



USER GUIDE

Congratulations on your purchase of Long Tail Pro! In this user manual you will find detailed instructions on how to get the most out of the software. Please read through these instructions for a full list of the functionality, definitions of terms used in the software, and other tips you may need to take full advantage of Long Tail Pro.

Of course, if after reading through this user manual you still have questions, please feel free to contact support at LongTailPro.com/support/.

Activating Long Tail Pro

You need to have Adobe Air installed on your computer for Long Tail Pro to function. You can get the latest version of Adobe Air for free right here: <http://get.adobe.com/air/>

In order to use the software, you must enter a valid email address and license key. You should have entered your email address at the time of purchase (or your Paypal email address will be used). You should have also received an email shortly after your purchase with your secure license key. Each license to Long Tail Pro allows you to install the software on up to 3 computers.

Upon initially opening the software, you will be presented with a screen where you can enter the valid email and license key.

3 Core Functions of Long Tail Pro

The software consists of 3 primary functions that can assist you in finding keywords for your websites. Those functions are Keyword Research, Competitor Analysis, and the Rank Checker. Below you will find a detailed list of what each function accomplishes and exactly how to best use each of them.

****Be sure to watch the training videos to get started with the software! Watch Here:**
<http://www.longtailpro.com/demo-videos/>

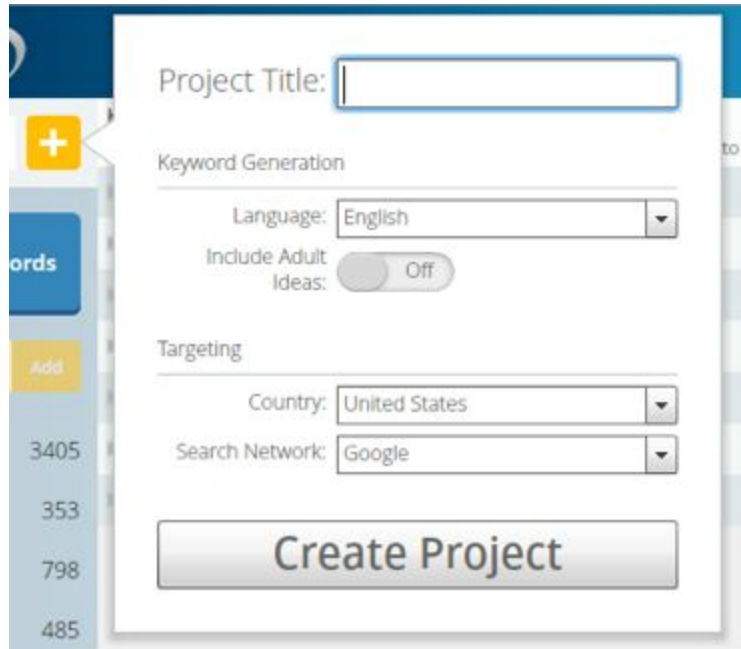
Keyword Research

Using the “find keywords” button of the software will allow you to enter one or multiple keywords at once to generate potentially thousands of related long tail keywords. You will also have the option of finding exact match domains, filtering based on your own criteria, or checking the amount of title competition in Google.

Here are some of the basic steps to run a new project.

Start a new project by clicking the “+” in the top-left corner. Then simply name your project and select the option you would like from the new project window:

