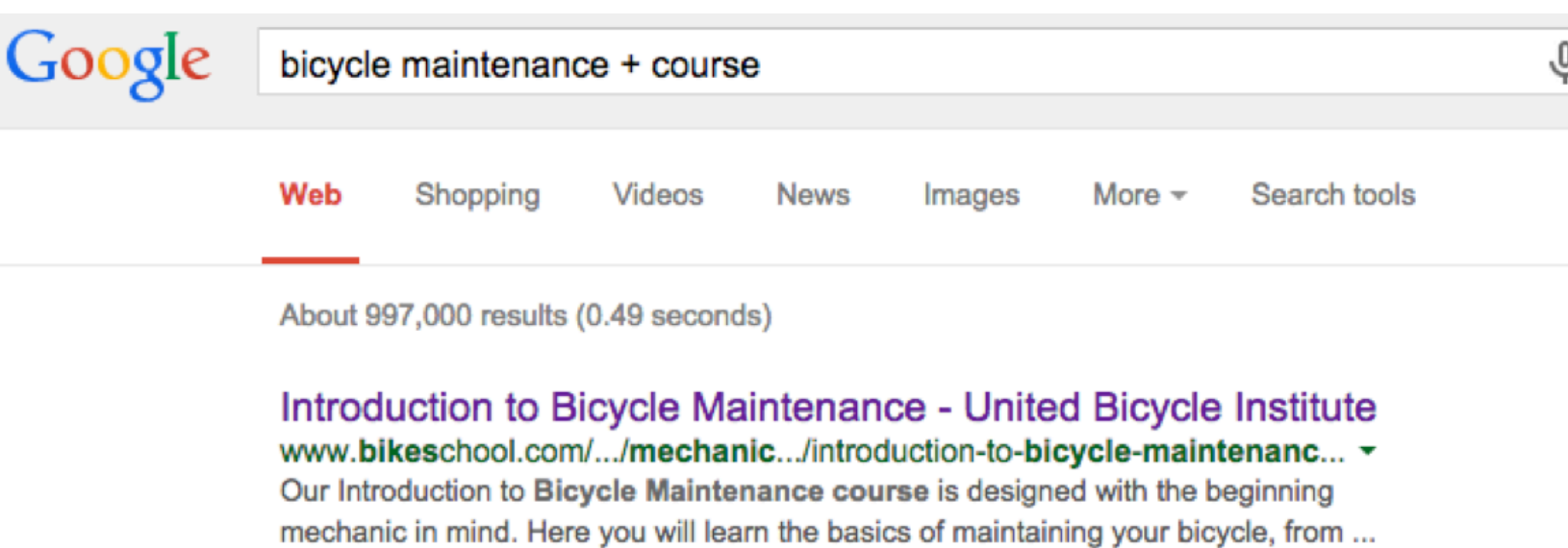
Ad group: **Blogging Tips**

1 of 44 ad group ideas

Keyword (by relevance)		Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
blogging tips and tricks		260	Low	\$1.48	—	
blog tips		390	Low	\$3.45	—	
starting a blog tips		390	Medium	\$2.85	—	
blogging tips for beginners		210	Low	\$1.80	—	
blog writing tips		320	Low	\$3.14	—	
food blogging tips		50	Low	—	—	
blog design tips		70	Low	—	—	
seo blog tips		50	Low	—	—	

Google a Course

I picked up this tip from [Backlinko](#) and it is a darn good one, I just broadened it a bit. Go to Google and do a search on your generic keyword + course.



Once you find a course look around to find out what the course covers. Each of those bullet points could be a blog post. Use these bullet points to do some keyword research and see what more you find.

SOME OF THE TOPICS COVERED INCLUDE:

- Bike Fit and Position
- Bottom Bracket and Crankset Overhaul/Replacement
- Brake System Adjustment and Maintenance
- Cable and Housing Replacement and Maintenance
- Derailleur System Adjustment and Maintenance
- Emergency Roadside Repair
- Flat Repair, Tire and Tube Design
- Headset Overhaul/Replacement
- Hub Overhaul and Adjustment
- Pedal Replacement
- Replacing Broken Spokes
- Stem and Handlebars



Use Google Suggest

If you do a search in Google they will provide a list of related searches at the bottom of the page.

This is a rich list of long tail keywords that you could use for your blog.

Searches related to bicycle maintenance

bicycle maintenance checklist	bicycle maintenance schedule
bicycle lubrication	giant bicycle maintenance
mountain bike maintenance	bicycle chain maintenance
road bicycle maintenance	bicycle cleaning



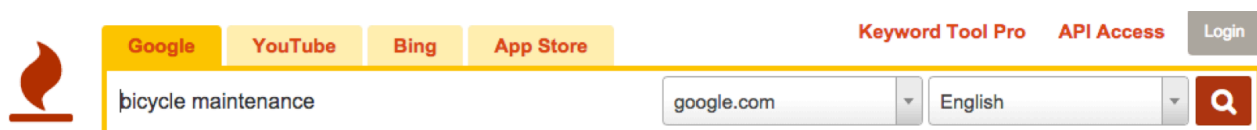
Use Keywordtool.io

This is a paid tool but they offer some free data that is extremely helpful with in-depth features.

This tool will provide you long keywords from several platforms including Google, YouTube and Bing.

