



Thirty Day Challenge 2009 – Training – Day 26

2009TDC26c: Long Tail Derivatives

Running Time: 10mins



Intro

Hi everyone, it's Anthony from the Nobel Samurai team here again, and in this video I'd like to show you how to use Market Samurai to find Long Tail Keyword Derivatives that are relevant to your Niche.



The Keyword Tree

[Starts at 00:00:12]



Before we get to Market Samurai, I'd like to introduce you to a concept called the Keyword Tree, which is a good way to visualise the overall process of building a Keyword Optimised Web Site that attracts organic traffic.

On Day 2 of the Challenge, you identified a Theme Keyword, which was the Basis for your Web Site.

This **Theme Keyword** is equivalent to the **Trunk** of your Keyword Tree.

You then identified several Category Keywords, which were related to your Theme Keyword, and also had a reasonable amount of traffic, and an acceptable level of competition.

These **Category Keywords** make up the **Branches** of your Keyword Tree.

Today, I'd like to introduce you to 2 additional types of Keyword. The first type are called Long Tail Derivative Keywords, and the second type are called Semantic Long Tail Derivative Keywords. These Keywords give your Web Site greater breadth and relevancy, and are equivalent to the Leaves on your Keyword Tree.

So, lets take a look at each of these new Keyword Types in more detail.



Long Tail Derivative Keywords

In case you're wondering what the term Long tail actually means, a Long Tail Keyword is simply a phrase that contains several words. The more words in the phrase, the longer the tail.

Long Tail Derivative Keywords are those that contain the root Keyword Phrase. The easiest way to understand this is to look at an example:

Let's say that your theme Keyword was **Sleeping Bag**. A Long Tail Derivative of this might be **British Army Sleeping Bag**.

Theme Keyword = "Sleeping Bag"

Long Tail Derivative = "British Army Sleeping Bag"

As you can see in this example, the Root Keywords Phrase, **Sleeping Bag**, is **contained within** the Long Tail phrase, which is why it's called a **derivative**.

Semantic Long Tail Derivative Keywords

Semantic Long Tail Derivative Keywords are Phrases that **do NOT contain the Root Keyword Phrase** exactly, but are **still semantically related**. So, with the Sleeping Bag Example, a Semantic Long Tail Derivative Keyword might be **Mountain Slumber Bag**.

Theme Keyword = "Sleeping Bag"

Long Tail Derivative = "Mountain Slumber Bag"

In this example, the initial Keyword Phrase, Sleeping bag, is not actually part of the Long tail Keyword Phrase, but **Google still sees them as being related**.

The best thing about Long Tail Keyword Phrases is that the **Competition for these phrases is often lower**. So if you create a Blog post that specifically target a Log tail Derivative phrase, you may have a **good chance of ranking for that Keyword**.

The flip side of the equation, of course, is that Long tail Keyword Phrases **do not usually generate a great deal of traffic**. Which is why you need to **find as many of them as possible**.

So, coming back to the Keyword Tree, what you want to create is a Web Site that **has good quality Articles** that target your **Theme Keyword**, your **Category Keywords**, and also a **wide range of Long Tail Derivative Keywords** and **Semantic Long Tail Derivative Keywords** that are **relevant to your Niche**.

Over time, as you continue to grow your content base and your link network, you'll develop more authority in your chosen Niche, and subsequently attract more traffic.

So now that you understand what Long Tail Derivative Keywords and Semantic Long Tail Derivative Keywords are, lets take a look at how to use Market Samurai to find these important Keyword Phrases.



