

- ❖ Cheap: buy, cheap, discount, low cost, low priced, last minute, cheapest, bargain, cheaper, inexpensive, economical, affordable, cut-price, budget, reduced, inexpensive, on sale
- ❖ Quality: luxury, superior, class, value, five star, luxurious, high, highest

He adds suitable combinations of his main keywords and these qualifying words to the keywords list on his spreadsheet.

Often the words you find through an ontological check will actually be used more frequently by searchers than the ones you had originally selected.

Consider Doug Chalmers, purveyor of fine antiques in Windsor, UK. Doug specializes in “Victorian furnishings,” so (before reading this book) he was very set on ranking well for that particular keyphrase. However, a full related-word check revealed many alternatives – including old, classic, antique, furniture, vintage, rare, Victorian, antiques, and collectible – with “antique furniture” being the most attractive choice. Without an ontological check, he could have wasted a great deal of time and energy on too narrow a selection.

## Long-tail analysis

Long-tail keyphrases are typically related to your main strategic keywords and generally include three, four, or more words. For example, “web hosting linux,” “cheap web hosting,” and “web hosting control panel” might be typical long-tail phrases for a web-design business. Such phrases are known as long tail because the frequency with which they are searched on reduces as the length of the phrase increases (in a long tail that tends toward zero searches).

In the next chapter, on keyword attractiveness, I will show you how to assess the degree of popularity and competitiveness attached to each keyword and keyphrase. However, before we get there I can give you a