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## Teleseminar Dial-In Details

- Date:** Wednesday, August 6, 2008
- Time:** 12:00 Noon (Pacific) / 3:00 PM (Eastern)
- Dial In:** 1-419-400-0203
- Passcode:** 657950#
- Topic:** The Wizard Weekly – Long Tail Keywords
- Duration:** 30 – 45 minutes
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## Tips To Get The Most Out Of This Call

1. Print this Action Guide
2. Use these tips to develop your blog.
3. Take action NOW

Quote of the Call: “**Search engine optimization** is the art and science of ...marketing in a manner that helps search engines understand your information is relevant to relevant search queries.”

~The SEO Book~



**1. What are Long Tail Keywords?**

**2. Why are they better than regular old keywords?**



### **3. How can I use them?**

### **4. Install the word press plugin called HeadSpace**



**5. Choose 1 LongTail keyword to base each blog post on**

**6. Fill in the description field on HeadSpace using the long tail keyword**



Resources for your next steps:

HitTail

<http://www.hittail.com>

HeadSpace plugin

<http://urbangiraffe.com/plugins/headspace2/>

Newly updated for WP 2.6

The SEO Book

<http://thewordpresswizard.com/recommends/SEOBook>

Blogging With WordPress in a Web 2.0 World

<http://www.wordpress20.com>