

# Why Use Longtail Keywords?

Longtail keywords contain more specific words than the average keyword.  
The benefit of longtails is better targeting and lower CPC's.

## TRADITIONAL KEYWORD

Buy shoes

New York Lawyer

Plumbers nearby

Car engines for sale

## LONGTAIL KEYWORDS

Buy men's black running shoes

Biomedical Patent Attorney in NY

Commercial Plumbers 97201

1.0 L 3 cylinder engine