

Benefits Of Using Long-Tail Keywords For SEO

A long tail keyword is comprised of three or more words and is more targeted. Businesses nowadays are understandably shifting towards long tail keywords.



Decreased Competition

Generic keywords are widely used by sites. A long tail keyword describes your business in a better way and is less common. This results in less competition and higher search engine rankings.

Users tend to use generic keywords in the starting phase of researching a product and use more specific keywords as they become more decisive. Long tail keywords attract more decisive customers and have increased conversion rate.

Increased Conversion Rate



Natural Optimization

Long tail keywords don't need to be incorporated in the page repeatedly. Also, these keywords don't break the flow of content resulting in a naturally optimized page.

As long tail keywords have fewer competitors in comparison to generic keywords, thus fewer bidders are interested in them, making them profitable yet cost effective.

Low On Expenses



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