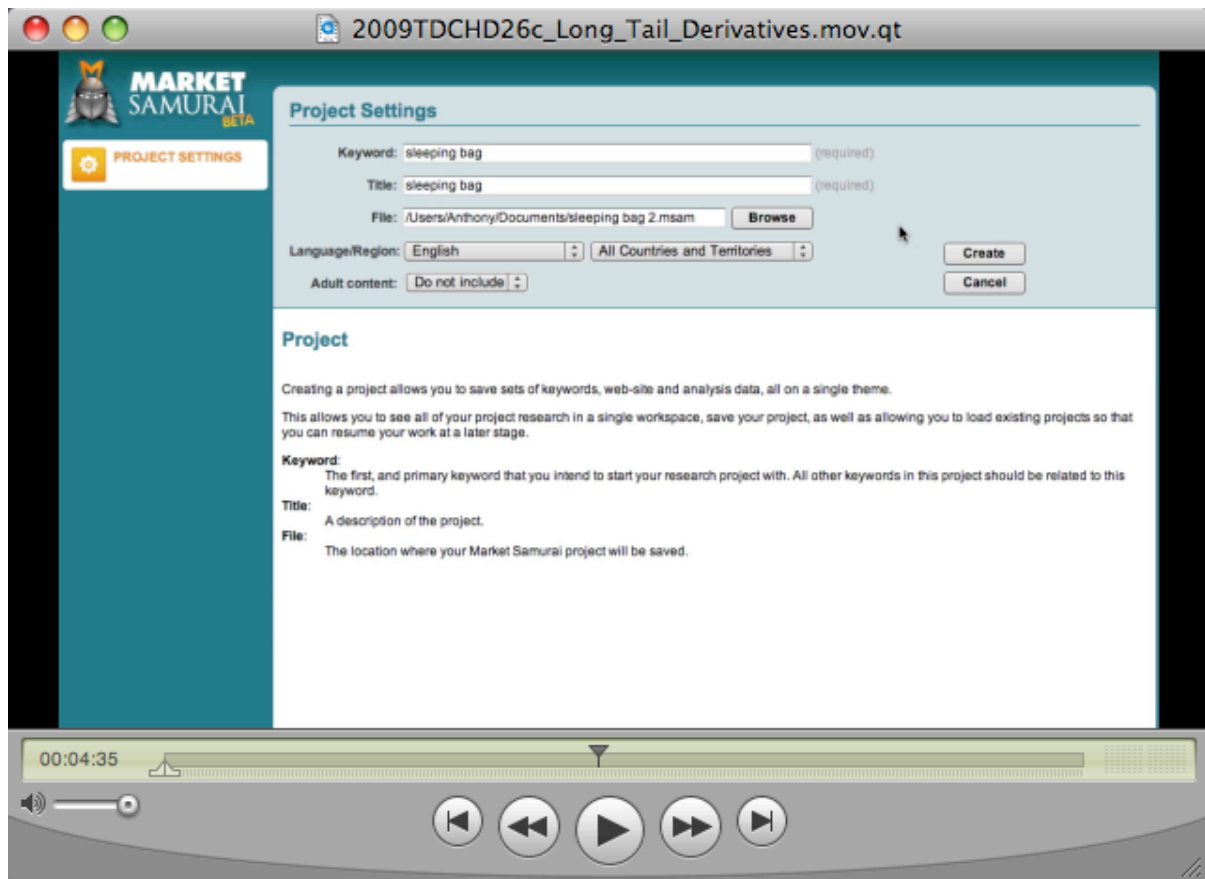
Using Market Samurai to Find Long Tail Keywords

[Starts at 00:04:02]

What we need to do is conduct another round of Keyword Research for our Theme Keyword, and each of our Category Keywords. This time, however, we'll be using different search settings and different filters in order to find the Long Tail Keyword Phrases that we're looking for.

So, let's take a look at the Sleeping Bag example from start to finish.

I'll begin by creating a **New Project** [either click the **New Project** button on the **start screen** of **Market Samurai**, or click the menu item **File>New Project**], and entering **Sleeping Bag** as my initial Keyword [in the **Keyword** box of the **Project Settings** panel].



Then I can click the **Create** button [on the right of the panel – he is taken to the main project panel]

[Note: If you click in the **Title** box, the rest of the fields are automatically filled out for you, and the **Create** button becomes active]

Now, I want to jump into the **Keyword Research** module to begin my search [clicks on the **Keyword Research** icon on the main project panel]

30 Day Challenge

there is no charge for awesomeness



The first thing I want to do is to generate a large list of Keywords, so that I can generate as many Long Tail phrases as possible.

So, in the **Keyword Sources Area**, I'm going to make sure that the **Google Synonym Tool** is checked, and that I'm including the **Additional Keywords**.

Next, I'll tick the checkbox below to include **Google Search Keywords** as well.

To generate my Keywords list, I'll go across to the right and click the **Generate Keywords** button.

I'll enter a CAPTCHA, and click **Submit**.



