

HOW TO GENERATE TRAFFIC BY TARGETING LONG TAIL KEYWORDS



With over [7 million blog posts published daily](#), ranking on search engines can be hard for new bloggers. Competition for popular search terms is at an all-time high, making it hard for newer blogs with lesser authority to rank on search engines.

Finding keywords with lower competition and targeting them can help you rank on search engines and generate more traffic to your website.

This article will discuss how to use long-tail keywords to generate more traffic for your blog.

What are Long Tail Keywords?

Long-tail keywords are keyword phrases that are longer, more specific, and targeted. They are considered to be closer to the point of purchase as they target the searcher's intent specifically. In most cases, long-tail keywords are phrases with more than 2 words. Typically, long-tail keywords have low competition, low search volume and are easier to rank for on search engines.

They are highly targeted, and they have higher conversion rates in CPC than other types of keywords.

How Do Long Tail Keywords Work?

Long-tail keywords work differently than broad match keywords. They communicate what the customer needs clearly, making it easier to solve the intent.

With a clear understanding of the searcher's intent, you can create a relevant and helpful solution to fulfil the intent.

Benefits of Targeting Long Tail Keywords

Targeting long-tail keywords is crucial in SEO. A study done by Backlinko shows that [91.8% of all the search queries made are long-tail keywords.](#)

There are three main benefits to targeting long-tail keywords.

Increased Traffic: Targeting long-tail keywords can help you increase your website traffic. Since these keywords are more specific, they attract buyers looking for exactly what you are offering. This leads to increased conversion rates and higher ROI.

Less competition: long-tail keywords are specific to your business and niche, and therefore the competition is low. This means that you can rank fast and rank on page 1 of search engines easily.

Increased Conversions: When you target long-tail keywords that are relevant to your business, they tend to convert better than other types of keywords. Since you can clearly understand the search intent, providing a solution is easier.

How To Find Long Tail Keywords

Finding long-tail keywords is easy, and you can create a substantial list of target keywords in minutes.

There are a few ways to find long-tail keywords.

Google Autocomplete: This is the easiest way to find long-tail keywords. Start typing your main keyword into the Google search bar and see what pops up. The autocomplete feature will show you different long-tail keyword phrases people are searching for.

Google AdWords Keyword Planner: This is not the best tool to find long-tail keywords, but you can surely find some good long-tail keywords once in a while. Google AdWords Keywords Planner avoids keywords with a low search volume.

Keyword research tools: There are a number of tools available online that you can use to find long-tail keywords. These tools help you find the most relevant keywords for your niche and give you suggestions to improve your post. Some of the best keyword research tools you can use include; Long Tail Pro, Keyword Chef, SEMrush, [Ahrefs](#), etc.

How To Attract Traffic Using Long Tail Keywords

Once you've created a substantial list of long-tail keywords to target, you will need to find the right strategy to attract traffic using long-tail keywords.

Long-tail keywords mean you do more work catching hundreds of small fish rather than going for the whale.

You also need to know how to target long-tail keywords, as targeting some of them may be counterintuitive due to the [thin content](#) on your site.

The first step is to identify long-tail keywords that cover each stage of the buyer's journey in your sales funnel. Typically, a buyer's journey has 4 main stages; [Awareness, Consideration, Preference, Purchase](#).

Users in different stages of the buyer's journey search differently. Your best bet is to classify your long-tail keywords based on the 4 stages of the buying journey.

Organizing Your Long Tail Keywords

The next step is to organize your long-tail keywords for each of your target [audience personas](#). By organizing keywords based on your target personas, you will be able to cater to people who search for the same query in different ways.

You can also combine your long-tail keywords into 'topic clusters' and create content around these topics.

[Topic clustering in SEO](#) is extremely useful as it allows you to build topical authority for your website, which further increases your chances of ranking higher in search engines.

Targeting Topical and Supporting Long Tail Keywords

Topical long-tail keywords are those that are closely related to your main topic. They support your main topic and help you rank for a wider range of related keywords.

Supporting long-tail keywords are not as closely related to your main keyword, but they still fall within the same topic. Supporting long-tail keywords help you rank for specific solutions that searchers are looking for.

Final Thoughts

Long-tail keywords are a valuable asset for any business that wants to generate more leads and sales online. By targeting long-tail keywords that are relevant to your business, you can attract more buyers and increase your chances of ranking higher in search engines.

To generate traffic by targeting long-tail keywords, you need to know how to find them and how to use them in a way that is effective for both humans and search engine bots.