

A Review Paper on Important of Long Tail Keyword in Web-Services

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Abstract

A keyword is can be called short term keyword or long tail keyword when it in searched on the web services when a keyword has over three or keyword then it will be considered as long tail keyword . For using best practices of long tail keyword we include keyword in the title and synonym in to the main content on our page and heading. We take into use that keywords should only be used when sense for the user that are reading your article. For better advertisement of our product we need a better long tail keyword this paper help find out the best long tail keyword.

Keyword: Long tail keyword, SERP, Short term keyword, Google

1. Introduction

Long tail keywords are a type of group words that has at least three and some times as many as five words in the word group. Long tail keywords are used when the website wants to improve search terms to the web page, as well as when the searcher is looking for something quite clear cut. Like normal keywords, long tail keywords are used to explain what is on the web page and what the publisher need to be start under in search engines and on search engine results pages. These keywords are so much clear cut and draw less traffic for the website, but aim to draw more quality traffic, which leads in more changeover than normal keywords. Long tail keywords can also be used by publishers and guest in different ways.

When publishers are using long tail keywords, they are searching to branch a market that might be smaller than normal, but has just as much possible as other, larger, more open markets. Using long tail keywords can also be less expensive when it comes to pay per click continue , and other paid insertion methods, as there are less people attempting to place bids on those keywords for pay per click ads on search engine results pages. Visitors use long tail keywords to check what they are searching for. When a visitor is looking for “blue fuzzy carrot shoes” it makes more sense to put in the entire phrase than to put in “fuzzy shoes,” “fuzzy carrots,” or “carrot shoes” and attempt to filter out any of the search results that have nothing to do with blue fuzzy carrot shoes.

Working with **long tail keywords** successfully means that a publisher needs to know which long tail keywords actually get collision or are searched for on the major

search engines. To know if long tail keywords will work or not, we do research. There is also the fact that drawing attention to a particular long tail keyword may also slowly make it more popular, and rising the price of demand on it in the end.

When we are researching keywords then we need pay attention two qualities are:

Competition: Long tail keywords are much easier to focus compared to generic “head” keywords. Sometimes, it may be quite enough just to optimize a web-page with properly selected long tail keywords to get into the Top 10 of Google’s search engine results page (SERP), even without getting any back links.

Relevancy: Long tail keywords are more related to particular niches and usually reflect searcher’s aim more precisely compared to generic phrases.

2. Difference between Long tail keyword and short tail keyword

Long tail keyword

It is a fact that as the number of words in a search query increases above 3, the number of searches made using that that number of words falls. It is also true that search volume drops as searches start becoming ambiguous and lengthy. However, the true power of these long-tail keywords lies in a group. Searches of 5 words or more account for almost 70% of all suspicions. While long-tail keywords may be individually insignificant, a PPC campaign with thousands of long-tails can be a serious source of additional traffic.

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Short tail keyword:

Short-tail keywords are generic keywords (for example, shoes) and have the advantage of driving a lot of traffic. It would be of immense benefit for a business to rank for these high volume generic terms since they would drive a lot of traffic to the website.

Table 1 Characteristics of LTK and STK

S.no	Short tail keyword	Long tail keyword
1	Broad Range	Range According to user requirements
2	High search volume	Low search volume
3	High competition	Low competition
4	Low conversion rate	High conversion rate
5	Targeted a specific audience	According to user need its work

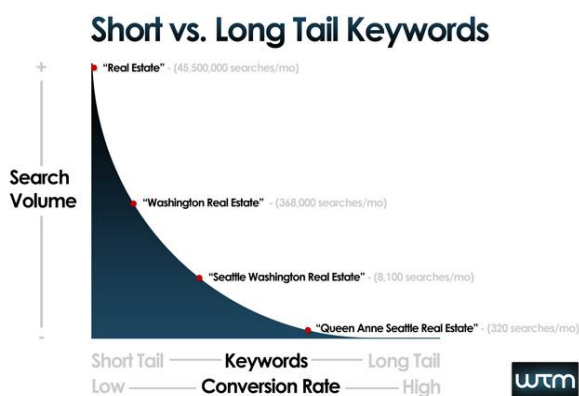


Fig 1 Difference between STK and LTK

3. Why we focus on long tail keywords

There are many reasons to focus on long tail keyword today scenario.

- 1) Competition low: it is easy to find out when you are with brand domain name but when you are with small sight owner then it may be a challenge for us to find out the keyword, so it depends on the SEO if lower amount of monthly searches then it is easy to rank for.
- 2) Better translation rate: on the internet every translation is counted. if our website attract around 100 people per day by searching a keyword then out of 100 some people purchase our products or send any query (depending on our site). So its impact clear on our business our business will more increase.
- 3) Better click rate: before going any site people try to accurate match with their result. For getting accurate result Google provide us Rank Brain mechanism which understand the behavior of people.
- 4) For better personal search: In today's every age group people are familiar with search engines and how they work. For example, you know that if you Google 'website', you're probably not going to find what you're searching for. But more than that, people have grown addicted to personalized online experiences: from your Netflix recommended series, to personalized email

marketing strategies – people expect to get something custom-made.