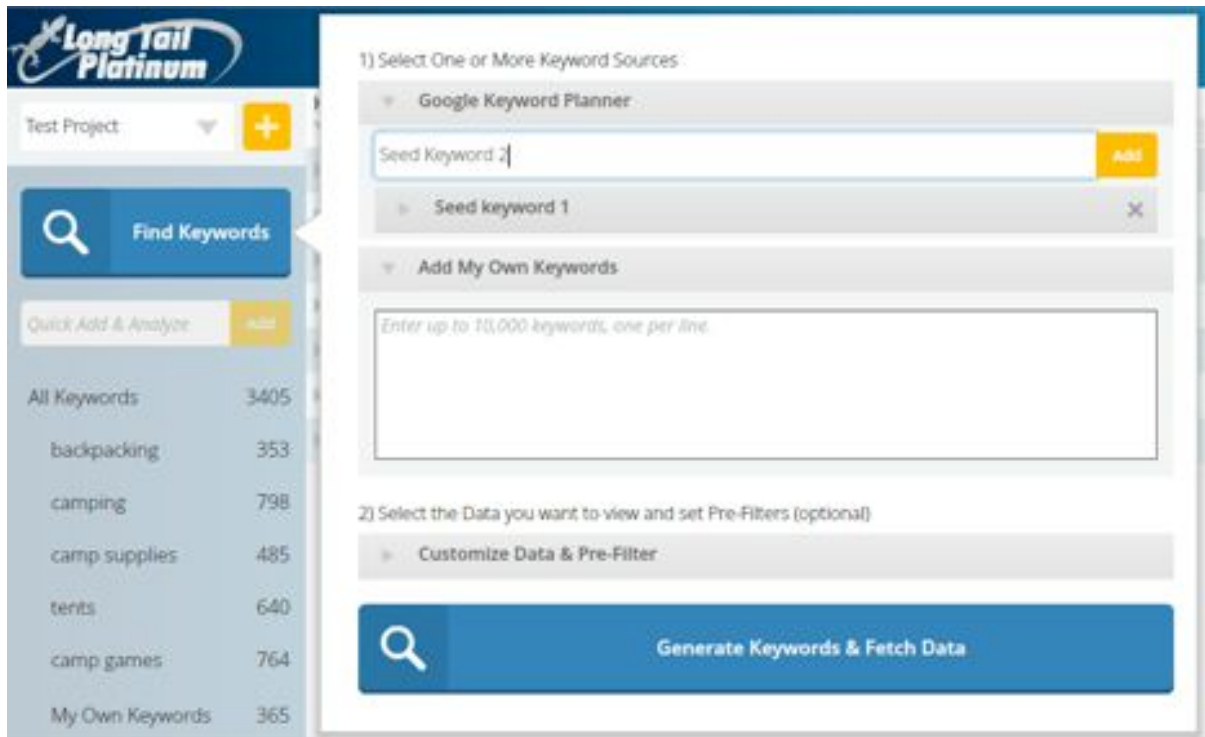
New Project Window:



The screenshot shows a 'New Project Window' with a sidebar on the left. The sidebar has a blue header with a white plus sign, a blue button labeled 'ords', a yellow button labeled 'Add', and a list of numbers: 3405, 353, 798, and 485. The main window has a white background with a blue header. It contains a 'Project Title' text input field, a 'Keyword Generation' section with a 'Language' dropdown set to 'English' and an 'Include Adult Ideas' toggle switch set to 'Off', and a 'Targeting' section with a 'Country' dropdown set to 'United States' and a 'Search Network' dropdown set to 'Google'. At the bottom is a large grey button labeled 'Create Project'.

Add Seed Keywords

In the Add Seed Keywords Window, you can add multiple keywords at once. All search volume data is “exact match,” meaning that you’ll see how many times that exact word/phrase is searched in Google on a monthly basis.



Login to Google

Be sure click the “Login” button to login to your Google Adwords account. This will allow you to generate up to 800 keywords per seed keyword. It's HIGHLY recommended that you use Long Tail Pro with an Adwords account. The account is free to sign up for and only requires an email address and about 2 minutes to complete. You can [sign up right here](#).

Don't Input too Many Seed Keywords at Once


****Important Notice**** Even though you can technically enter in as many seed keywords as you want, it is **not recommended that you input more than 5 keywords or so at once and no more than 15 total in hour**. Entering in too many keywords at once is likely to get your Adwords account banned for a period of time from Google or cause the software to not function properly due to the massive workload.

In addition, running multiple queries in a short period of time (even if you only enter in less than 5 keywords at a time) can also cause issues with Google. Remember that this is a very powerful piece of software and overworking it can cause you to have issues pulling the information from its data source. The worst case scenario being that your Google Adwords account can no longer function in pulling keywords; which would cause you to wait for an extended period of time until the freeze is lifted or would require you to get a new adwords account.

