

# Long-Tail Keywords in SEO

### What's a Long-Tail Keyword?

Long-tail keywords are less popular keywords because they have less search volume and less competition to rank for. (E.g.: “home remedies for bed bugs” or “how to get rid of depression” compared to “bed bugs” or “depression”).

### Search Trends: Google is Becoming a Person

Google is trying to become a destination for people to get answers. Much like you'd ask a friend “what's the weather in Seattle?” or “how much is 45x7?” and expect to get an answer rather than a list of sources from which you could find your answer.

### User Intent: The Key to Better Conversions

With long-tail keyword you can instantly understand what's popularly known as user intent.

The difference between “bed bugs” and “home remedies for bed bugs” is this:

- When a user searches for “bed bugs,” you have very little idea what the user has in mind. Is the searcher looking for a solution to a bug problem? Or is the person looking for general information about bed bugs? Perhaps the user is doing a survey on bed bugs.
- When a user searches for “home remedies for bed bugs,” the user intent is much clearer: He's probably looking to get rid of the bugs.

### Less Competition

Long-tail keywords usually result in a higher conversion rate. In most cases, you'll have happier, higher-converting visitors, a lower bounce rate, and better time-on-page metrics. Additionally, your competitors are less likely to have professional prowess behind their efforts. In many cases, they'll be ranking for these keywords without even knowing it.

### The Future: Google Now

The future of search lies with two things: mobile and natural language. Think about iPhone's Siri or Android's Google Now. Search is becoming more like a conversation with the search engine. For example: “Where's the nearest Italian restaurant?” “How do I get rid of back acne fast?” “Foods that are good for your skin?” etc.