



**My Longtail**

**Keyword**

**Research**

**Process**

**Use this process  
to find long tail  
SEO keywords to  
target on your  
website. These  
are "low hanging  
fruit".**



**Long tail  
keywords are  
longer phrases,  
less competition,  
& lower volume  
than short tail  
keywords.**



**When starting a  
new site or  
running SEO on a  
low DR site, long  
tail keywords  
present LOTS of  
opportunities.**



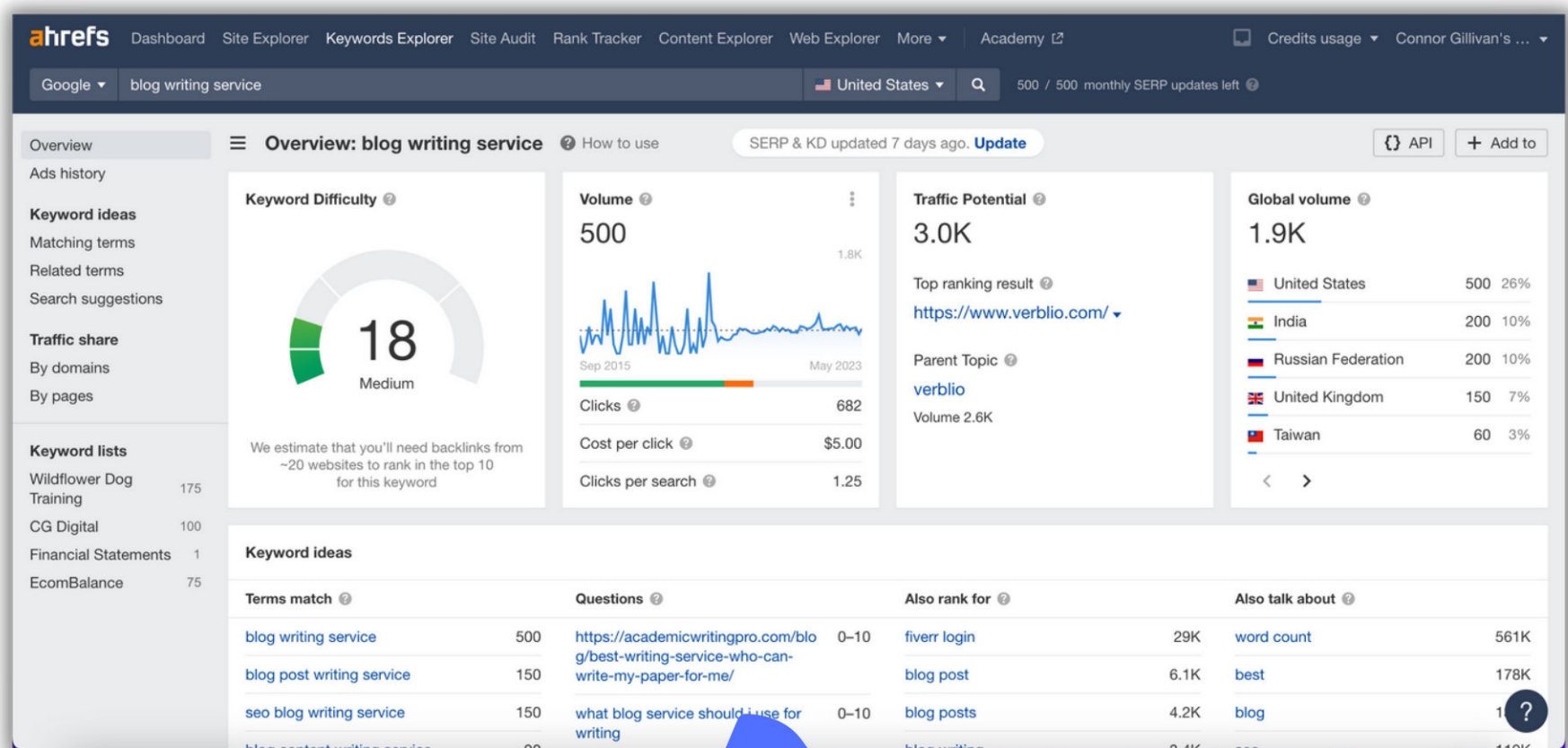


# Log in to Ahrefs or SEMRush

- **Go to** Keyword Explorer.
- **Search** for a main keyword.
- **Start** there & and build from it.