Keep in mind that these are individual searches. So go ahead and do a search for the same keyword on each platform.

Note: You can copy the results for all of the keywords that it found into your computer's clipboard. You will need to immediately paste these into a document, such as an Excel spreadsheet.



The interface shows a search bar with the text "bicycle maintenance". To the right of the search bar are dropdown menus for "google.com" and "English", and a search button with a magnifying glass icon. Above the search bar are tabs for "Google", "YouTube", "Bing", and "App Store". To the right of the search bar are links for "Keyword Tool Pro", "API Access", and a "Login" button.

Keyword Suggestions

Questions

Search for "bicycle maintenance" found **252** unique keywords

 Copy all

Want to get up to 2x more keywords instead? [Subscribe to Keyword Tool Pro now!](#)

<input type="checkbox"/> Search Terms ?	Keywords ?	Search Volume ?	CPC ?	Competition ?
<input type="checkbox"/> bicycle maintenance	bicycle maintenance stand	10,000	1.00	\$0.00
<input type="checkbox"/> bicycle maintenance	bicycle maintenance checklist	10,000	1.00	\$0.00
<input type="checkbox"/> bicycle maintenance	bicycle maintenance schedule	10,000	1.00	\$0.00
<input type="checkbox"/> bicycle maintenance	bicycle maintenance book	10,000	1.00	\$0.00
<input type="checkbox"/> bicycle maintenance	bicycle maintenance class	10,000	1.00	\$0.00
<input type="checkbox"/> bicycle maintenance	bicycle maintenance tools	10,000	1.00	\$0.00
<input type="checkbox"/> bicycle maintenance	bicycle maintenance kit	10,000	1.00	\$0.00

Do You Need This Data?
Subscribe To Keyword Tool Pro Now!

Use Soovle

You type in a keyword or a keyword phrase and they will show you suggested results from Google, Wikipedia, Amazon, YouTube, Bing, Answers.com and Yahoo all at once.

Be careful with this tool, it is a bit addictive.

The screenshot displays the Soovle search engine interface. At the top left is the Soovle logo with a star rating and social media icons. The search bar contains the text "bicycle maintenance". Below the search bar, a large curly brace groups a list of suggested search terms: "bicycle maintenance", "bicycle maintenance stand", "bicycle maintenance checklist", "bicycle maintenance schedule", "bicycle maintenance book", "bicycle maintenance class", "bicycle maintenance tools", "bicycle maintenance kit", "bicycle maintenance school", and "bicycle maintenance guide". To the right of the search bar, a "permalink" link is visible. Below the search bar, a "Soovled Link" section shows a result from "Answers.com" titled "101 Bike Maintenance Tips - Bicycling". The result text reads: "Your bicycle doesn't run on leg power alone. It also needs a little lube, a lotta love, and a good listen. You may not know every remedy your bike needs to live a ... www.bicycling.com". To the right of the search bar, a list of suggested search terms is shown: "bicycle maintenance", "bicycle maintenance stand", "bicycle maintenance kit", "bicycle maintenance and repair", "bicycle maintenance rack", "bicycle maintenance book", "bicycle maintenance tools", "bicycle maintenance dvd", "bicycle maintenance manual", and "bicycle maintenance tool kit". At the bottom of the page, there are social media icons for Facebook and Twitter.

soovle

WIKIPEDIA

bicycle maintenance
bicycle maintenance stand
bicycle maintenance checklist
bicycle maintenance schedule
bicycle maintenance book
bicycle maintenance class
bicycle maintenance tools
bicycle maintenance kit
bicycle maintenance school
bicycle maintenance guide

permalink

bicycle maintenance
bicycle maintenance stand
bicycle maintenance kit
bicycle maintenance and repair
bicycle maintenance rack
bicycle maintenance book
bicycle maintenance tools
bicycle maintenance dvd
bicycle maintenance manual
bicycle maintenance tool kit

Soovled Link

Answers.com

101 Bike Maintenance Tips - Bicycling
Your bicycle doesn't run on leg power alone. It also needs a little lube, a lotta love, and a good listen. You may not know every remedy your bike needs to live a ...
www.bicycling.com

bicycle maintenance
bicycle maintenance and repair
bicycle maintenance 101
bicycle maintenance brakes
bicycle maintenance gears
bicycle maintenance course

bicycle maintenance
trek bicycle maintenance
zinn bicycle maintenance

bicycle maintenance and repair
bicycle maintenance guide
bicycle maintenance stand
bicycle maintenance course
basic bicycle maintenance
bicycle maintenance tips
bicycle maintenance school
road bicycle maintenance
basic bicycle maintenance guide
bicycle maintenance videos

Tips on Using Long Tail Keywords

1. Change them slightly to fit proper grammar
2. Always make sense and add value first
3. Focus on one phrase and build around it

Two Recommended Resources

<http://backlinko.com/>

I have learned so much from this site including a couple of the tools mentioned above.

[Neilpatel.com](http://neilpatel.com)

This guy is such a rock star and I have learned a great deal from him. I highly recommend that you check out his site.

Long tail keywords account for about 70% of internet searches.

The most important thing to remember is that you do not want to game the search engines. The world of SEO is different now and it comes down to serving your humans with good and valuable information.



To read the accompanying
blog post, please visit:

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