

Simple Guide to

Long Tail SEO

~~for dogs~~



BLOGS

From your best friends at:  fndom
+ marketing

Search Engine Optimization (SEO) is important to **content marketing**.

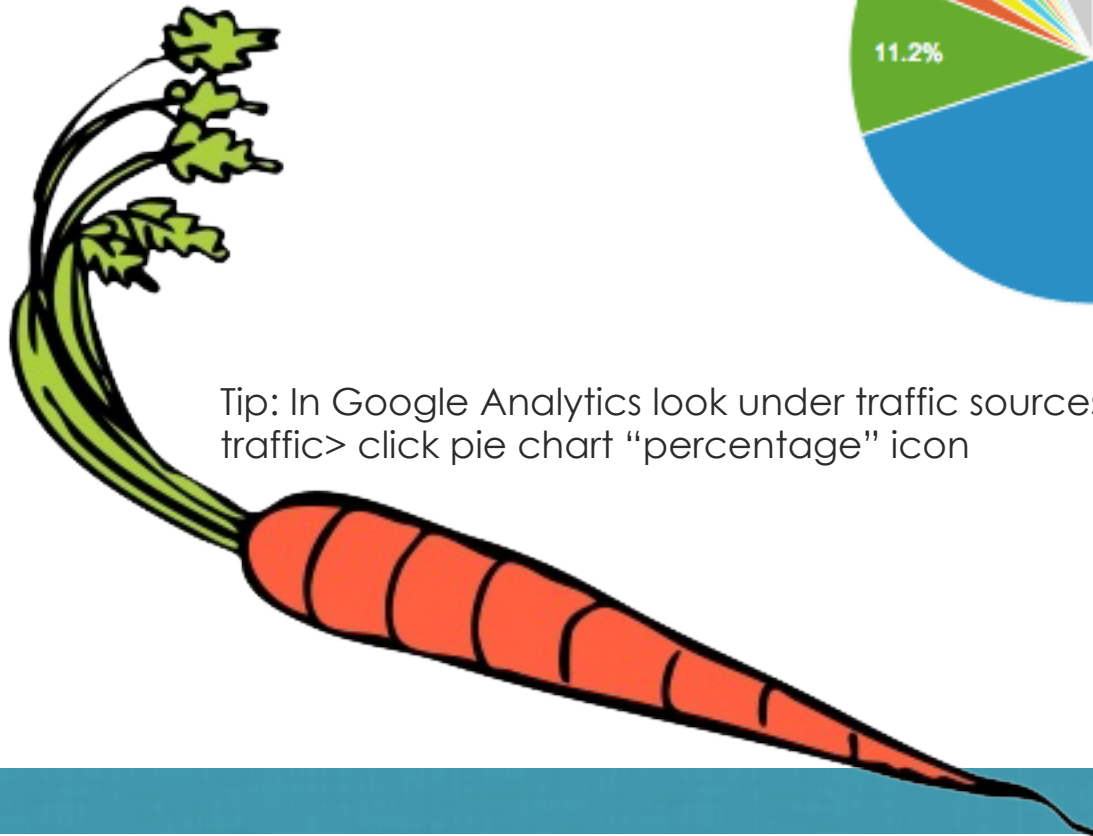


Get pumped! You're about to learn about this for blogs.

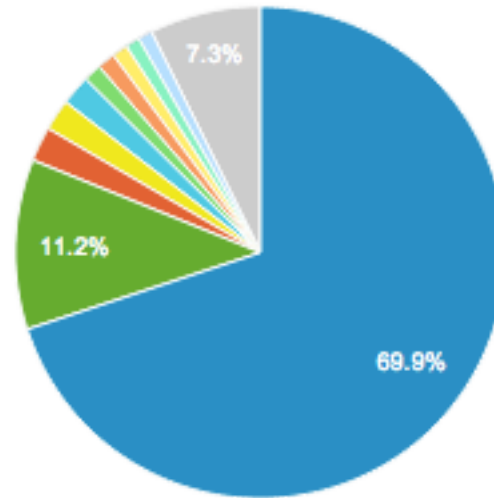


SEO drives traffic from potential
customers **looking for**
content **JUST LIKE YOURS.**

Organic traffic is HEALTHY traffic. It should make up most of your visits.



