



# ***"Long-Tail Blueprint"***

**Adsense \$100k Blueprint**  
***Version 3.0.1***

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# "Long-Tail Blueprint"

## SUMMARY

The basis of our "Long-Tail Traffic" Blueprint is - you guessed it! - long-tail traffic. But what exactly is long-tail traffic?

When we use the term "Long-tail", we're talking about a graph.

As Google made it more difficult to gain top rankings for more competitive terms, we put a lot of effort into 'de-coding' the algorithm updates and new functions ("Panda" & "Penguin").

Between our own experimentation, and what we gleaned from other Webmasters and SEO's, we were able to figure out key ranking factors & considerations, and can confidently rank for almost any non-ultra-competitive keywords, ***providing we're willing to put in the effort!***

But a funny thing happened along the way: we noticed that under certain circumstances – namely when we 'optimized' around 'primary' keyword phrases a certain way, we would consistently fail to reach top rankings for those 'primary' keywords... but would be 'rewarded' by Google for our efforts with a TON of 'long-tail' traffic!

We played around with this until we had a reliably repeatable 'blueprint' to make this happen – and our "Long-Tail Blueprint" was born!

The particulars involve optimizing our content, page, and links to 'bias' those 'primary' terms, something that looks a lot like the no-longer-working 'traditional' optimization that we used to use to rank for specific terms.

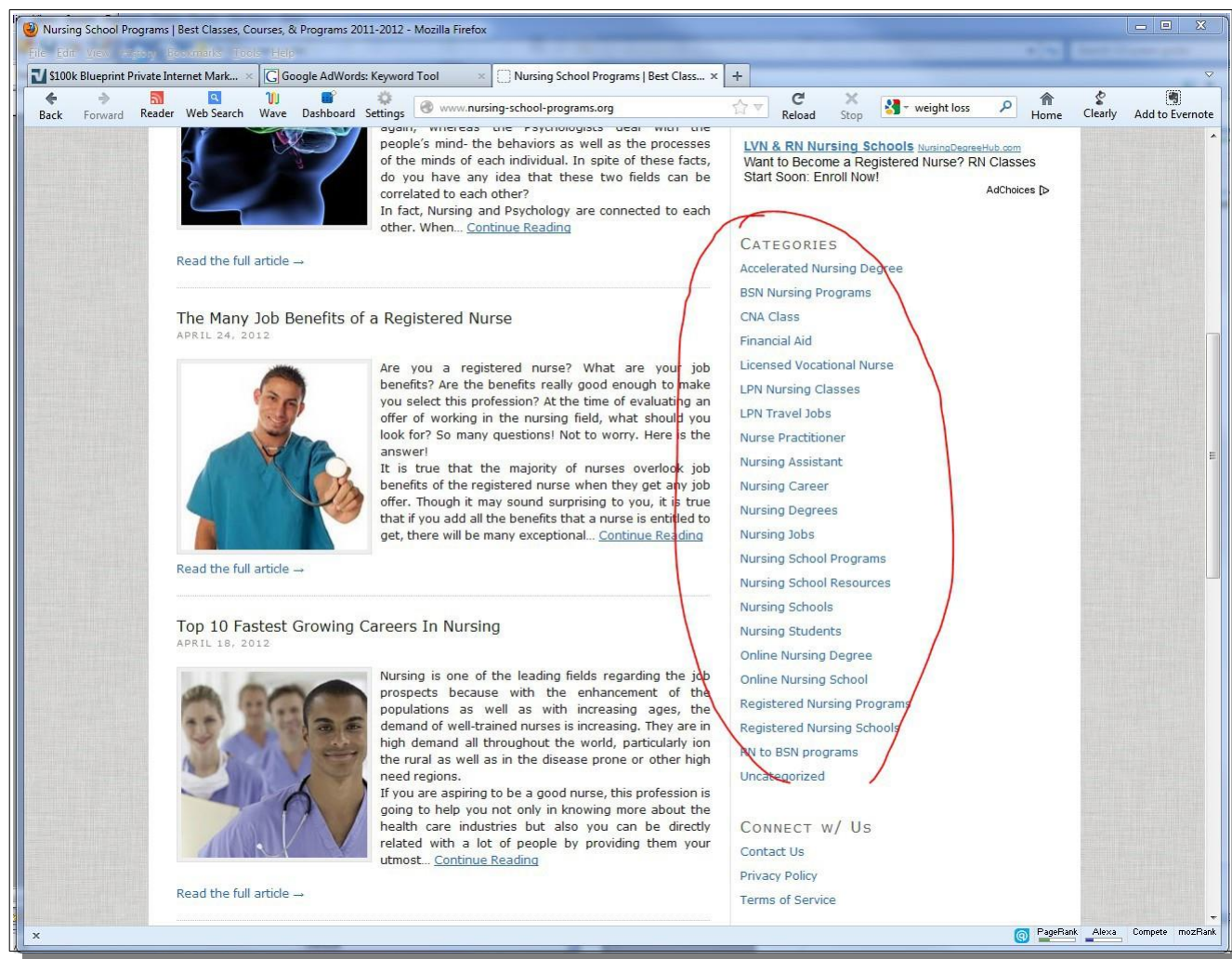
With this model, our efforts result in ranking for numerous 'long-tail' keywords, which have the overall potential to exceed the traffic we would get had we instead ranked for those 'primary' terms!

