

LONG-TAIL & SHORT-TAIL KEYWORDS



Example: Business Plan



- Longer: How to write a business plan
- Longer: How to write a business plan for a cleaning business
- More specific, longer searches narrow competition
- You first rank for long-tail keywords and then short-tail
- Similar in different search engines

Another Example: Facebook Marketing



- Longer: Facebook marketing for business
- Longer: Facebook marketing for a cleaning business
- Other variations: How to promote a business on Facebook
- Facebook marketing for a cleaning business with a Facebook page