Fetch Additional Data (Optional)

Domain Availability

Here you can quickly select whether or not to check for exact match domains or hyphenated domains. Hyphenated domains are those that have a hyphen between the keywords. For example if your keyword was “long tail pro”, then the hyphenated domain would be “long-tail-pro.com” and the exact match domain would be “longtailpro.com”



The screenshot shows a settings panel for domain availability. At the top, there is a checked checkbox labeled "Domain Availability" with a help icon. Below it is a filter icon and the text "Has Available Domain". The panel is divided into two sections: "Exact Match Domain Names:" and "Hyphenated Domain Names:". Each section contains a grid of toggle switches for various domain extensions. In the "Exact Match" section, the "com" toggle is turned on (blue), while "net", "org", "co.uk", "co", "info", "ca", "com.au", "de", "nl", and "dk" are turned off (grey). In the "Hyphenated" section, the "com" toggle is also turned on, while the others are turned off. Below these sections are two unchecked checkboxes: "Google Title Competition" and "Bing Title Competition". At the bottom of the panel is a large blue button with a magnifying glass icon and the text "Generate Keywords & Fetch Data".

Google Title Competition

This data will show the number of results in Google that are using the keyword within the title of their page. The query can be done manually on Google using: Allintitle: keyword.

We put an average delay of 5 seconds between each query because too many queries too quickly can cause Google to block your IP address. However, you can change the 5 seconds to more or less depending on your own needs.

If you have a small list of less than 50 keywords, you can probably do queries quicker. However, if you have a longer list (over 100 keywords) you will want at least 5 seconds between each query to prevent any issues with Google.

Bing Title Competition

Bing has a small index than Google, so in general the title competition is less. But its still an effective way to see the number of overall competitors for a keywords. Bing is less likely to rate limit you, so it's a great option if you are looking to pull large amounts of title competition.

The screenshot shows a web interface for generating keywords and fetching data. It features two sections for title competition settings:

- Google Title Competition**: Includes a checkbox, a description about fetching competition for a large number of keywords, and input fields for 'Min' and 'Max' values. The 'Average Delay Between Requests (seconds)' is set to 5.
- Bing Title Competition**: Includes a checkbox, input fields for 'Min' and 'Max' values, and the 'Average Delay Between Requests (seconds)' is set to 0.

At the bottom, there is a blue button with a magnifying glass icon and the text 'Generate Keywords & Fetch Data'.

Apply Filters (Optional)

You can apply a number of filters that will automatically remove any unwanted keywords based on your input. This is one of the HUGE time saving features of Long Tail Pro.

The screenshot shows a web interface for customizing data and pre-filtering keywords. It includes the following sections:

- Customize Data & Pre-Filter**: A header section with a 'set default' link.
- Suggested Bid**: A checkbox and input fields for 'Min' and 'Max' values.
- Local Search Volume**: A checkbox and input fields for 'Min' and 'Max' values.
- Advertiser Competition**: A checkbox and radio buttons for 'Low', 'Med', and 'High'.
- Num Words**: A checkbox and input fields for '0' and 'Max'.
- The following require additional processing time:**: A section containing checkboxes for 'Global Search Volume', 'Domain Availability', 'Google Title Competition', and 'Bing Title Competition'.

At the bottom, there is a blue button with a magnifying glass icon and the text 'Generate Keywords & Fetch Data'.

Average Local Searches

These are the number of monthly searches performed locally (the country you have selected) for your chosen keyword within Google.

Average Global Searches

These are the number of monthly searches performed globally for your chosen keyword in Google.

Average CPC

This is the average cost per click according to the Google Adwords Keyword Tool. This is the amount that advertisers are willing to pay per click on Google.com.

Number of Keywords

This denotes how many words are in the keyword phrase. So the keyword phrase “Long Tail Pro” has 3 words in it. If you use this filter option you can specify a minimum number of words long or a maximum number of words long that you want the resulting keywords to show. So, if you were to select 2 as your maximum, then the keyword “Long Tail Pro” would be filtered out of your results because it has 3 words.

Title Competition

You must have selected the title competition checkbox in the “Customize Data & Pre-filter” section in order to use this filter. This will simply leave keywords with the amount of title competition based on your input.

Has Available Domain

If you check this box, the only keywords that remain will be those that have an exact match domain available based on your selections in the “Fetch Additional Data” section. So, if you have selected to look for the .com, .net, and .org exact match domains then all keywords that have at least one of those extensions available will be left in the keyword results.

Keyword Results

In the keyword results,, you will be able to see the keyword generated along with other columns depending on what you have selected: average local searches, average global searches, average CPC, Title Competition, and Domain Availability. You will also see “Advertiser Competition” which is explained below.

