

PurplePass

Tips For Creating

Long Tail Keywords

To Increase SEO and Boost Marketing Efforts



What? Why?

What are **long tail keywords**?

Long tail keywords are about three and four keyword phrases related to your business or services.

Meaning, they are very specific to what you are selling or trying to promote.

Why do we use them?

Marketers use these keywords to make their business more searchable online.

For example, when a customer searches for something they are looking to buy, it tends to be a highly specific search phrase.

The idea is to match that search phrase so you appear on the top of their searches. If you come up for exactly what they searched, most likely they are going to buy or purchase your services.

Tips For Creating Long Tail Keywords

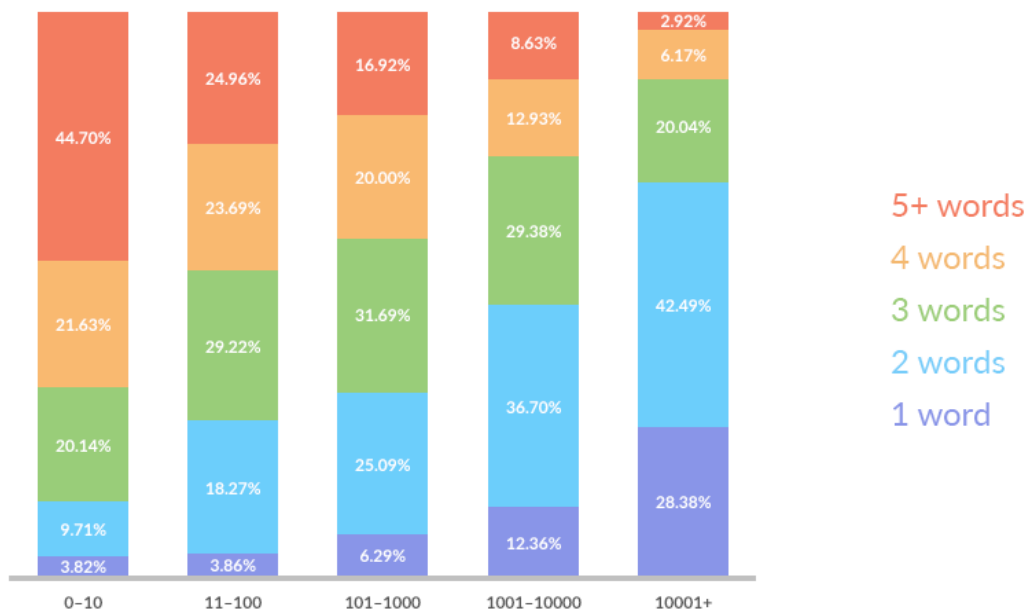
Before we start remember long tail keywords are suppose to be highly-focused and low volumed. Steer clear of super broad verbiage or phrases that are commonly used.

Tip #1: Don't go off of the length of words

Studies have shown that the number of words in your phrase (ranging from 1-10) doesn't have a huge impact on how searchable it is.

Don't try to determine a phrases popularity based on their word count, but focus on your actual content.

