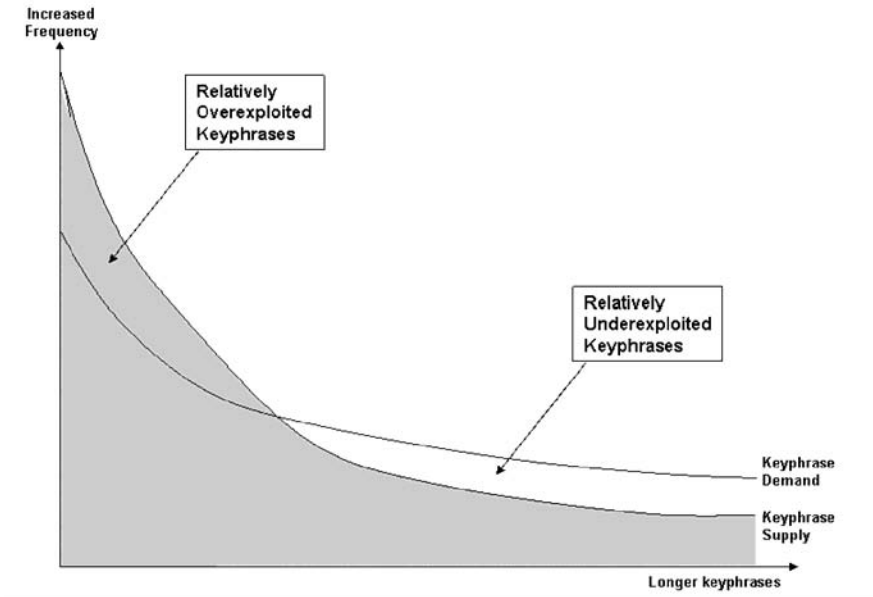


sneak preview: Generally, the longer a phrase is, the more attractive it is, in relative terms. Here is a typical long-tail graph:



Long-tail analysis seeks to identify, for your most common keyword categories (or “stems”), the phrases that pay where demand is relatively high but competition relatively weak; what I call relatively under-exploited keyphrases.

As an example, consider Sam Larder, owner of a luxury, ski-in-ski-out chalet in Verbier, Switzerland. Sam has been spending a fortune on a paid advertising campaign, selecting phrases such as “ski chalet” and “chalet verbier.” Given the popularity of the resort (and the number of competing accommodation providers) he has had to pay more and more to acquire his visitors. However, after reading this book, Sam thoroughly considers his business proposition and looks at the long tail in the light of this.

Nearly all of Sam’s customers have one big thing in common: They bring their children skiing with them. This might have something to do with the fact that Sam’s chalet is right next door to the local crèche. He