# Start the SEO keyword search:





# Analyze Search Suggestions

- **Look** for Keyword Difficulty under 30.
- **Volume** over 20.
- **Save** any that hit the target to a List.





# Focus in on long tail keyword ideas:

20 keywords    Total volume: 2.5K

<input type="checkbox"/> Keyword	KD	Volume ▾	GV	TP	CPC	CPS	Parent topic	SF
<input type="checkbox"/> + <a href="#">blog writing jobs</a>	13	700	3.1K	2.1K	\$0.35	1.02	<a href="#">blog jobs</a>	2
<input type="checkbox"/> + <a href="#">blog writer jobs</a>	24	600	1.4K	2.1K	\$0.35	0.84	<a href="#">blog jobs</a>	2
<input type="checkbox"/> + <a href="#">ebook writing service</a>	24	200	700	250	\$5.00	N/A	<a href="#">ebook writing services</a>	1
<input type="checkbox"/> ✓ <a href="#">seo blog writing service</a>	8	150	500	1.1K	\$10.00	N/A	<a href="#">seo content services</a>	1
<input type="checkbox"/> ✓ <a href="#">best blog writing services</a>	9	100	350	150	\$9.00	N/A	<a href="#">blog writing services</a>	2
<input type="checkbox"/> ✓ <a href="#">blog writing services packages</a>	10	90	300	50	\$4.50	N/A	<a href="#">blog writing services packages</a>	1
<input type="checkbox"/> ✓ <a href="#">blog writing companies</a>	13	70	300	600	\$7.00	N/A	<a href="#">blog writing service</a>	1
<input type="checkbox"/> + <a href="#">blog writers needed</a>	19	70	200	350	\$1.70	N/A	<a href="#">blog writing jobs</a>	2
<input type="checkbox"/> ✓ <a href="#">blog management service</a>	10	70	350	70	\$3.00	N/A	<a href="#">blog management services</a>	1
<input type="checkbox"/> ✓ <a href="#">blog article writing service</a>	21	60	350	3.3K	\$8.00	N/A	<a href="#">verblio</a>	1
<input type="checkbox"/> ✓ <a href="#">blog writing company</a>	15	60	300	700	\$7.00	N/A	<a href="#">blog writing service</a>	3
<input type="checkbox"/> + <a href="#">hiring blog writers</a>	21	50	200	1.6K	\$6.00	N/A	<a href="#">blog writers</a>	3
<input type="checkbox"/> + <a href="#">how much do blog writers make</a>	18	40	60	40	\$1.00	N/A	<a href="#">blog writer salary</a>	3
<input type="checkbox"/> + <a href="#">letter writing service online</a>	14	40	90	60	\$3.00	N/A	<a href="#">letter writing company</a>	1
<input type="checkbox"/> + <a href="#">blog writers wanted</a>	15	30	100	2.2K	\$2.00	1.00	<a href="#">blog jobs</a>	1
<input type="checkbox"/> ✓ <a href="#">monthly blog writing service</a>	12	30		30	\$8.00	N/A	<a href="#">monthly blog writing service</a>	1







# Click on a New Keyword

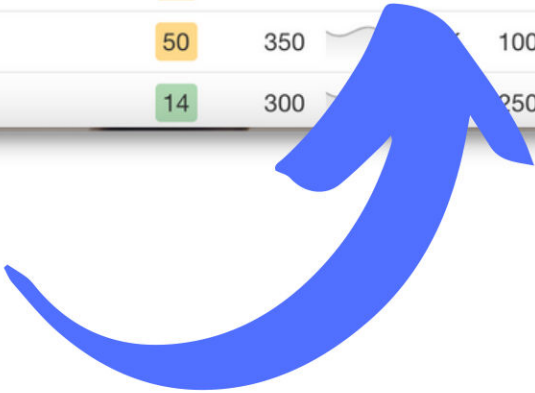
- **Repeat** #2 steps w/ the new keyword.
- Keep **adding** more to the List.
- **Build** the List to 100+.



