



Checklist 4 - Using Long Tail Keywords

Project Name: _____

Date: _____

Yes No

If you want to manage your content effectively and let it reach more audience, you need to start making use of long-tail keywords and here is how you can integrate them with your posts:

EXPLAINING THE PURPOSE:

1

First, you need to explain the purpose of your content because the keywords alone cannot help you.

2

You can search for the most famous content on the internet and write engaging content in articles on it.

3

By doing so, your web traffic will improve, and you'll be on top of social ranking.

RESEARCHING LONG-TAIL KEYWORDS:

4

Now that you know about the purpose of your content, it is time to search for famous long-tail keywords.

5

Use Ubersuggest and search your long-tail keyword in the search bar.

6 After that, the "keyword ideas" option will appear in the sidebar, choose it.

Notes

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|---|--------------------------|--------------------------|
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| CREATE CONTENT BASED ON THE SELECTED KEYWORDS: | | |
| 10 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | | |
| | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | | |

Notes

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- 15 You can also make sub-headings in your content that will be made of long-tail keywords.
- ADDING ANCHOR TEXT:**
- 16 It is an important step as it will allow the audience to directly go to the webpage, which contains all the detail about the particular Keyword that has been anchor texted.
- 17 You can even add your own website's link with the long-tail keyword, and when a person clicks on that word, he/she will be directed to your webpage.
- 18 By integrating long-tail keywords in your content, you'll get more traffic on your site now.

Notes