



Checklist 4 - How To Target Long-Tail Keywords For Traffic Generation

Project Name: _____

Date: _____

Yes No

If you've heard of keywords when it comes to optimization, then you will want to embrace the use of long-tail keywords if you're looking to generate a significant amount of traffic generation. We are here to help you further understand how you can use long-tail keywords to your advantage as you generate traffic.

Step 1. Use Google suggestions

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Just type in your specified content and see what comes at the top. This helps you better understand the concept of keywords and algorithms. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Always make use of the Google suggestions to keep you up to date with the long-tail keywords. | <input type="checkbox"/> | <input type="checkbox"/> |

You can easily access this method by:

- Going on to the Google search engine and searching specified content*
- Look at the suggestions that pop out from the search bar.*
- Once you let Google take you to a list of pages, check the bottom of the search engine to view suggestions.*

Notes



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Step 2. Make use of Keyword Tools

3 Don't just use one keyword tool

4 Diversify your search for long-tail keywords by using various tools to broaden your search.

You can utilize:

- Google trends
- YouTube search
- WordStream
- Ahrefs
- Moz
- Keyword Generator

Step 3. Reflect the keyword search with your specified content

5 The better you understand your content and its demands, the easier it is for you to find the best long-tail keywords for you.

6 Keep your content and audience in mind when you are researching specified keywords.

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- 7 Create the perfect strategy and timeline that can help your content and keywords coincide with meeting the demands of your audience.

Step 4. Understanding your audience is key to long-tail keywords

- 8 A marketer that understands his audience instantly has a good idea of what long-tail keywords they need to use.

- 9 Create and maintain a buyer's persona to select the right content or long-tail keywords for the right audience.

- 10 If you want to utilize the right long-tail keywords, think like your customer. This will help in generating traffic.

Step 5. Always use long-tail keywords in your content

- 11 If you want to utilize and take advantage of tail-keywords fully, use them in your content to increase the chances of the algorithm detecting your work.

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12 Using long-tail keywords can help attract and retain customers towards your site and content.

13 It will help your content get ranked, which increases its chances of being found by your audience.

How to make use of Long-tail keywords in your content

- Use them in your headlines and subheads.
- Use keyword tools like Ubersuggest to help you in making up a keyword.
- Be natural in the way you use your keywords.
- Use keywords in your conclusion.

Step 6. Keep track of the statistics

14 Keeping track of your statistics gives you an idea of which keywords are working out for your business.

15 It can also give you an idea of what keywords don't work for your business.

16 You can check your keyword analytics on Google analytics by:

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- *Clicking on to traffic sources*
- *Further click on to sources*
- *Move on to the Search option*
- *Finally, you will be given the option of organic analytics*

Step 7. Utilize Q&A sites

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This will help develop your long-tail keywords

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It will further keep you in line with the trends which will coincide with the way you use your long-tail keywords.

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