Each of the columns is able to be sorted by clicking on the column headers. You can also do quick filtering in each column header. For instance, you could only look at results that include a particular word by typing in that word in the first “Keywords” column:



The same is true of other columns as well. Below, I've added a quick filter to say that I only want to see results with at least 5 words in the phrase:

Advertiser Competition	Number of Words
<input checked="" type="checkbox"/> Low <input checked="" type="checkbox"/> Med <input checked="" type="checkbox"/> High	<input type="text" value="5"/> to <input type="text" value="Max"/>
Low	5
High	5
High	5
Page Links	Juice Links
Domain Authority	Moz Rank

You can also export the data to CSV format by clicking the “Export” button in the top-right corner.

Advertiser Competition is a rated high, medium, or low for a given keyword. This represents HOW MANY ADVERTISERS there are for that particular keyword advertising on Google.com.

The GREATER the advertiser competition number the more likely that the CPC of that keyword on your website will be higher paying.

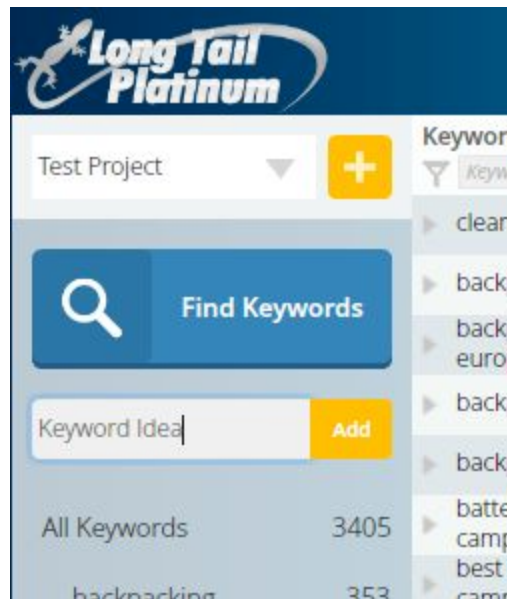
So if in reality, you should WANT high levels of advertiser competition. It means this keyword has lots of advertisers bidding on it and will mean more money for you if you are using Google Adsense for example to monetize your site.

Please do not confuse this number with the competitiveness of a keyword in the search engines. This number tells you nothing about how difficult it would be to rank for a particular

keyword in Google or other search engines. Please use the competitor analysis of Long Tail Pro to get the information you need to check the top 10 results in Google for difficulty of ranking.

II. Competitor Analysis

You can enter in a keyword in the quick analysis box, right below the blue “find keywords button. Click “add” to pull up the Long Tail Pro competitor analysis for the keyword.



If you enter in a keyword, it will pull the top 10 results in Google and check all of the below statistics discussed below.

The true way to determine the difficulty of ranking for a keyword is to check the top 10 ranking websites in Google.

You want to be on the first page of Google, so you need to determine how difficult that might be. The data pulled by Long Tail Pro will give you all the information you need to determine whether or not a keyword is worth pursuing.

Here are the 12 pieces of data pulled in the competitor analysis tab and a brief definition of each.

Keywords (2 of 3405 match filters)

Local Searches

Global Searches

Advertiser Competition

Number of Words

Keyword

to

Min

to

Max

Min

to

Max

Low

Med

High

5

to

Max

Min

to

Max

best family tents for camping

\$0.26

110

High

5

27

Title and URL		Page Authority	Page Links	Juice Links	Domain Authority	Moz Rank	Page Rank	Site Age
Amazon Best Sellers: Best Family Camping Tents... http://www.amazon.com/Best-Sellers-Sports-Outdoors...	48	1	0	0	97	0	1	...
The 14 Best Basecamp Tents for Family Campin... http://www.adventureparents.com/blog/gear-...	17	21	655	2	24	4.38	1	6.2
The Best Camping Tent OutdoorGearLab http://www.outdoorgearlab.com/Best-Camping-Tent	12	1	0	0	42	0	0	4.4
Tents for Camping: How to Choose - REI Expert ... http://www.rei.com/learn/expert-advice/family-base-...	34	42	13	7	81	3.95	4	18.5
Tent Buyer's Guide How to Choose a Camping http://www.backcountry.com/sc/tent-buyers-guide	15	27	1	0	71	0	1	16.2
All Tents for Sale - Camping & Hiking DICK'S ... http://www.dickssportinggoods.com/family/index.jsp?...	34	1	0	0	79	0	2	15.3
Camping Tents Dome Tents & Family Tents : ... http://www.cabelas.com/category/Camping-...	33	1	0	0	84	0	0	18.6
Family Tent Reviews Find the Best Family ... http://www.backpacker.com/gear/tents/family/	23	30	4	0	68	2.84	0	17.4
10 Best Camping Tents to Explore the Great ... http://hiconsumption.com/2014/01/10-best-camping-...	11	26	13	1	48	3.67	0	3.5
The Best Family Camping Tent Review - YouTube http://www.youtube.com/watch?v=dS95km8nTPY	41	47	1	0	100	0	4	10.2
Averages	26	19.7	69	1	69.4	1.5	1.3	10.9

Top 10 URLs – These are the actual pages that are ranking on the first page of Google.