5) The answer to voice search queries: *Voice search* allows to simply ask a question out loud – while we're driving, or are literally too lazy to pick up your phone – and get the answer read out loud to us. but when we are not according to voice search device quality then this not give a answer so we need to adopt a long tail keyword.

4. How Can You Find the Right Long-Tail Keywords?

Now that we know why long-tail keywords matter, how can we start using them? There's no one-size-fits-all formula for finding long-tail keywords that will draw in traffic and conversions, and we may have to try a number of keywords before we find one that clicks. Some principles we have used to create good lists of keywords to try:

Search engine result: whenever we type in search engine it display result this term known as **SERP**(Search engine result page).we have two type of result 1) paid result 2) free result

- 1) Paid result:- SEM (Search engine marketing) result known as paid.
- 2) Free result :- SEO (Search engine optimization) result known as free.

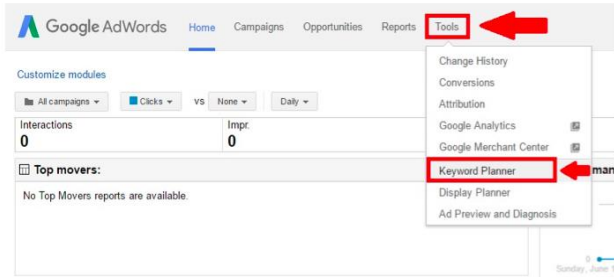
Before going on Google search engine Search intents is an essential detail about the users search patterns. It use three categories: -1. Transactional Searches: To find local business or shop online straight away.2.Navigational Searches: People who already know about their address which they want find out. 3. Informational Searches: Users who use search to gain information about particular a subject or a person. so by following process we get right long tail keyword.

1. Know Your Unique Selling Proposition

Keep unique benefits in mind when you choose your long-tail keywords. Keywords should highlight what you do best and why you're different from the competition. That will help you reach searchers who need what you're selling. Remember, the more unique the fewer viewers, but it's the conversions that matter.

2. Use Tools to Find Lists of Potential Keywords

Today on the internet there are a number of online seo keyword tool options we can use to find lists of long-tail keywords in our niche. Google AdWords Keyword Planner is a good place to start. To use this tool, log into your AdWords account and look for "Keyword Planner" under the Tools tab.

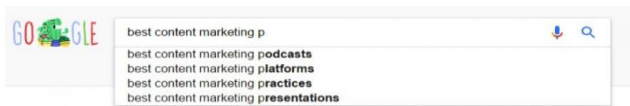


After that, select the option to search for keywords by phrase, website, or category.

The tool will generate a list of keywords for us. It also tells us how much AdWords competition there is for each keyword and how much we can expect to pay per click. Even if we're not planning to run an AdWords campaign, this gives us a good idea of how much each keyword is worth and how difficult it will be to rank for each keyword in organic results.

3. Look at Google's auto complete feature

When we type in Google search box we see different options on the box. To get better results we need to add an extra keyword. For example, if we're looking for long-tail keywords related to content marketing, we need to type something like "best content marketing p" into the search box and get the following list of suggestions:



4. Look at related search terms. We are trying to search for either a head keyword or one of our long-tail keywords, and see which option suggests us by Google.

For example, if we search for the keyword "content marketing for businesses," we also want to use related keywords like "small business content" and "benefits of content marketing."

Searches related to content marketing for businesses

- content marketing **definition**
- content marketing **strategy** for small business
- how to do** content marketing
- types of** content marketing
- small business content**
- content marketing **tips** for small businesses
- content marketing **examples**
- benefits of** content marketing

5. What is people's opinion about your topic on the Internet?

We need to visit different platforms of the internet, and what people are asking pays attention to those questions. Consider borrowing entire questions or phrases as your long-tail keywords.

5. Paid tools for long tail keyword:

1. **SEMRUSH**: It is the first finest SEO tool that was ever built to find keywords that your competitors are ranking for.

2. **LongTail pro** It is another paid tool, and it offers many features in addition to finding profitable long-tail keywords. They used to be desktop-based solutions & now everything is on cloud. They are popular among niche marketers & a good tool if we are looking for paid options.

Conclusion

In this article, I focused on the usage of long-tail keywords because the use of un-relevant words or websites is a waste of time for people to visit such a type of website that doesn't offer them the right information to use – even though it only takes a click of the mouse. People want information quick and fast; so, they don't want to waste time searching to the wrong websites.

So, long tail prevents the wrong target audience from coming to your website. So the right audience gets right information from the right website. For getting long-tail keywords, a lot of tools and techniques are available in the market.

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