## 1:Niche Research

Choosing a niche for the "Long-Tail" Blueprint is easy and straightforward. If you followed this course previously, we use the same considerations for this blueprint as we do for the classic blueprint:

We want to find a good, secondary "informational" niche. Unlike the "Classic" Blueprint, however, there are some types of informational niches that can take even better advantage of this blueprint. Specifically, niches, topics, and subjects that have a lot of sub-topics, subjects, niche specific terms, lists, etc. In other words, any topic for which there would be a lot of descriptors, names, sub-terms & phrases, alternative words and phrases, variations, etc. and/or sub-headings, qualifiers, geo-descriptors, qualifiers, etc.

To help illustrate, we'll use one of our favorite examples, nursing. Why nursing? Because there are tons of specialties, jobs, titles, degrees, tasks, etc. Just looking at the category listing on our old nursing school programs site helps illustrate the point.



Ditto for our CNA training site. In fact, I can tell you, since I had access to its analytics data up until recently, the traffic it receives from longtail phrases now surpasses the traffic from primary phrases.

At its peak, it did receive far more traffic for its primary phrases, but that's largely because it was able to achieve first, second, and third Place page 1 listings on nearly 2 dozen high volume primary search terms. That's not something that most sites achieve. But even with top listings on a few primary phrases, the number of potential longtail phrases that can send traffic in total far exceeds the much smaller number of primary terms.

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CNA Training

So you've finally finished CNA training and you are ready to take your CNA training exam and earn your certification. Before you can actually begin, however, you might need a little help. Thankfully, there are plenty of places online where you can find free sample questions and practice tests. You just have to know where to find them.

Luckily, we have made the process simple for you. In the following, we will discuss a few tips on how to ace both your practice tests and your real CNA training exam, while providing you with the best places on the web to get those practice tests.

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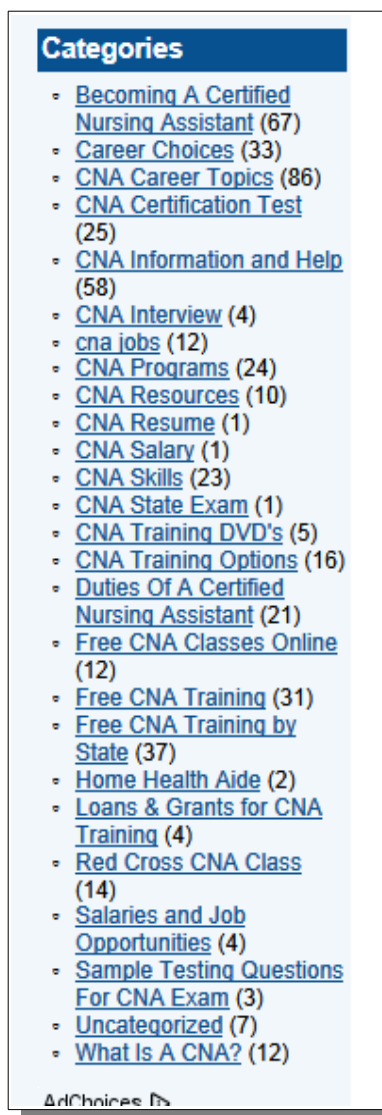
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Almost every one of the entries can be 'mined' for loads & loads of long-tail keywords & phrases.