Title – The title of the ranking page in Google. You will notice that if the keywords appear in the title, they are bolded. Having keywords in the title is a strong ranking factor.

KC – Keyword Competitiveness (**Platinum users only**). This is a number between 1 and 100 that gives the overall difficulty of ranking for the keyword in Google. Lower is less competitive (easier to rank); higher is more difficult.

Page Authority – A score out of 100 points that represents the likelihood of ranking arbitrary content on the page. (Higher score = a more authoritative page). Read more here: <http://www.longtailpro.com/what-is-page-authority-and-domain-authority/>

Page Links – This is the number of links according to [Open](#) Site Explorer. This is the number of links going to the ranking page.

Juice Page Links – These are the number of links pointing to the ranking page that actually carry real value or “juice”. These are do follow links that have some measure of authority.

Domain Authority - A score out of 100 points that represents the likelihood of ranking arbitrary content on the domain. (Higher score = a more authoritative domain). Read more here: <http://www.longtailpro.com/what-is-page-authority-and-domain-authority/>

mozRank – According to SEOmoz: “MozRank represents a **link popularity score**. It reflects the importance of any given web page on the Internet. Pages earn MozRank by the number and

quality of other pages that link to them. The higher the quality of the incoming links, the higher the MozRank.

How is MozRank Scored?

We calculate this score on a logarithmic scale **between 1 and 10**. Thus, it's much easier to improve from a MozRank of 3 to 4 than it is to improve from 8 to 9. An "average" MozRank of what most people think of a normal page on the Internet is around 3."

PageRank – This is a value from 0 to 10 assigned by Google that signifies the overall strength of the page, with 10 being the most authoritative. Remember that every page of a website could potentially have a different Page Rank. Some pages may also have a "-NoPR". This means that no PageRank has been assigned. This is a sign of a weak page or a brand new page that has yet to earn any PageRank.

Site Age – How long ago the domain was created in years.

**You can also export all results into CSV format.

Rank Checker

You can quickly and easily check where your websites rank in Google, Yahoo, and Bing using the Long Tail Pro rank checker. The rank checker is very simple to use by just entering in the URL of your choice and the keywords you want to check for.

The numbers specify where you rank in each given search engine. If you do not rank in the top 500 sites, then "500+" will be displayed.

Your websites and keywords will be automatically saved each time you open Long Tail Pro, so you can either simply recheck your rankings, or you can add to the list, or click the "X" next to the keywords to delete the listing.

To open Rank Checker, simply click on the yellow tab at the bottom of the software.

[illegible]

You can also export these results to CSV format for your convenience.

