

# Optimizing Your Blog For Long-Tail Keywords

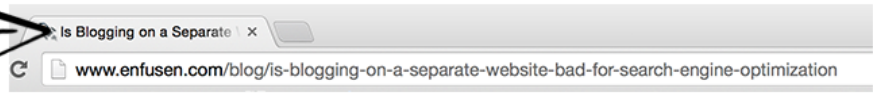


# What Are Long-Tail Keywords?

- Long-Tail Keywords are longer phrases that are specific to your company or industry
  - Example: Instead of using the Broad Keyword “Pizza”, you should create a phrase that will describe your pizza in greater detail. Here are two Long-Tail Keyword alternatives, “Best deep-dish pizza place in Akron, Ohio” or “Authentic deep-dish pizza in Akron, Ohio”.

# Be Sure To Place Your Long-Tail Keyword In The Following Areas Of Your Blog:

**Page Title**



**URL**

**Is Blogging on a Separate Website Bad for Search Engine Optimization?**

**Post Title**

I have noticed a recent trend of companies creating blogs that aren't on the main company website. I have heard a large variety of reasons for this separation, ranging from the styling and tone not being consistent with that of the home page (or overall company) to the fear of all articles being seen as promotions. One of the top reasons that are cited for maintaining a blog is the search engine optimization benefit. What are the benefits of blogging on a separate website, and will it hurt SEO?



**Image Alt-Text**

**Headers**

**Separate Blog Disadvantages**

When viewing a company site, visitors tend to look for the blog in one of the tabs located in the navigation bar. Sometimes they will navigate through the About Us or Company section, or even look through a site map. Most visitors expect to find the company blog on the same website. Many people that can't find what they want give up on searching, make sure your blog is easily accessible!

Navigating to another page can negatively affect the users engagement. Companies traditionally try to keep visitors on their site as long as possible. Once a user navigates to another page, they are substantially less likely to return and explore the main website.

Any company that is using analytics on their website must consider if the analytics will work on a separate blog

**Body**

# Use Synonyms And Variations

- You do not need to repeat the full long-tail keyword over and over.
- You can use synonyms and variations to get your point across

# Why Is This So Important?

- Using long-tail keywords in the following areas will increase your Search Engine Optimization rank
- This means your blog posts will be more visible in search engines; which will result in more strangers seeing your content