## 2:Keyword research

This is really the key to this blueprint. We want to uncover as in many long-tail keywords as possible.

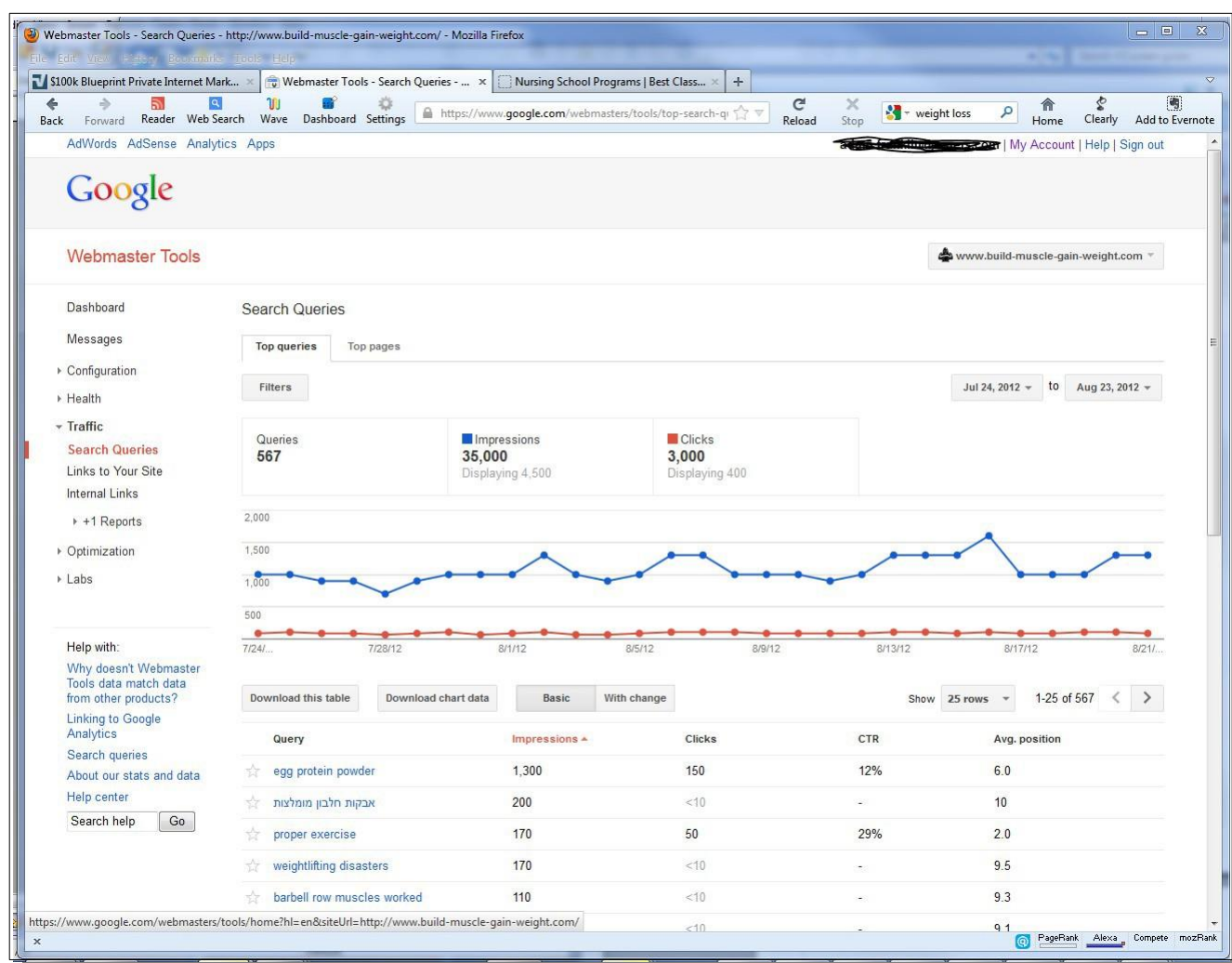
We do this by beginning with the obvious, primary keywords, separated into as many categories as we can, and then 'exploding' each category into large lists of keywords for each one.