Platinum Features

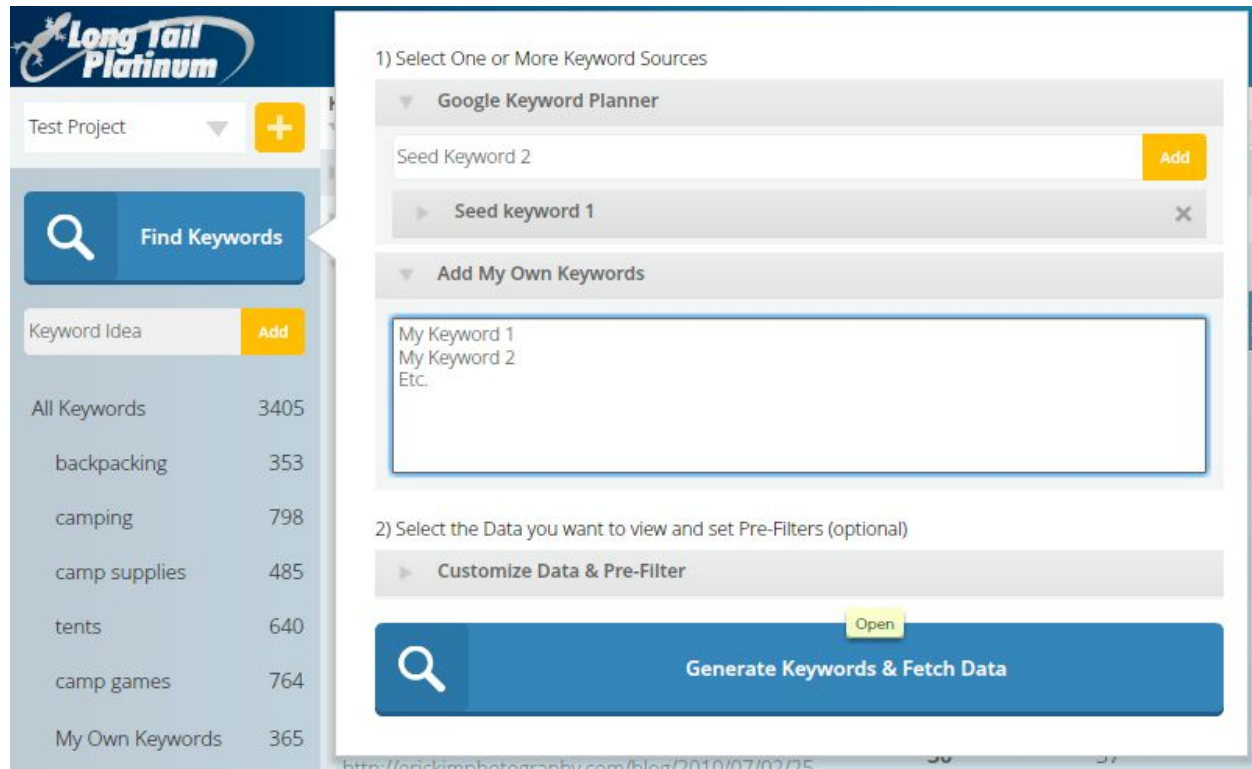
If you are subscribed to the Platinum features, you have access to additional features that will really take your keyword research to the next level.

Standard Long Tail Pro users, will not have access to these. If you want to upgrade to access the Platinum features, click here: <http://www.longtailpro.com/platinumupgrade.html>

Import 10,000 Keywords at once

After clicking on “Find Keywords,” expand the box that says “Add My Own Keywords”. Then just paste in up to 10,000 keywords at once and the software will pull the search volume, cpc, advertiser competition, and other data for **JUST THESE KEYWORDS**.

The software will not generate related keywords for these that you input.



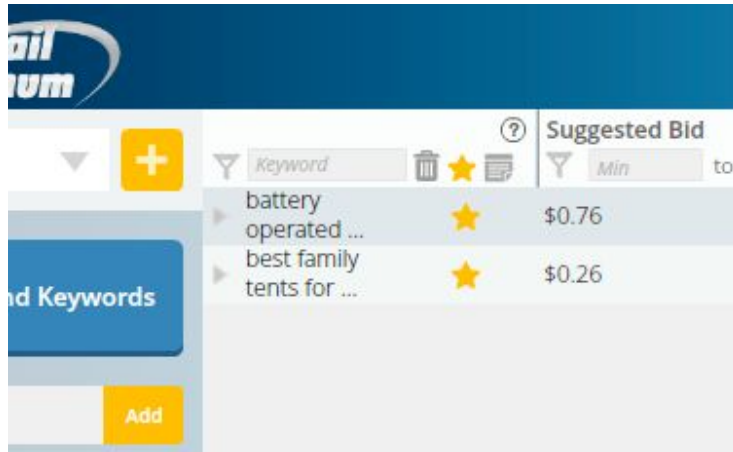
As you will notice in the screenshot above, you CAN (if you want) also input seed keywords. The software will generate up to 800 related keywords for each of these seeds keywords, then will automatically get the data for your own keywords in the import box.

Notice that “My Own Keywords” is added on the left to separate the keywords you’ve added on your own.

Save Favorites

Save your favorite keywords by clicking on the star. This will add the keyword to your favorites list, which can be accessed via the “All Favorites” link at the bottom left.

You can also click on the “star” icon in the column header to show only your favorites in that project.



Then just click the “Favorites” tab to access your favorites list.

