



# LONG-TAIL VS. SHORT-TAIL KEYWORDS, AND FINDING THE MOST PROFITABLE KEYWORDS





# WHAT'S IN A KEYWORD

 **TIMING AND INTENT – WHAT EXACTLY PEOPLE WANT, AND THAT THEY WANT IT NOW**





## **EXAMPLE: MARKETING AGENCY**

 **MARKETING AGENCY (VANITY KEYWORD BECAUSE IT'S THE MOST POPULAR BUT NOT THE MOST PROFITABLE)**

 **HOW TO START A MARKETING AGENCY, OR HIRE A MARKETING AGENCY**

 **MARKETING AGENCY FOR DENTISTS**

 **SEO MARKETING AGENCY FOR DENTISTS IN LONDON**



# ANOTHER EXAMPLE: COOKING



## LUCRATIVE: COOKING PAN





## ANOTHER EXAMPLE: COOKING



**LUCRATIVE: COOKING PAN**



**LONG-TAIL: LARGE COOKING PAN**



**MORE LONG-TAIL: LARGE, NON-STICK, COOKING PAN**



**MORE LONG-TAIL: LARGE, NON-STICK, NO TOXINS, SAFE FOR KIDS COOKING PAN, MADE IN ITALY**



**NOT LUCRATIVE**



**HOW TO COOK CHICKEN – FREE TUTORIAL AND IT IS  
COMPETITIVE**