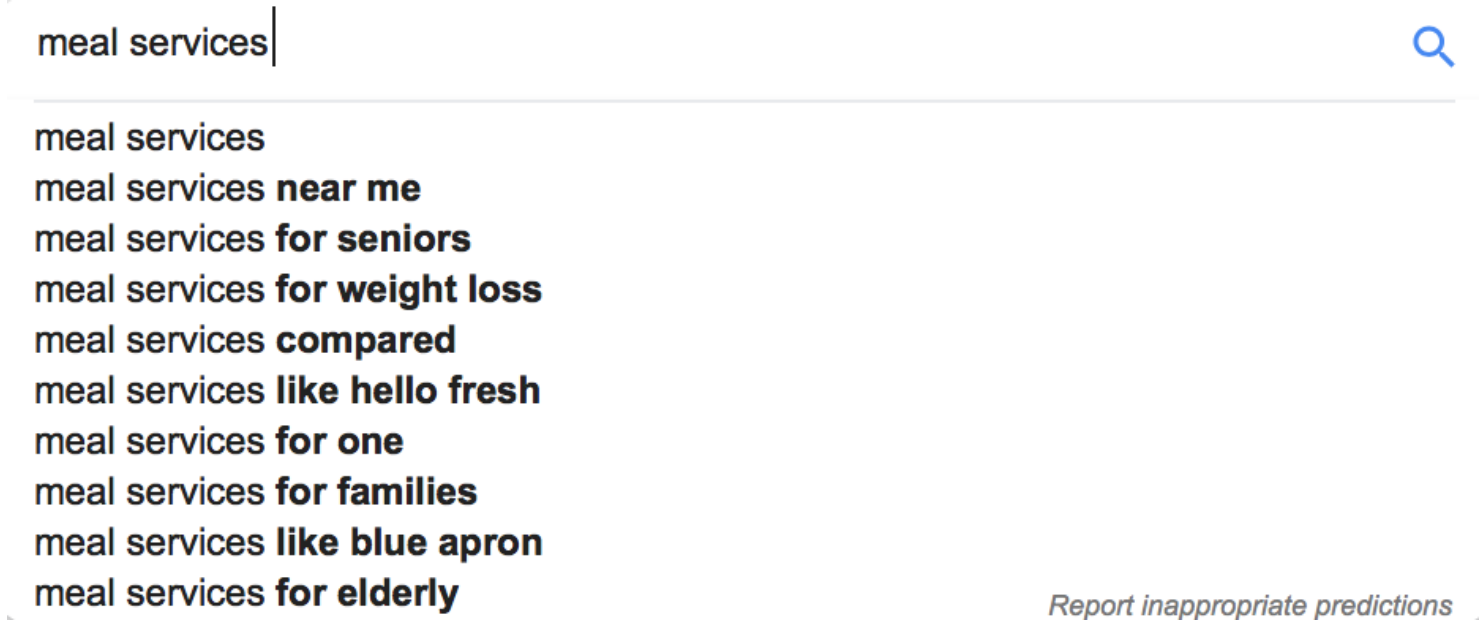
Keyword Length in Words VS Monthly Search Volume (of 1.9 Billion Search Queries)



Source: <https://ahrefs.com/blog/long-tail-keywords/>

Tip #2: You can find your long tail keywords by doing Google searches

One of the easiest ways to find phrases related to your business that people are searching is by typing it into Google search. Lets say your business is prepared meal services; if you start typing in "**meal services**" this pops up ...



These are specific words, phrases people are searching regarding this topic and what you can use to catch people looking for very specific things.

Tip #3: Check the searches related to your search

If you scroll down to the bottom of your search results, still on "**Google Search**" you will see a place that says "**Searches related to ...**". This shows you even more topics that were searched related to meal services.

Tip #4: Use keyword searching tools

The trick is to find keywords and phrases that have a **LOW** search volume that is specific to your industry. That way you can work with those long tail keywords and direct unique traffic to your business specifically seeking you out.

<input type="checkbox"/>	meal services	● ● ● ● ●	851-1.7k
<input type="checkbox"/>	home chef meal delivery	● ● ● ● ●	201-500
<input type="checkbox"/>	fresh meal plan delivery	● ● ● ● ●	0-10
<input type="checkbox"/>	fresh delivery	● ● ● ● ●	201-500
<input type="checkbox"/>	fresh meals	● ● ● ● ●	851-1.7k
<input type="checkbox"/>	fresh.com food delivery	● ● ● ● ●	0-10