# Keep building that list:

100 keywords    Total volume: 27K

<input type="checkbox"/> Keyword	KD	Volume ▾	GV	TP	CPC	CPS	Parent topic	SF
<input type="checkbox"/> ✓ professional seo services	51	2.9K	11K	1.2K	\$12.00	0.34	professional seo services	3
<input type="checkbox"/> ✓ verblio	12	2.6K	4.4K	3.3K	\$1.10	0.98	verblio	3
<input type="checkbox"/> ✓ seo services near me	30	2.2K	6.4K	2.6K	\$10.00	0.78	seo company nearby me	2
<input type="checkbox"/> ✓ content writing services	70	2.1K	8.5K	4.5K	\$7.00	1.40	crowd content	4
<input type="checkbox"/> ✓ small business seo services	27	1.5K	4.8K	33K	\$12.00	N/A	seo service	2
<input type="checkbox"/> ✓ blog writing services	15	1.0K	3.5K	1.0K	\$5.00	1.20	blog writing services	3
<input type="checkbox"/> ✓ seo services for small business	12	1.0K	2.9K	33K	\$12.00	0.57	seo service	4
<input type="checkbox"/> ✓ article writing services	14	600	2.1K	450	\$5.00	0.93	article writing service	1
<input type="checkbox"/> ✓ blog writing service	18	500	1.9K	3.0K	\$5.00	1.25	verblio	1
<input type="checkbox"/> ✓ article writing service	16	450	1.8K	350	\$5.00	N/A	article writing service	1
<input type="checkbox"/> ✓ marketing content writer	22	450	1.8K	10	\$4.00	0.67	content writer marketing	1
<input type="checkbox"/> ✓ seo strategist	6	450	1.7K	50	\$4.50	0.38	seo strategist	2
<input type="checkbox"/> ✓ seo blog writing	65	450	1.6K	3.9K	\$3.50	N/A	seo writing	1
<input type="checkbox"/> ✓ blog outreach services	24	400	1.1K	350	\$9.00	N/A	blogger outreach services	2
<input type="checkbox"/> ✓ content writing company	52	350	2.2K	4.4K	\$7.00	N/A	crowd content	3
<input type="checkbox"/> ✓ blog content strategy	50	350		100	\$2.00	N/A	blogging strategy	2
<input type="checkbox"/> ✓ ebook writing services	14	300		250	\$5.00	N/A	ebook writing services	1



