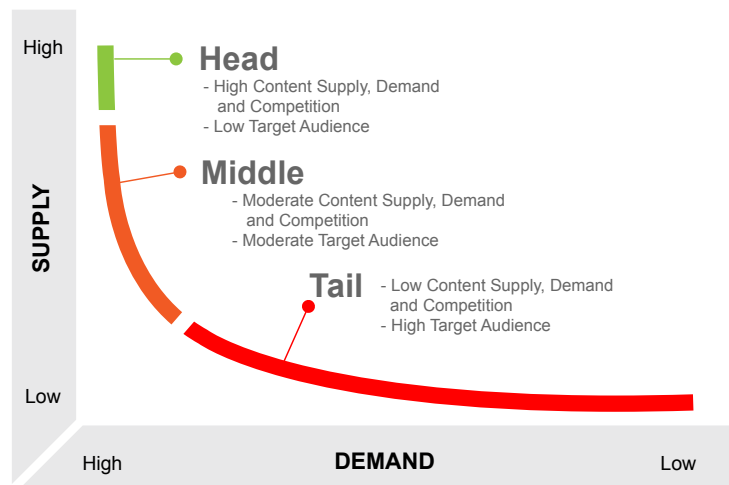


- If you've studied statistics, you may recall what "Long-Tailed Distribution" is... where the tail of the curve is extremely long when compared to the head of the curve.

- The long tail phenomenon explains that if a consumer was given unlimited choices, everything becomes available, which is exactly what happens with the expansion of the Internet.

- For article marketers, it refers to the distribution of words or phrases that are used for Internet searches in a particular niche or market.



- That means the head of the curve is one broad phrase, like "weight loss". It has high content supply, demand and competition but a low target audience

- The middle of the tail is a 2 to 3 word phrase like "weight loss for men". It will have moderate content supply, demand and competition as well as a moderate target audience.

- The long tail is a 4 or more word phrase like "organic food to help men under 30 lose weight". It has lower content supply, demand and competition, yet a much higher targeted audience.

- That means if you write articles based on the long tail, those articles have a better chance of appearing at the top of search results!

- Understanding and writing for the long tail is incredibly beneficial and effective because it puts your articles in front of potential customers, subscribers, or clients that are looking for that specific product or service at the exact moment they're ready to take action.

- Don't just write for the long tail. Our recommendation is to write between 20-30 percent of articles for the head of the tail and 70-80 percent for the mid to long tail.

- The reason you do this is because you never know when an article will turn into a golden nugget. You want to have as many articles as possible covering a very wide range of words or phrases to maximize your exposure.

- Writing for the long tail is a great practice to incorporate into your article writing ritual because it allows for you to get your articles higher on search results and in front of people who are ready to take action.

- Now go write and submit 5, 10, 20 or more articles based on long tail phrases. It will be worth the time you invest.

Finding the Long Tail in Your Niche:

Invest some time typing search queries for what you're trying to promote. Then refine those queries over and over until you identify those that generate search result quantities that are representative of the long tail. You can also use research tools like these:

- Wordtracker
- Keyword Discovery
- Goodkeywords
- Google Alerts
- Google Suggest