'Categories' Are The Key!

By "categories" I don't mean Wordpress Categories - I mean actual "categories": different 'groups' or 'headings' that are meaningful categories for our chosen niche idea. It's IMPERATIVE that we create these category-based keyword lists - it's the "secret sauce" for making this Blueprint work!

**Important note: make sure to read the "Effective Keyword Research" and "Getting The Gold" sections in the main PDF: thinking outside the box. In this case, finding lateral terms, related terms, variations, sub-topics in terms, etc. is crucial in uncovering many of those longtail phrases.**

We can also take advantage of Google's webmaster tools, it will show you phrases you're starting to rank for, or that Google is sending you traffic for, that you may not have otherwise identified. Once you're starting to get some traffic, check webmaster tools often.





## Exploding your keyword list.

Our goal is to find as many relevant and related 'primary' or main phrases as we can. These become our categories. We are looking for all of the ways that people are searching for our chosen niche or topic, different ways of phrasing, etc.

You should also consider slang, concatenations and abbreviations, terms & phrases used within a profession by professionals, by hobbyists within a hobby, etc.

Geographical descriptors or extensions are also often appropriate. If you were doing something in the insurance niche for instance, say "cheap car insurance", you would want to include phrases like "cheap car insurance in New York", "New York car insurance", "car insurance NY", "Manhattan cheap car insurance", etc.

Some food for thought:

- **Google currently services almost 3 Billion (3,000,000,000) searches per day.**
- **Approximately 20 to 25% are unique or have not been searched in the last six months.**
- **More than 50% consist of more than three words**