Tip: In Google Analytics look under traffic sources> all traffic> click pie chart "percentage" icon



- google / organic
- (direct) / (none)
- dlvr.it / facebook
- imediconnection.com / referral
- facebook / fandom
- Brands With Fans Weekly / email
- t.co / referral
- m.facebook.com / referral
- facebook.com / referral

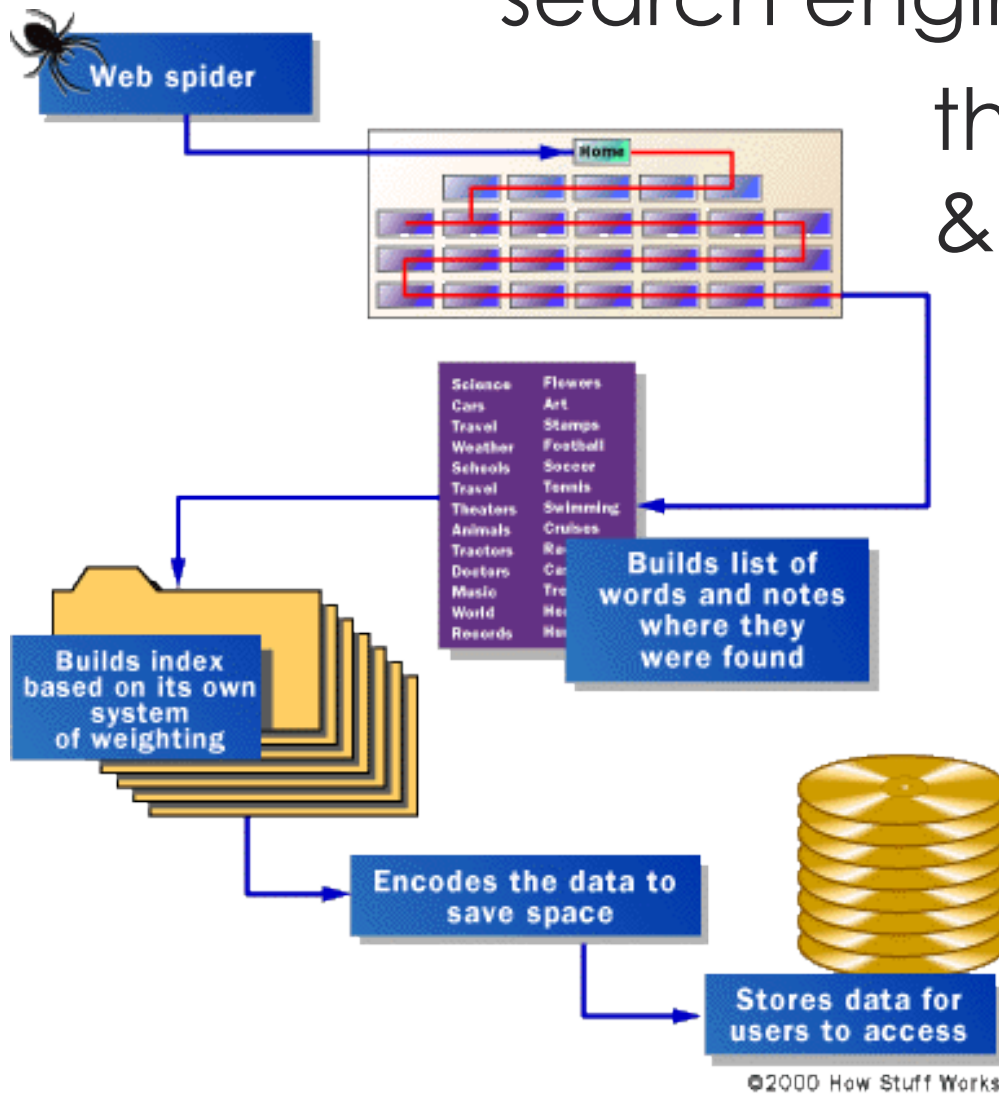
Search engine
spiders crawl the
WEB to index the
best quality
content.



Spiders heart fresh content.

Blogs are highly VISIBLE to search engines because

they're CURRENT & INFORMATION RICH.



SEO works best for blogs that use
long tail keywords.

Mobile app
or
mobile, app, strategy

vs.

