LONGTAIL

Meaning: Longtail refers to a marketing strategy or keyword approach that focuses on targeting specific, niche markets or less common search terms that collectively can generate substantial traffic or sales.

1. The longtail strategy allowed the small business to thrive by catering to niche markets.
2. In the world of SEO, longtail keywords can drive significant traffic with less competition.
3. Understanding the longtail distribution helps economists analyze market trends more effectively.
4. The artist's portfolio featured a longtail of styles, showcasing her versatility and creativity.
5. Investors are increasingly interested in longtail assets as they can offer high returns over time.

Source: sentences.whatistheurl.com

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