*At a minimum, your goal is:*

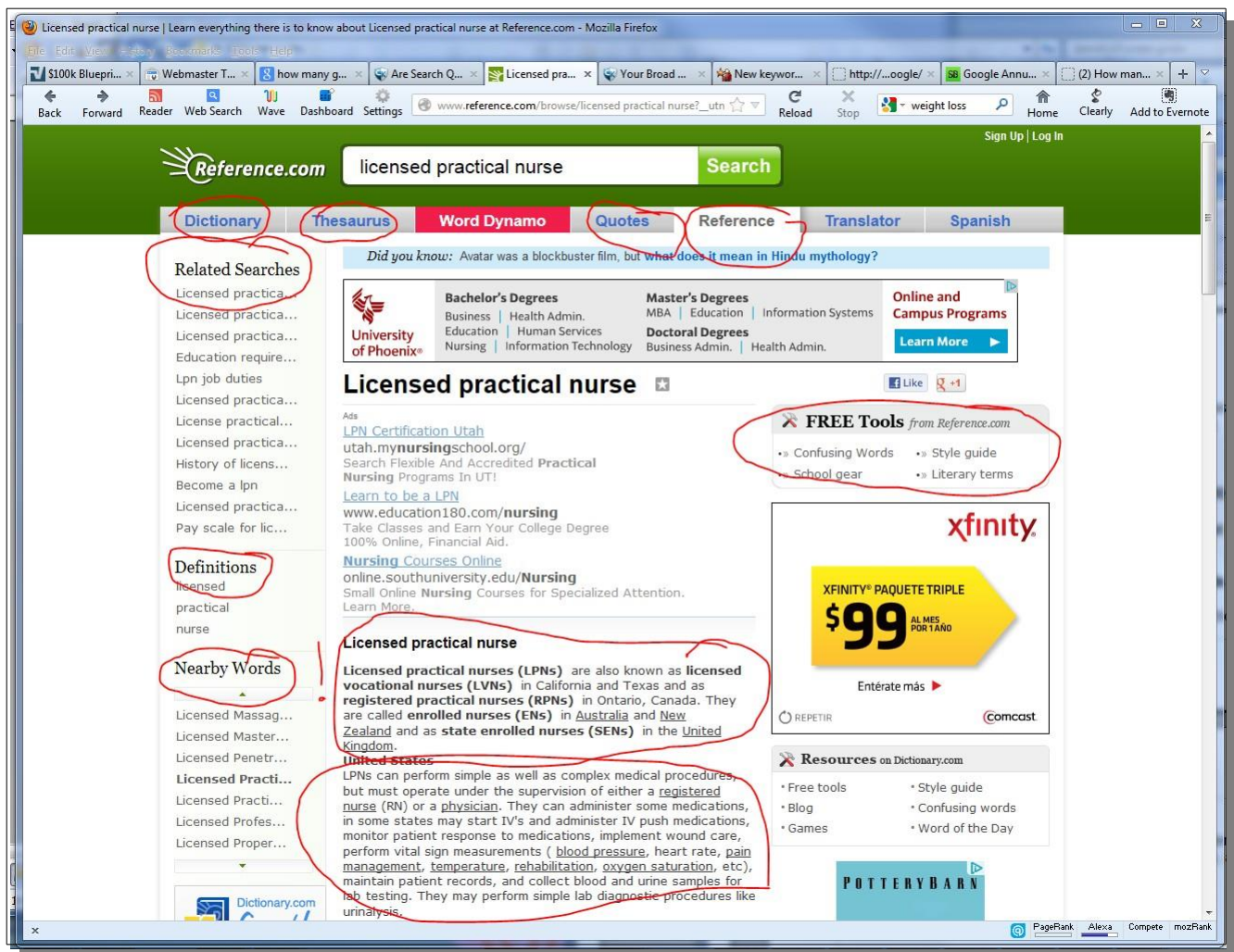
*No less than 6-8 'Categories' (you can think of these as the phrases in a 'keyword phrase group' that you would develop for a "Classic" A100k site, however they should be distinctly different from each other, not just word variations).*

*No less than 20-25 long-tail keyword phrases in each 'Category'.*

*Ideally, you want to strive for a dozen or more 'Categories', with dozens of long-tail keyword phrases for each.*

Your best friend for both creating categories, and exploding your keyword list is your dictionary. Actually it would be Dictionary.com at, you guessed it: <http://dictionary.com/>.

From there, you can get multiple meanings, variations, alternates, etc., and each from multiple sources; you can access a thesaurus, references, and more.



Of course, you also want to use your 'standard' keyword tools, searching in primary words & terms!

## Roots, Trees, and Branches

A key to building an effective Long-Tail keyword list is to find many 'root' phrases and branch out from there. A 'root' phrase would be a primary descriptive keyword phrase; as an example "nursing" might be a root phrase, while "licensed practical nurse" would be an initial 'branch' off of "nursing".

Googles Contextual Targeting tool and the Visual Thesaurus mentioned in the main course PDF under "Keyword Research" will help you develop 'branches' for your keyword list development.

## 3:Content



Our content is very important, whatever we're doing. For this Blueprint, it takes on an additional 'burden': we want to work MOST of our long-tail keywords from our keyword research into our content.

I say MOST because - amazingly - you'll find you start ranking for keywords that aren't even explicit in your content!

For instance, if the topic is "nursing", and you have content covering many or most of the keywords & phrases, you'll start to rank for 'iterative' phrases or 'implied' phrases - combinations that don't actually appear as-is, but who's components do.