“How to build a mobile app”
or
“Mobile app strategy”



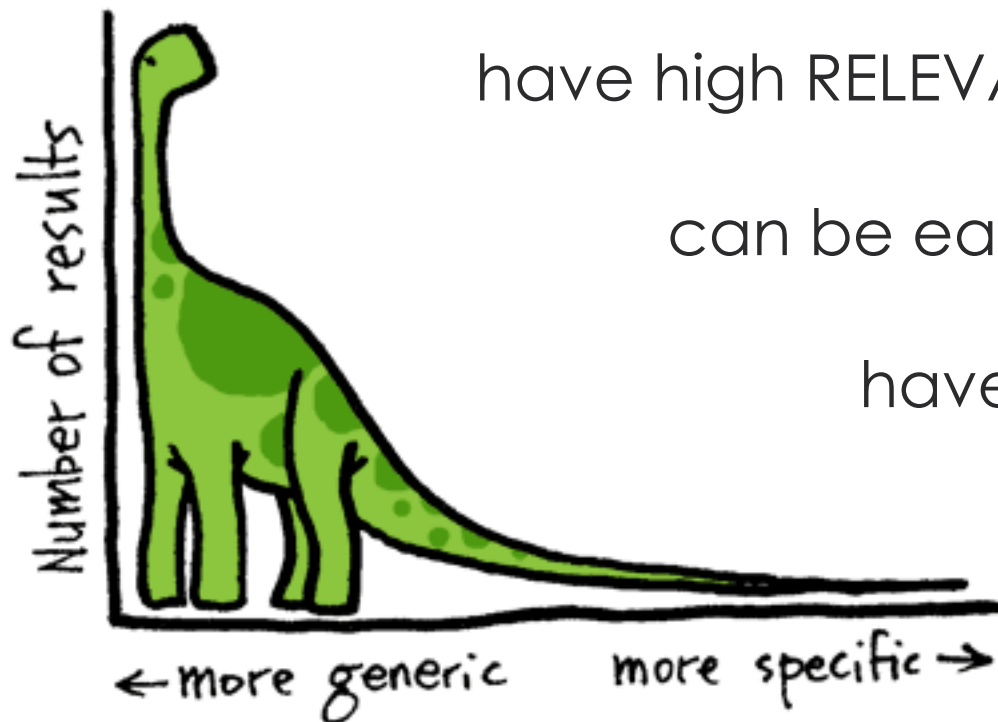
What you should know about long tail search...

generally LOW search volume

have high RELEVANCE = conversion

can be easier to COMPETE for

have a long SHELF LIFE



Now, let's SEO a blog.

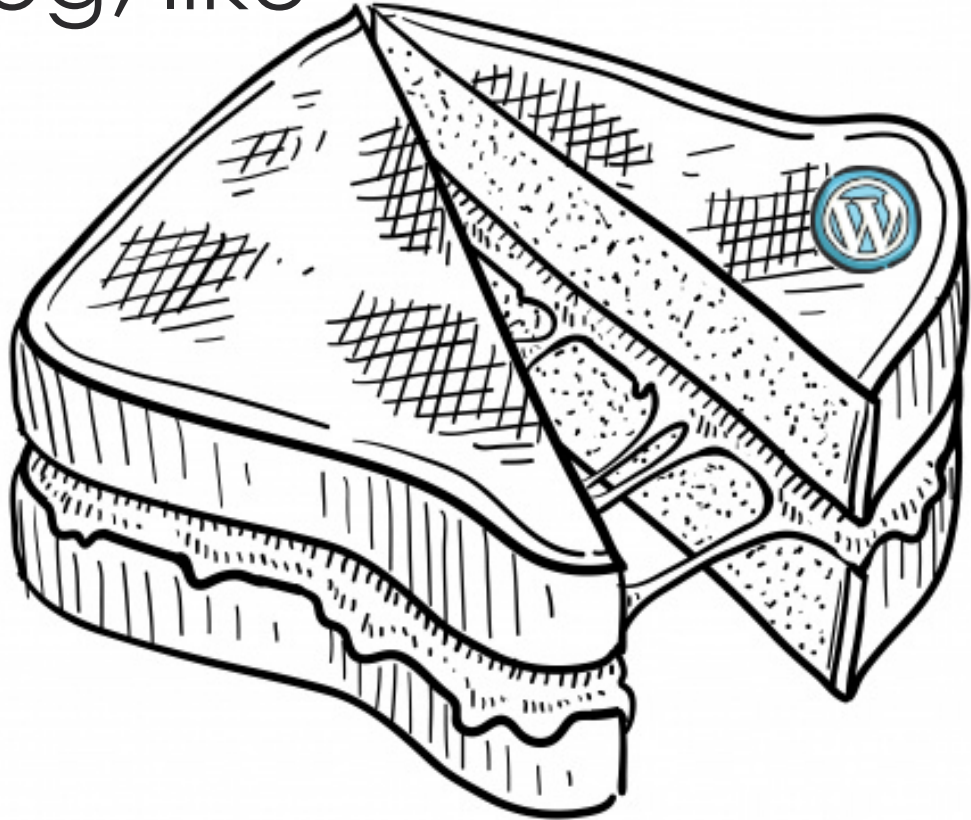


Before you get started.

