

Long-Tail Keyword Development Guide

Use this guide to develop a list of keywords and long-tail keywords that you'll use to as the basis for generating content on your website.

There are four sections: Questions to Get You Started, How To Phrases, Specific Needs Phrases, and Brand Awareness Phrases.

Along the way, we'll cover a couple of examples for each section. Our example scenario is for a small law firm in Las Cruces, New Mexico, owned by Matthew J. Goodman, Esquire (a completely made up attorney, by the way.) Matthew specializes in real estate law and focuses on working with small landlords. He creates customized leases, defends them, and assists landlords with all their legal needs. He is a landlord himself and, therefore, stays right on top of all legal issues in the world of landlording for his own benefit as well as for his clients'. Along with providing legal counsel, he has also written a book, "Legal Advice for Landlords," and he sells a pre-packaged set of forms "Landlord's Quick Start Form Set."



Questions to Get You Started

First, take a few minutes and answer these questions. Be specific. The more fully you develop your responses, the more you'll have to work with during part two.

1. What products and/or services does your business offer?
2. What problem does each product or service solve?
3. What are your customers going to be feeling right before they need your services? What are their pain points, frustrations, etc?
4. How would you explain your business to someone you've just met who has never heard of it?
5. What questions are you frequently asked by clients and prospective clients?
6. What makes your products or services special? How are you different from your competition?

Matthew's answers to the six questions:

1. Real estate purchases, residential lease agreements, limited liability company formation, s-corporation formation, foreclosures, easements, liens, title insurance
2. *(This could get lengthy so we'll simplify with just one area.)* Residential lease agreements. We draw up customized leases for our clients and if those leases are challenged, we will defend them in court. We also advise on and execute evictions based upon the leases.
3. Frustration is the major feeling. Our potential clients need a robust lease agreement that protects them from lawsuits. Often our clients are smaller and working with the National Apartment Association or other large group is not cost effective.
4. We work with small landlords to make sure they understand their rights and responsibilities and have the full protection of the law.
5. Why do I need a lease? What if the tenant won't sign the lease? Do I need to incorporate? Which is better: LLC or S-Corp? What can I do if the tenant breaks the lease?
6. We focus on small landlords with laser-like precision. We don't defend criminals, handle divorces, practice family law, or patent inventions. We are landlords ourselves, so we are using these same services ourselves and are staying right on top of the latest laws for our own benefit as well as yours.



How To Phrases

The first section of keywords and long-tail keywords we'll create are based around the question of how to do something. Internet searches frequently begin with the phrase "how to" so we want to take advantage of that.

Base Keyword	Long-Tail Keyword Phrase #1	Long-Tail Keyword Phrase #2	Long-Tail Keyword Phrase #3
<i>example: create a lease</i>	<i>create a lease for a duplex</i>	<i>create a residential lease in New Mexico</i>	<i>create a lease that's defensible in court</i>
<i>example 2: lease a home</i>	<i>lease a home in New Mexico</i>	<i>lease a vacation home</i>	<i>lease a home to students</i>



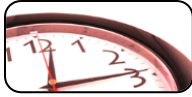
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Specific Needs Phrases

In this case your clients are looking to fulfill their need rather than asking about it. It's similar, but just different enough to need its own category of long-tail keywords and a new approach for blog posts to use these keywords and phrases.

Base Keyword	Long-Tail Keyword Phrase #1	Long-Tail Keyword Phrase #2	Long-Tail Keyword Phrase #3
<i>example: tenant lawsuit</i>	<i>tenant lawsuit in New Mexico</i>	<i>tenant lawsuit eviction process</i>	<i>tenant lawsuit for failure to pay damages</i>



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Brand Awareness Phrases

Finally we get to brand and product specific awareness searches. You may not be a well-known business now, but you don't want to wait until you are known to market yourself as an identifiable name. Use your brand name and specific product and service names as base keywords.

Base Keyword	Long-Tail Keyword Phrase #1	Long-Tail Keyword Phrase #2	Long-Tail Keyword Phrase #3
<i>example: Matthew Goodman</i>	<i>Matthew Goodman attorney at law</i>	<i>Matthew Goodman real estate lawyer</i>	<i>Matthew Goodman landlord attorney</i>
<i>example 2: Legal Advice for Landlords</i>	<i>Legal Advice for Landlords book</i>	<i>best Legal Advice for Landlords</i>	<i>Legal Advice for Landlords download</i>