If our content talks about "registered nursing", "registered nurses", and "nursing careers", with enough content and other ranking signals, we will eventually rank for "registered nursing jobs" EVEN IF THAT PHRASE NEVER APPEARS EXACTLY!.

The key here is simply 'good' writing, combined with knowledge of the topic, or access to writing resources like a dictionary, thesaurus, etc.

We do, however, want to build the long-tail phrase keywords - not necessarily as "Phrase-Match", they can be as "Broad-Match" meaning they don't have to appear exactly in order - into as many article (post) titles as we can, always using our article title as part of our URL's (this is a Wordpress default).

For example, we might have the phrase "online nursing degrees" as one of our long-tail keywords. We WOULD want an early article to use that phrase as "Phrase-Match":

"Types of Online Nursing Degrees"

but can have as subsequent articles:

"Online Schools Offering Nursing Degrees"

## Content Focus

The most important consideration is 'Content Focus' - by which we mean NOT 'Keyword Focus'. Your content MUST be written by focusing on the topic you are writing about, with the effort applied to being descriptive, using variations, synonyms, alternative phrases, alternative meanings, etc., and NOT focused on the keyword.

Whether we create our own content or outsource it, here are the guidelines we MUST follow:

All website content MUST be 100% original, and 100% grammatically correct;

NO 'spun' content;

NO 'scraped' or copied content

Articles should be based on your keyword 'Categories'

Articles should be a MINIMUM of 650 words each

Again, when developing content for this Blueprint, we want our articles to be based on topics within our niche, rather than based on specific keyword phrases.

Using our 'nursing' example, we might have articles such as:

"A Career In Nursing" discussing aspects of, you guessed it, a career as a nurse. Within that 'framework', we can work in keywords & phrases from our keyword list that fall under that category, and the 'sub-list' we exploded for it. These might include:

"Nursing Career"

"Nursing Jobs"

Nursing Titles such as "Licensed Practical Nurse", "Registered Nurse", "Nurse Practitioner", etc.

**Get Your Online Nursing Degree in 10 Months - Nursing Degree G...**  
[www.nursingdegreeguide.org/.../online\\_nursing/get\\_your\\_online\\_nu...](http://www.nursingdegreeguide.org/.../online_nursing/get_your_online_nu...)  
 Is it possible to **get your online nursing degree** in 10 months? Yes and no. It depends on the **degree** desired and the institution. However, it is possible to **get** your ...

**Nursing Degree Guide - Online Nursing Degrees and Schools**  
[www.nursingdegreeguide.org/](http://www.nursingdegreeguide.org/)  
 Mar 29, 2010 – Their **online nursing degree** will prepare students for the daily ... Since this point, there **have** been other influential **nurses**, but none so much as ...  
 Types of Nurses - California - Arkansas - Becoming a Registered Nurse ...

**Nursing Schools & Programs - Get Your Nursing Degree Online ...**  
[www.nursingprograms.com/](http://www.nursingprograms.com/)  
 NursingPrograms.com has all of the information you will need to **get** started on your **nursing** school search. You'll find information about each level or **nursing**.  
 Where Do I Start? - Florida - What is the salary for a BSN? - California

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**Get Your Degree in Nursing Online.** There has never been a better time to **get** a **nursing degree**, with increased learning and financial aid opportunities for adults ...

**How to Earn an Online Nursing Degree: 7 steps - wikiHow**  
[www.wikihow.com/.../Distance Learning](http://www.wikihow.com/.../Distance Learning)  
 Oct 24, 2011 – If you already **have nursing** experience, or a **nursing degree**, you might be looking for more advanced **online degree** work than if you're starting ...

**Can I Get A Nursing Degree Online?**  
[ericae.net/published/nursing-degree-online.htm](http://ericae.net/published/nursing-degree-online.htm)  
 Free **Degree** Information: **Nursing Degree Online.** You've likely heard of **online** education by now. After all, **online** education is the wave of the future. Schools ...