Install an SEO Plugin to your WordPress blog, like

~~toast~~

yoast



Tip: Visit yoast.com/wordpress/seo/ or search “yoast” in your WordPress dashboard > plugins

STEP 1

Choose a blog post to optimize and read it.

Identify 3-6 word phrases people might be searching online.



STEP 2

Brainstorm keywords.

Use modifiers around a TOPIC to produce a long tail keyword.

MODIFIER

How to
Guides
DIY
Tutorials
Compare x to y
Verbs
Descriptors

KEYWORD

how to clean a fish tank
salt water fish tank guide
DIY saltwater fish tank
fish tank cleaning tutorial
fish tank vs fish bowl
building a fish tank
dirty fish tank water




STEP 3

Research Google AdWords Keyword Planner.






Find one long tail keyword with the best RELEVANCY & TRAFFIC.

Targeting ?

United States 

Ad group ideas

Keyword ideas

Search terms		Avg. monthly searches ?	Competition ?
how to clean a fish tank		2,900	Low
building a fish tank		170	Low
dirty fish tank water		30	Low
salt water fish tank guide		10	Low
diy saltwater fish tank		10	Low
fish tank cleaning tutorial		-	-
fish tank vs fish bowl		-	-



TIP: Select the “keyword ideas” tab.

If your customers are in the U.S. use the targeting filter.

STEP 4

Write SEO meta tags.

Here we applied them here using the yoast WordPress plugin.



yoast = green = good

TIP: There are other ways to apply SEO meta tags using various plugins or features specific to your website.

If you don't have a WordPress blog we recommend it. It makes it easy.

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview: [How To Clean A Fish Tank In Six Simple Steps](https://brandswithfansblog.fandommarketing.com/how-to-clean-a-fish-tank-in-three-simple-steps/)
brandswithfansblog.fandommarketing.com/how-to-clean-a-fish-tank-in-three-simple-steps/
Learn **how to clean a fish tank** in six simple steps. Includes an easy checklist!

Focus Keyword: ?

Your focus keyword was found in:

- Article Heading: **Yes (1)**
- Page title: **Yes (1)**
- Page URL: **Yes (1)**
- Content: **Yes (2)**
- Meta description: **Yes (1)**

SEO Title: ?

Title display in search engines is limited to 70 chars, **26** chars left.

Meta Description: ?

The meta description will be limited to 156 chars, **77** chars left.

Stop! Avoid these common MISTAKES.



Keyword: “how to clean a fish tank”

1

Do not use commas between words in the long tail keyword

2

Use exact phrase without rearranging words

3

Don't mess with “s” by making singular words plural

Snippet Preview:

[Clean A Fish Tank With This 6 Step How To](#)

brandswithfansblog.fandommarketing.com/how-to-clean-a-fish-tank-in-three-simple-steps/

Learn **how to clean fish tanks** in six simple steps. Includes an easy checklist!

Focus Keyword:

1

how to, clean a fish tank

Your focus keyword was found in:

Article Heading: **No**

Page title: **No**

Page URL: **No**

Content: **No**

Meta description: **No**

SEO Title:

2

Clean A Fish Tank With This 6 Step How To

Title display in search engines is limited to 70 chars, **29** chars left.

Meta Description:

3

Learn how to clean fish tanks in six simple steps. Includes an easy checklist!

STEP 5

Optimize body copy.

Be sure your target keyword is used in body copy at least TWO TIMES, once in the first paragraph and again in another.

To keep your fish healthy and your tank looking as beautiful as when you first bought it, you need to clean it. Sounds simple, right? Unfortunately there have been times I've come across yellowy-green, algae covered tanks with fish still floating around in them! Either some people can't be bothered or they actually don't know **how to clean a fish tank**.

