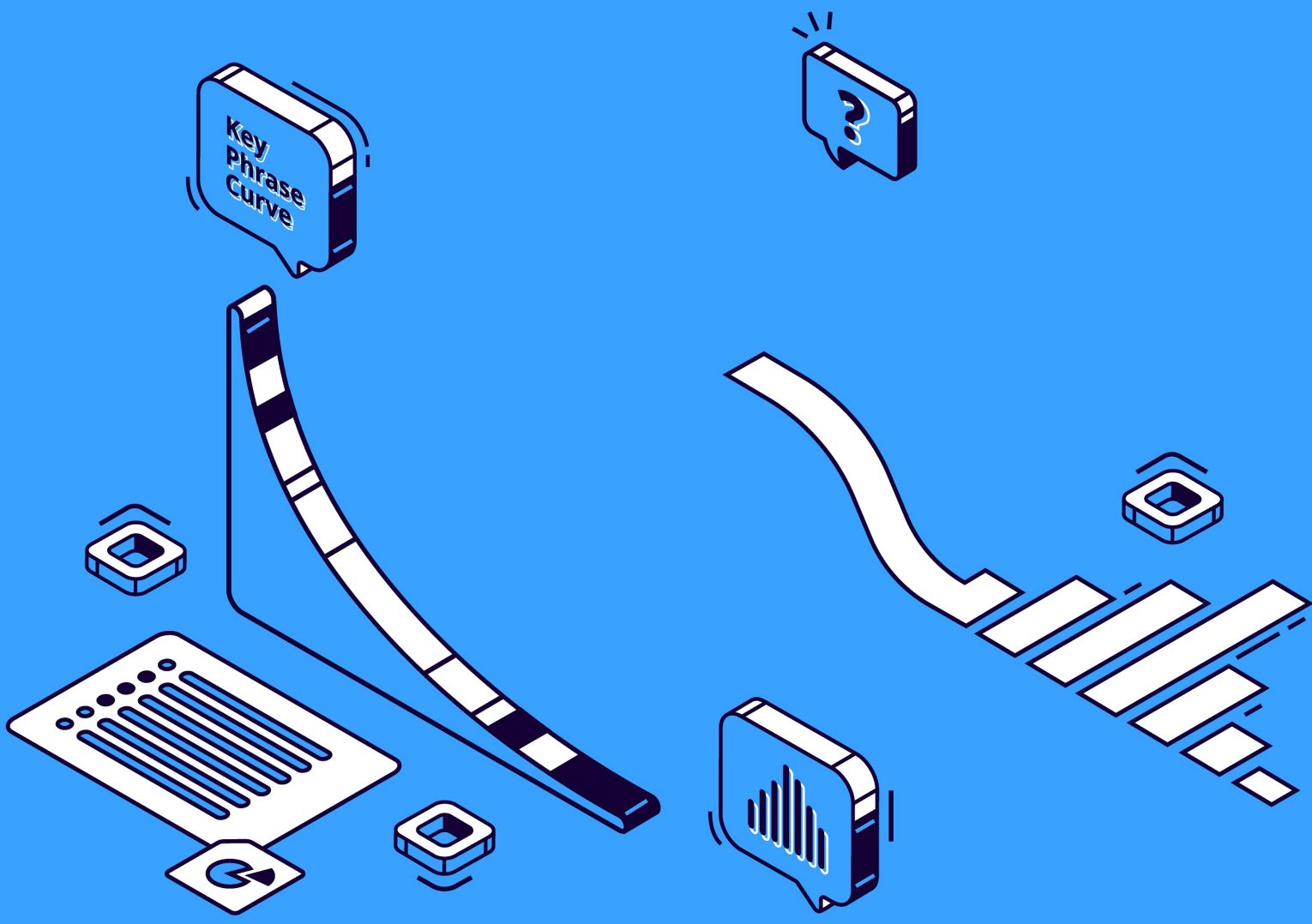


# Understanding Long Tail Keywords



01

Long tail keywords are lengthy and more specific search terms that users are more likely to use when they are closer to point of purchase.



02

Long tail keywords have significant search volume, less competition, and higher click through rate.



03

Use of long tail keywords helps in reaching more targeted user base and results in lesser inappropriate search terms.



04

Long tail keywords can be found by using tools such as Google Suggest, Google's Related Searches, Google Trends, Social Media Tools, free keyword tools, etc.



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