**Online Nursing Degree - Associate Degree Nursing - Ashwood ...**  
[www.ashwooduniversity.net/.../online-degrees/online-nursing-degree...](http://www.ashwooduniversity.net/.../online-degrees/online-nursing-degree...)  
 Whether they **have** acquired it through **online nursing** schools or **traditional nursing** institutes, authentic **nursing degree** certainly provides better chances of ...

**Online Nursing School | Online Programs and Degrees**  
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In the screenshot above, Page 1 SERPs for a search for "get online nursing degree", only one site - #10 - has the phrase "online nursing degree" within it's domain name!

Notice as well that half of the sites - 5 of the Top 10 - do have the phrase as part of their URL.

Most importantly, notice that everyone has the individual words in their Title (but only half are "Phrase-Match", the rest being "Broad-Match" - all the words, but not necessarily as the exact phrase).

## Site Structure

Your 'Site Structure' should be a "Silo Structure" - meaning your site is 'logically' divided into "Silo's", each one being a main Category. Under each of those will go your articles for that category.

We do not use Wordpress Pages for this Blueprint, but designate each article (post) by it's Category ("Silo").

The first "nursing" site screenshot is the site structure you're after.

***In our testing, sites structured like this performed best, and ranked quickest for long-tail phrases***

***Other than your "About", "Privacy Policy", and similar Pages, you want to use Posts for all your articles. We specifically DON'T want to 'tell' Google what pages (URL's) are 'appropriate', since we're not focusing on specific phrases. We want Google to decide which pages (URL's) to show for a given search. It's the overall "topic SiteRank" that will qualify us as 'candidates' for a given search; from there, Google's algorithm will 'decide' what to show.***

## 4: Traffic & Promotion

Traffic for the "Long-Tail" Blueprint will come largely from the search engines, or said another way, from rankings. But NOT from the 'typical' keyword-focused ranking activities!

Instead, we want to "go through the motions" of building ranking, WITHOUT trying to rank for specific keywords.

***IMPORTANT NOTE: As with all of our efforts, we can NO LONGER rely solely on search engine traffic. We MUST get some of our traffic from alternate sources.***

This means our traffic & promotion efforts are put towards getting links, AND content sharing with social signals (shares + 'likes', shares + 'G+', Tweets, etc.).

***For the "Long-Tail" Blueprint, we use the traffic, promotion, and link-building methods in the main course PDF under "Traffic & Link-Building"***

## NOTE FOR 'OLDER' A100K BLUEPRINT SITES

***If you have a site developed previously that hasn't performed as you'd hoped, or was 'hurt' through paid links (including blog networks) or other issues that you were penalized for, in most cases you can apply a 'modified' version of the Blueprint and effectively "resuscitate" your site.***

***Explicit instructions and a 'checklist' are in the "A100k Renewal" PDF***

## GOING FORWARD - ACTION PLAN

Once you've chosen your niche or topic, developed your long-tail keyword list, created your initial content (at least one article for each 'Category'), and set up your site, your Action Plan is as follows:

### Week 1

Share each Article/Post on your Facebook page and Google+ account, posting a brief summary of the article - 3-4 sentences is sufficient - with a link back to the Article.

***IMPORTANT: Make sure these ARE NOT your only posts to Facebook, etc. Make some additional related posts, some of which should link out to 'Authority' sites.***

Tweet each Article/Post (this can be done automatically with a Twitter plugin).

That's it for Week 1.

### Week 2 through Week 20

Add two Articles/Posts, sharing & Tweeting each as in Week 1.

Aim for 20 good backlinks over the course of the week.

Important: Use your long-tail keywords for your anchor text. You should be using different anchor text for most links. Use 'raw' links, longer phrases, phrase variations, etc. Your anchor-text should describe your Categories.

By Week 6, you should start seeing steadily-increasing traffic, beginning around 10-20 visitors per day.

By Week 10, you should be averaging at least 20 visitors per day.

By Week 10 through Week 20 traffic should build to an average of 40-50 visitors per day.

From Week 10 onwards, mine Webmaster Tools for keywords that you are being shown for; work them into your content.

Continue to add new content - this is the key to ranking for large numbers of long-tail traffic.