Market Samurai then brings back a large list of Keywords.

You'll notice that by checking the **Google Search Keywords** checkbox, I've managed to bring back **618** related Keywords.

To explore these Keywords in more detail, I'll click the **Analyse Keywords** button at the bottom-right of the panel. [clicks button and is taken to the Analyse Keywords panel]

Now, my next step is to **filter** these Keywords to find the Long Tail Derivative and Semantic Long Tail Derivative Keywords that I'm looking for.



Keyword Research

Organic:

Total Searches +

SEO Traffic (SEOT) -

min: 10

Phrase-to-Broad (PBR) -

min: 15

Trends

Adwords:

Adwords Traffic (AWT) +

Adwords CTR (AWCTR) +

Adwords CPC (AWCPC) +

Competition:

SEO Comp (SEOC) -

max: 30000

Title Comp (SEOTC) +

Title/Comp (SEOTCR) +

Adwords Advertisers (AWA) +

Adwords Comp (AWC) +

Commerciality:

OCI +

Adwords Value (AWV) +

SEO Value (SEOV) +

Match Type: Broad

The first filter I'll set is an **SEO Traffic (SEOT)** filter. You may remember that when we were looking for out Theme and Category Keywords we set this value to **80**, to make sure that our main Keywords had a reasonable level of daily traffic. This time, however, we're interested in finding a **large number of Keyword Phrases** that have a **small amount of traffic** and **low competition**.

So, I'm going to **set the SEOT value to 10**.

This will allow me to see Keyword phrases that generate at least a small amount of traffic each day.

Next, I'm going to **set my Phrase-to-Broad Match Ratio (PBR) to 15**, because I still want to focus on items that people are actually searching for.

Having set these filters, I'll click on the **Analyze Keywords** button [on the right] to bring back my **SEO Competition** column data [so we can use it to filter further].

[Market Samurai fills out **SEOC** column]

I'm going to **set my SEO Competition filter to be 30000**, because I'm still interested in looking for Keywords that have **low competition**.

<input type="checkbox"/>	Keyword (107 active, 0 removed, 515 filtered)	Searches	SEOT	PBR	SEOC	Trends	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	sleeping bag	40,110	16,846	100%	3,870,000		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	child sleeping bag	145	60	66%	11,300		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	lightweight sleeping bags	178	74	53%	5,240		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	lightweight sleeping bag	325	136	55%	14,000		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	backpacking sleeping bags	95	39	83%	8,400		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	ultralight sleeping bag	145	60	66%	3,670		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	kelty sleeping bags	95	39	65%	5,360		<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	childrens sleeping bags	266	111	82%	16,300		<input checked="" type="checkbox"/>	<input type="checkbox"/>

You'll now see that Market Samurai has isolated **107** Keyword Phrases that I can use as the basis for additional content. Having a quick look down this list, many of these items appear to be Long Tail Derivatives of my initial Keyword **Sleeping Bag**.

So, just to clarify, **the main difference between this search and the search we conducted on Day 2** is that first, **we included the Google Search Keywords**, and second, **we reduced our SEO Traffic Filter from 80 to 10**. This allows us to see the long Tail Derivative Keywords that we're looking for.



Choosing a Long Tail Derivative Keyword to Target

[Starts at 00:07:52]

Now, you may be wondering which of these Long Tail Derivative Keywords you should target first. The answer is:

The ones with the least amount of competition, which are still relevant to your Web Site.

A great way to find the best Long Tail Derivatives to start working with is to **sort** the results **by their SEOC results**. To do this, **click on the SEOC column heading**, and Market Samurai will **sort** the data **from low to high** competition.

The screenshot shows the Market Samurai software interface. The main window displays 'Keyword Research' for the keyword 'sleeping bag'. The interface includes a sidebar with navigation options like 'PROJECT SETTINGS', 'NEW KEYWORD', 'RANK TRACKER', 'KEYWORD RESEARCH', 'SEO COMPETITION', 'MONETIZATION', 'FIND CONTENT', 'PUBLISH CONTENT', 'PROMOTION', and 'ADWORDS'. The main area shows a table of keyword results with columns for 'Keyword', 'Searches', 'SEOT', 'PBR', 'SEOC', and 'Trends'. The 'SEOC' column is sorted in ascending order, with 'scooby doo sleeping bag' at the top having a SEOC value of 482. Other keywords include 'children's sleeping bag' (879), 'hello kity sleeping bag' (881), 'western mountaineering sleeping bag' (897), 'bratz sleeping bag' (956), 'british army sleeping bag' (1,630), 'coleman hampton sleeping bag' (1,770), 'child sleeping bags' (1,890), 'wenzel sleeping bags' (1,990), and 'childrens sleeping bag' (2,040). The interface also shows various filters and controls for the search results.