I have created this website to teach people how to do it in 5 simple steps. This guide is mainly based on my experience with a tropical fish tank. If you have a saltwater tank further research may be required, but I believe they are similar.

Try not to over feed your fish, they only need a pinch of food that should last 30 seconds

There are algae control products which can help stop algae growth

How To Clean A Fish Tank

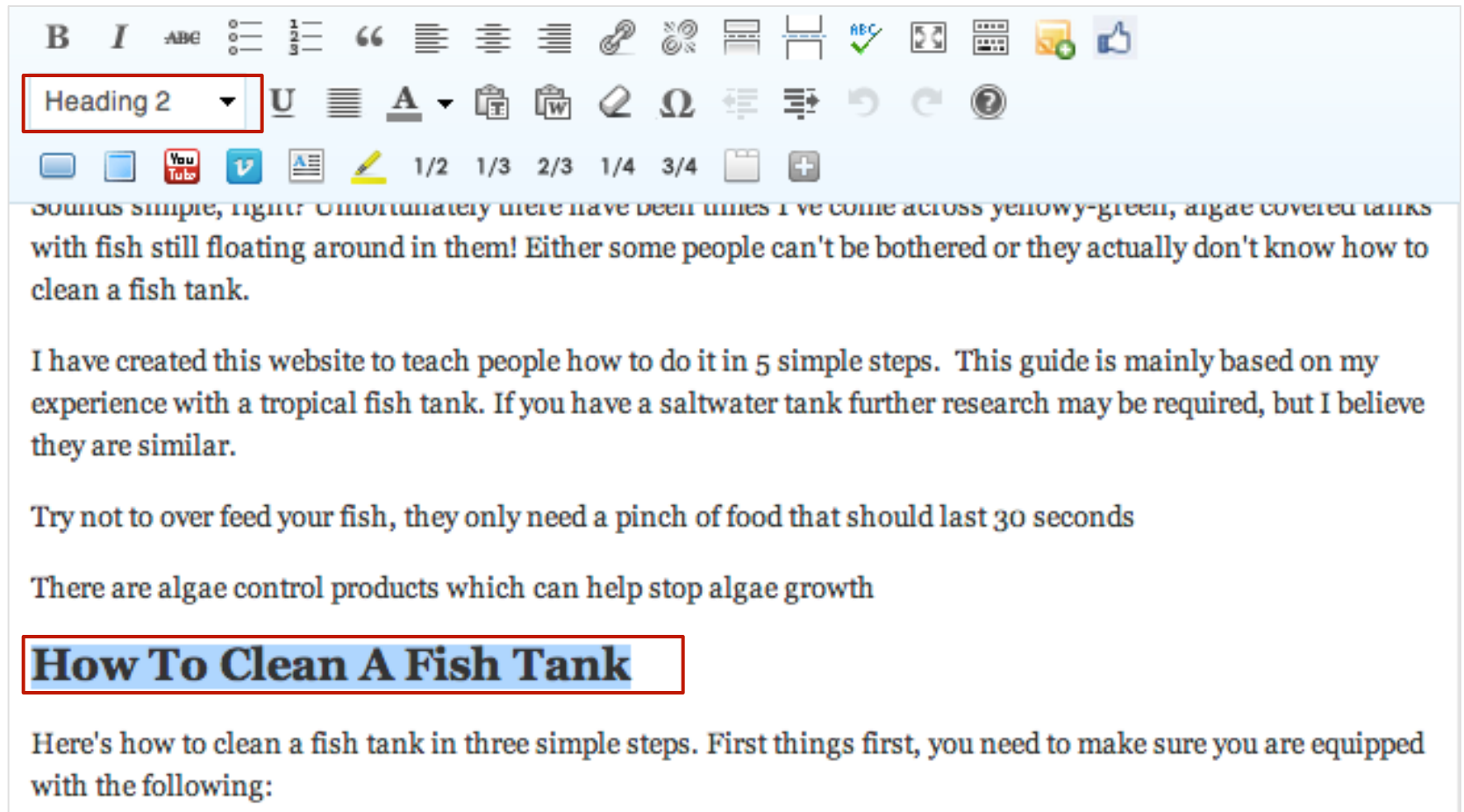
Here's **how to clean a fish tank** in three simple steps. First things first, you need to make sure you are equipped with the following:

DISCLOSURE: We used content from www.cleaningfishtank.com for demonstration purposes because we were too lazy to write our own fish tank article from scratch.