Avg KC – Average Keyword Competitiveness

High	
High	26
Medium	31
High	16
High	<button>Calculate</button>
High	30
Low	

This is a number between 1 and 100 that gives the overall difficulty of ranking for the keyword in Google. Lower is less competitive (easier to rank); higher is more difficult.


Simply click on the “calculate” button (shown above) next to any keyword in the Avg Keyword Competitiveness tab.

This one number takes into account many things including page authority, juice page links, site age, social links and more. In addition, the value is adjusted up or down depending on how well the resulting page and domain/url actually targets the given keyword. It's a powerful calculation that shows both the overall authority AND relevancy of results.

This is the same KC value that is calculated on the Competitor Analysis.

Competitor Analysis – Avg. Keyword Competitiveness

If you want to see the individual URLs that were used to calculate the Avg KC number, just click on the keyword and the competitor analysis page will open.

Keywords (2 of 3405 match filters)		Local Searches		Global Searches		Advertiser Competition		Number of Words	
<input type="text" value="Keyword"/>	<input type="text" value="to"/> <input type="text" value="Min"/> to <input type="text" value="Max"/>	<input type="text" value="to"/> <input type="text" value="Min"/> to <input type="text" value="Max"/>	<input type="text" value="to"/> <input type="text" value="Min"/> to <input type="text" value="Max"/>	<input type="text" value="to"/> <input type="text" value="Min"/> to <input type="text" value="Max"/>	<input type="text" value="to"/> <input type="text" value="Min"/> to <input type="text" value="Max"/>	<input type="text" value="to"/> <input type="text" value="Min"/> to <input type="text" value="Max"/>	<input type="text" value="to"/> <input type="text" value="Min"/> to <input type="text" value="Max"/>	<input type="text" value="to"/> <input type="text" value="Min"/> to <input type="text" value="Max"/>	
▼ best family tents for camping		★ \$0.26	110	High		5	27		
Title and URL		Page Authority	Page Links	Juice Links	Domain Authority	Moz Rank	Page Rank	Site Age	
Amazon Best Sellers: Best Family Camping Tents... http://www.amazon.com/Best-Sellers-Sports-Outdoors...	48	1	0	0	97	0	1	...	
The 14 Best Basecamp Tents for Family Campin... http://www.adventureparents.com/blog/gear-...	17	21	655	2	24	4.38	1	6.2	
The Best Camping Tent OutdoorGearLab http://www.outdoorgearlab.com/Best-Camping-Tent	12	1	0	0	42	0	0	4.4	
Tents for Camping: How to Choose - REI Expert ... http://www.rei.com/learn/expert-advice/family-base-...	34	42	13	7	81	3.95	4	18.5	
Tent Buyer's Guide How to Choose a Camping http://www.backcountry.com/sc/tent-buyers-guide	15	27	1	0	71	0	1	16.2	
All Tents for Sale - Camping & Hiking DICK'S ... http://www.dickssportinggoods.com/family/index.jsp?...	34	1	0	0	79	0	2	15.3	
Camping Tents Dome Tents & Family Tents : ... http://www.cabelas.com/category/Camping-...	33	1	0	0	84	0	0	18.6	
Family Tent Reviews Find the Best Family ... http://www.backpacker.com/gear/tents/family/	23	30	4	0	68	2.84	0	17.4	
10 Best Camping Tents to Explore the Great ... http://hiconsumption.com/2014/01/10-best-camping-...	11	26	13	1	48	3.67	0	3.5	
The Best Family Camping Tent Review - YouTube http://www.youtube.com/watch?v=dS95km8nTPY	41	47	1	0	100	0	4	10.2	
 Averages	26	19.7	69	1	69.4	1.5	1.3	10.9	

You will notice that each result has its own KC value. This tells you the competitiveness of the one URL. The Average Keyword Competitiveness takes into account the top 10 results in Google as an average.

Get Additional Training & How to Videos

To get additional information on how to effectively use Long Tail Pro, please watch the how to videos that we have provided by visiting this link: [Training and How To Videos](#).

These videos along with this user manual should answer any questions you have about how to use the core functions of the software.

If you would like some additional information on how to analyze the data that Long Tail Pro produces and how to build profitable niche websites, then you can visit [NichePursuits.com](#). On this site you will find lots of free training on building niche websites, how to analyze keywords, and much more.

Overall, if you have additional support questions in regards to Long Tail Pro, please feel free to contact us at [LongTailPro.com/support/](#).