Keyword (107 active, 0 removed, 515 filtered)	Searches	SEOT	PBR	SEOC	Trends
scooby doo sleeping bag	24	10	100%	482	
children's sleeping bag	145	60	37%	879	
hello kity sleeping bag	43	18	77%	881	
western mountaineering sleeping bag	62	26	39%	897	
bratz sleeping bag	33	13	73%	956	
british army sleeping bag	43	18	77%	1,630	
coleman hampton sleeping bag	145	60	17%	1,770	
child sleeping bags	24	10	79%	1,890	
wenzel sleeping bags	33	13	88%	1,990	
childrens sleeping bag	118	49	67%	2,040	

Looking at this example, the term **Scooby Doo Sleeping Bag** has an **SEOC** value of only **482**. If I were to create a good quality Blog post, that **specifically targeted this term**, I'd stand a pretty good chance of ranking well in Google, and may be able to achieve a Number 1 Ranking. In which case, I'd probably receive about **10** extra visitors per day [the **SEOT** value].

This may not seem like much, but if I continue down this list, and created content to target each of these Long Tail Derivative and Semantic Derivative Phrases, you should be able to see that these **small amounts of traffic** would **quickly add up**. Because these Long Tail Phrases are all related to my niche, as I gain traffic for these phrases, **I'd gradually develop more authority for my Theme and Category Keywords**.



Wrap Up

[Starts at 00:09:15]

So, I hope you can now see the true power of using Market Samurai to find Long Tail Derivative and Semantic Long Tail Derivate Phrases related to each of your Category Keywords, and your Theme Keyword.

By creating content that targets these Keywords, you'll gradually **build up an effective Keyword Tree** that will **attract more and more organic traffic** to your Web Site.

That's all from me today, so I'll see you again next time.

Summary:

Our Goal

- Find Long Tail keywords (Derivatives and Semantic Derivatives)
- Write target content for our Blog, based on these
- Drive more organic content to our site
- Increase our Authority for our Theme and Category Keywords

The Keyword Tree

- The **Theme Keyword** is the **Trunk**
- The **Category Keywords** are the **Branches**
- **Leaves** are made up of
 - o **Long Tail Derivative Phrases**
 - o **Semantic Long Tail Derivate Phrases**

Long Tail Keywords

- A phrase that contains several words
- The more words in the phrase, the longer the tail

Long Tail Derivative Phrases

- The phrase does contain the root Keyword Phrase – e.g.
 - o Theme Keyword = "Sleeping Bag"
 - o Long Tail Derivative = "British Army Sleeping Bag"

Semantic Long Tail Derivative Phrases

- The phrase does **NOT** contain the root Keyword Phrase exactly – e.g.
 - o Theme Keyword = "Sleeping Bag"
 - o Long Tail Derivative = "Mountain Slumber Bag"



Using Market Samurai to find Long Tail Keywords

- It's suggested that you **start a new project** (you'll be using different settings than on Day 4 for the same Keywords)
- Start with your **Theme Keyword**
- Finding Keywords
 - o Set **Google Synonym Tool = YES**
 - Set **Include Additional = YES**
 - o Set **Google Search Keywords = YES**
 - o Click **Analyse Keywords** button
- Filtering Keywords
 - o Set **SEOT** filter to **10**
 - o Set **PBR** filter to **15**
 - o Click **Analyse Keywords** button
 - o Set **SEOC** filter to **30,000**
 - o Click SEOC Column Heading to Sort
- Choosing Long Tail Keywords
 - o The ones with the **least amount of competition**
 - o **Relevant** to your Web Site
- Repeat for your **Category Keywords**

Links:

Market Samurai - <http://www.marketsamurai.com/thirtydc>

Click here to get your 40 day free trial of Market Samurai.