STEP 6

Use the keyword in an H2 heading.

Only if it makes sense in the copy and is not too repetitive.



The screenshot shows a rich text editor toolbar with various icons for bold, italic, text color, background color, bulleted list, numbered list, quote, indent, outdent, link, unlink, table, table of contents, undo, redo, and help. Below the toolbar, a dropdown menu is open, showing "Heading 2" selected. The text below the toolbar is a paragraph about cleaning a fish tank. The heading "How To Clean A Fish Tank" is highlighted in blue and enclosed in a red box.

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How To Clean A Fish Tank

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STEP 7

Optimize the permalink.

Change the permalink (URL name) to the SEO title.



Edit Post

Add New

Post draft updated. [Preview post](#)

How To Clean a Fish Tank in Three Simple Steps

Permalink: <http://brandswithfansblog.fandommarketing.com/how-to-clean-a...e-simple-steps/>

Edit

Get Shortlink



TIP: Your SEO title can be different from your blog title, which is the one displayed on your blog page to visitors. A blog title should read like a headline. An SEO title is read by spiders.

Blog SEO Checklist

Keyword Research

Look for relevance & traffic.

Meta Tags

Use exact phrase.

Body Copy

Repeat keyword 2+ times.

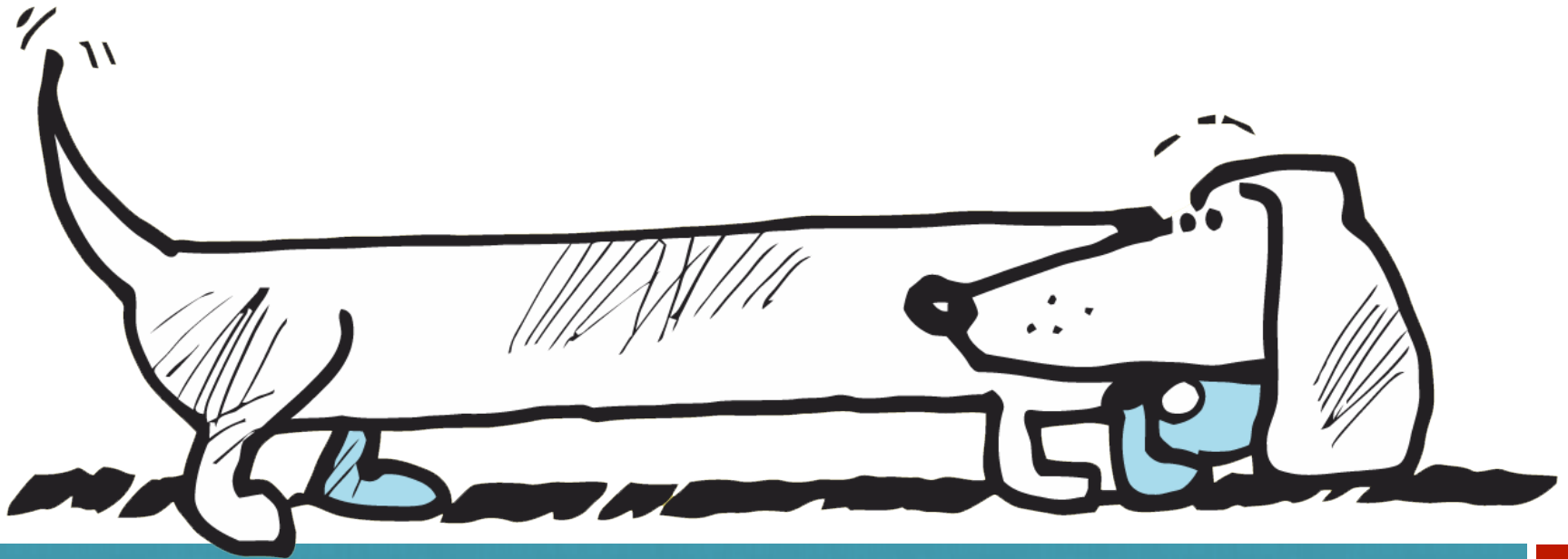
H2 Heading

Keyword in body copy subheading.

Permalink

Use the SEO title for URL name.

Hot dog! Now you're an SEO genius.





Tweet your questions to:
[@FandomMarketing](https://twitter.com/FandomMarketing)

Get more tips on our BLOG:
brandswithfansblog.com

HIRE US:

fandommarketing.com

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