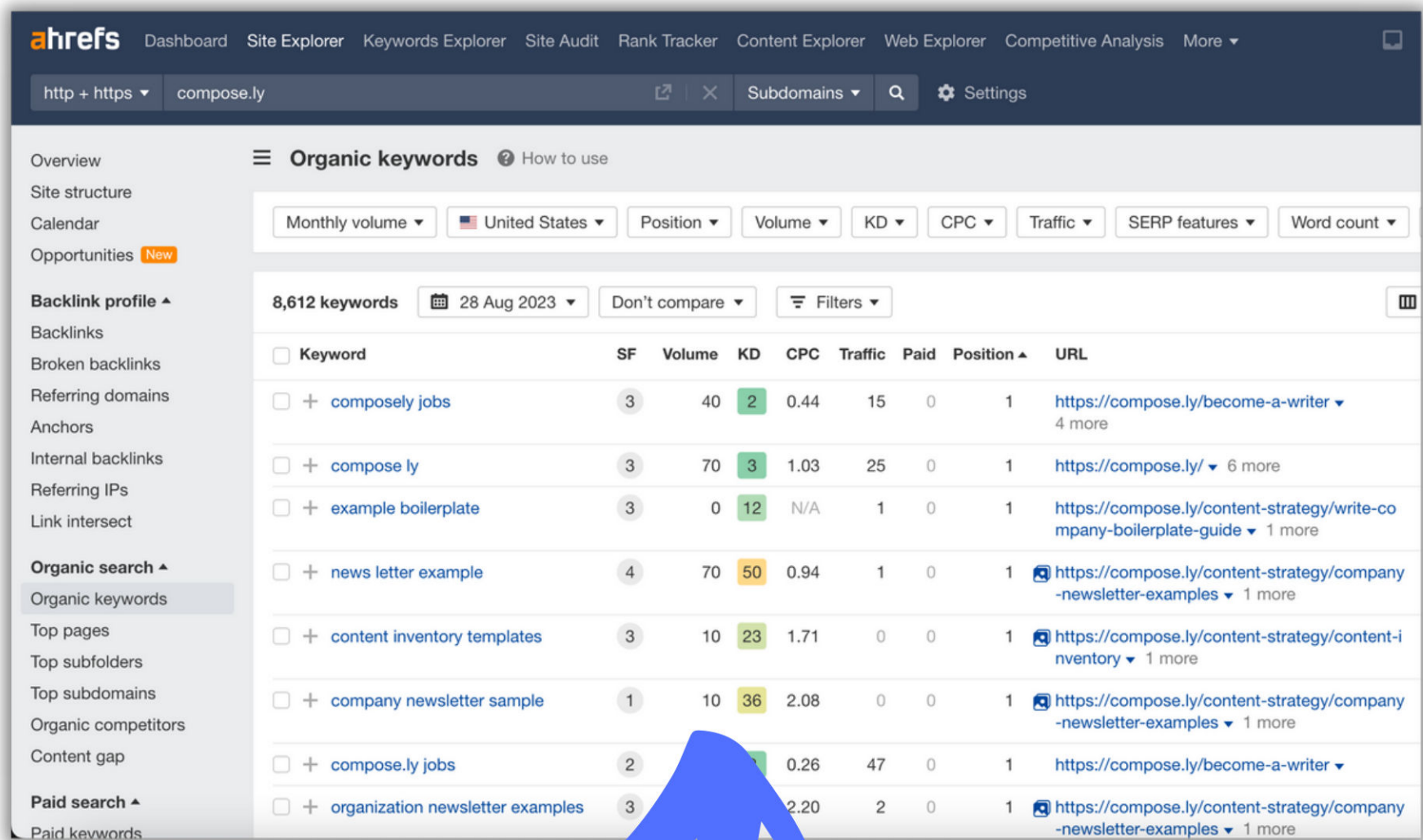


# Analyze a Competitor's Site

- **Choose** a competitor & and search for them.
- Pull up the **Keywords** they rank for.
- **Order** by  $KD < 30$ ,  $Vol > 20$ .
- **Add more** keywords to the List.



# Steal from a competitor:



The screenshot shows the Ahrefs interface for the 'Organic keywords' report of the domain 'compose.ly'. The report lists 8,612 keywords. A large blue arrow points to the 'KD' (Keyword Difficulty) column, highlighting the values for various keywords. The table includes columns for Keyword, SF, Volume, KD, CPC, Traffic, Paid, Position, and URL.

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
<input type="checkbox"/> + composely jobs	3	40	2	0.44	15	0	1	<a href="https://compose.ly/become-a-writer">https://compose.ly/become-a-writer</a> 4 more
<input type="checkbox"/> + compose ly	3	70	3	1.03	25	0	1	<a href="https://compose.ly/">https://compose.ly/</a> 6 more
<input type="checkbox"/> + example boilerplate	3	0	12	N/A	1	0	1	<a href="https://compose.ly/content-strategy/write-company-boilerplate-guide">https://compose.ly/content-strategy/write-company-boilerplate-guide</a> 1 more
<input type="checkbox"/> + news letter example	4	70	50	0.94	1	0	1	<a href="https://compose.ly/content-strategy/company-newsletter-examples">https://compose.ly/content-strategy/company-newsletter-examples</a> 1 more
<input type="checkbox"/> + content inventory templates	3	10	23	1.71	0	0	1	<a href="https://compose.ly/content-strategy/content-inventory">https://compose.ly/content-strategy/content-inventory</a> 1 more
<input type="checkbox"/> + company newsletter sample	1	10	36	2.08	0	0	1	<a href="https://compose.ly/content-strategy/company-newsletter-examples">https://compose.ly/content-strategy/company-newsletter-examples</a> 1 more
<input type="checkbox"/> + compose.ly jobs	2			0.26	47	0	1	<a href="https://compose.ly/become-a-writer">https://compose.ly/become-a-writer</a>
<input type="checkbox"/> + organization newsletter examples	3			2.20	2	0	1	<a href="https://compose.ly/content-strategy/company-newsletter-examples">https://compose.ly/content-strategy/company-newsletter-examples</a> 1 more



# Repeat w/ 5-10+ Competitors

- **Don't stop** at 1 competitor.
- **Go to 5-10 others** to uncover keywords.
  - **Build** that List







# Get In Your Customer's Head

- Close your eyes and **think like your ICP.**
- What would they **search** for on Google?
- **Research** those keywords.
- **Add more** to the List.





# Get Lost in the Research

- **Commit** 1-2 hours to this.
- **Shut off** everything else.
- Really **dive** in until I have a list of 100s.
- **Long-tail** keywords.





**Bonus:** Go to GSC to see what long tail keywords you're already ranking for. Use them as starting points.



**Outcome:** 100s of  
long tail (low  
comp, strong  
volume) SEO  
keywords to  
build blog & site  
content around.



**Offer:** Let my  
agency, **TrioSEO**,  
handle it for you.  
Get started today  
and we'll conduct  
a free SEO audit  
for you.





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