FREE online keyword searching tools available

MOZ Explorer

Google Adwords

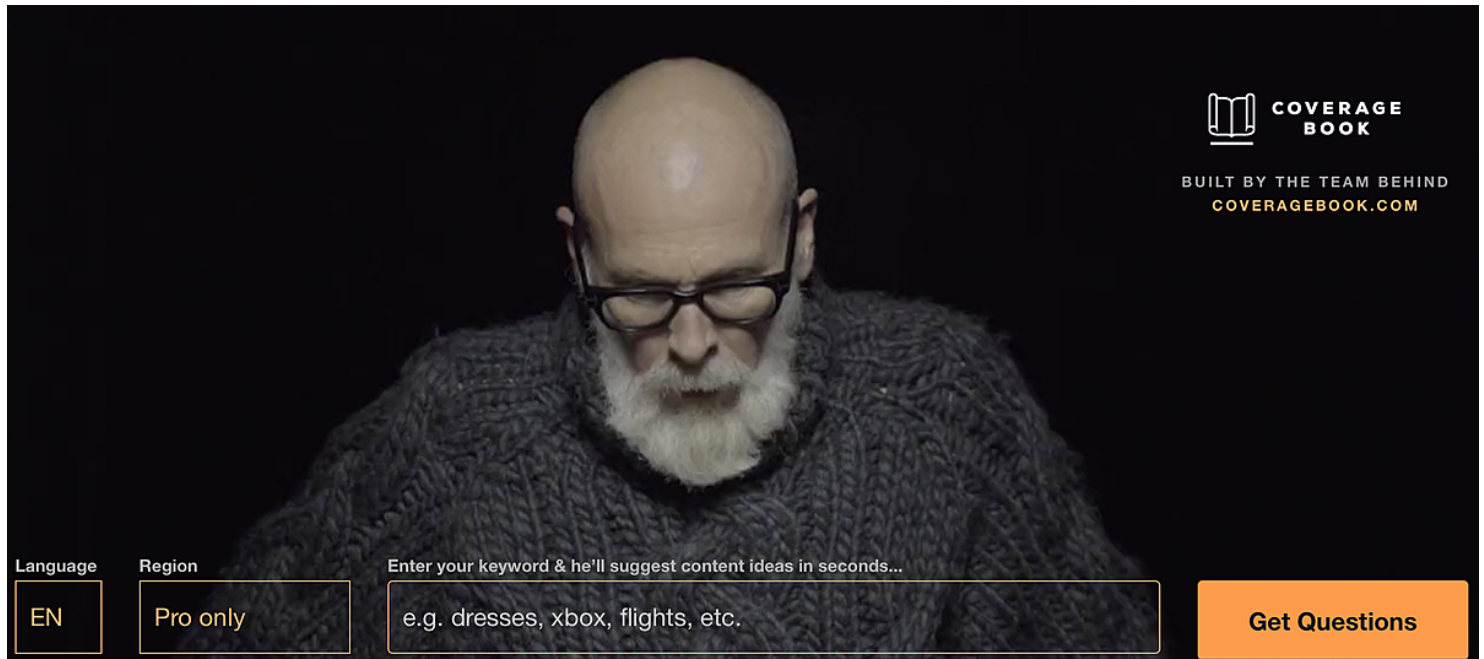
Keyword Tool

WordStream

Uber Suggest

Tip #5: Answer The Public for keywords and content ideas

This is a unique online tool that gives you keywords and questions that people online are asking. Type in a phrase or word and see what related content is out there to help build your long tail keywords.



Tip #6: Study the top ranking pages with your keywords

Use one of your long tail keywords and search it on Google. From here, check out the top ranking pages and study their content. You can maximize your page rankings by using as many long tail variations as possible, and that is exactly what these pages are doing. So study the quality of their pages to make sure yours are up to par.

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Understanding Head Keywords

Knowing the difference between long tail and head keywords is crucial for correctly understanding how keywords work.

Head Keywords

A head term or keyword only consists of 1-2 words and that's it. So for example **"meal"** or **"meal plans"**. These words are a lot more competitive than long tail keywords and generate high search volume.

It's extremely hard to rank high using a head term because it attracts higher search volumes and tends to be a broader keyword used by other competitors. Marketers use long tail keywords over head terms because those searches are more likely to end in transaction.

For example, if you are using the head term **"meal"** that is going to come with an extremely high search volume, making it a competitive market. But if you were to use the keyword phrase **"fresh meal plan delivery"** your search is a lot more specific and will target people looking to buy.

The trick is to focus on a specific audience so your ads and marketing aren't wasted on people who are uninterested and drive up click-costs with no outcome.

The example below is brought to you by [HubSpot Research](#).

Keyword definition	Examples
Head term A generic search term one or two words in length	"marketing automation"
Long-tail A long tail keyword is a very targeted search phrase that contains 3 or more words. It often contains a head term.	"information on marketing automation" "marketing automation information" "marketing automation system" "marketing software applications" "converting leads to customers"

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