

Why Use Longtail Keywords?

Longtail keywords contain more specific words than the average keyword. The benefit of longtails is better targeting and lower CPC's.

TRADITIONAL KEYWORD

Buy shoes

New York Lawyer

Plumbers nearby

Car engines for sale

LONGTAIL KEYWORDS

Buy men's black running shoes

Biomedical Patent Attorney in NY

Commercial Plumbers 97201

1.0 L 3 cylinder engine