



Step 1: Brainstorm seed keywords related to your business

Seed Term	Notes
Dog food	Broad keyword for general product
Cat food	Focus on cats
Grain-free dog food	Popular niche diet
Raw diet for cats	Niche diet for cats
Puppy food	Food for puppies
Senior dog food	Food for older dogs
Kitten food	Food for young cats



Step 2: Use tools like SEMrush or Ahrefs to download keywords relevant to your seed terms including their monthly search volume.

Filter keywords and unselect terms you don't want to target (i.e cheap, DIY, Free, etc.)

Filter those with more than 4 words and with sufficient search volumes - these are your longtail search terms.

You can copy this formula to populate the number of words:			11			
Long-Tail Keyword	Monthly Search Volume	Number of Words				
Best cat food for indoor cats	110	6				
Best cat food subscription services	845	5				
Best diet for small breed puppies	469	6				
Best dog food for joint health	828	6				
Best food for large dog breeds	388	6				
Best freeze-dried cat food	834	4				
Best freeze-dried dog food for traveling	956	6				
Best grain-free dog food for allergies	430	6				
Best grain-free dog food for puppies	371	6				
Best grain-free pet snacks	994	4				
Best high-fiber cat food	344	4				
Best low-carb pet food	479	4				
Best pet food for elderly cats	638	6				
Best raw diet for cats	480	5				
Best raw diet for kittens	745	5				
Best raw diet guide for cats	722	6				
Best raw food diet for dogs	561	6				
Best raw puppy food	563	4				



Best soft dog food for older dogs	519	7				
Best wet food for kittens	109	5				
Buy organic dog food online	169	5				
Dog food for diabetic dogs	104	5				
Dry dog food for sensitive stomachs	237	6				
Gluten-free pet food for allergies	587	5				
Grain-free dog biscuits for training	466	5				
Grain-free dog food for large breeds	257	6				
Grain-free senior dog food	637	4				
Healthy dog food for shiny coat	408	6				
How to make low-protein dog food	350	6				
Hypoallergenic cat food for sensitive skin	455	6				
Low-calorie dog food for weight loss	616	6				
Low-fat dog food for weight management	114	6				
Low-protein dog food for kidney disease	147	6				
Low-sodium dog food for heart disease	329	6				
Organic dog food for large breeds	382	6				
Pet food delivery services	972	4				
Pet food for dogs with pancreatitis	490	6				
Pet food recipes for senior dogs	605	6				



Vegan pet food options	795	4				
Where to buy cat food online	459	6				
Where to find grain-free senior dog food	247	7				



Step 3: Use drop-down menus to categorize keywords and assign search intent. Add content ideas and a timeline for publishing.

Long-Tail Keyword	Category	Search Intent	Content Ideas	Timeline
Best cat food for indoor cats	Cat Food	Informational	Create a blog on indoor cat diets	2 weeks
Best cat food subscription services	Cat Food	Commercial	Create a subscription guide	1 month
Best diet for small breed puppies	Dog Food	Commercial	Diet plan for small breed puppies	2 weeks
Best dog food for joint health	Dog Food	Informational	Guide for joint health in dogs	1 month
Best food for large dog breeds	Dog Food	Informational	Diet plan for large dog breeds	3 weeks
Best freeze-dried cat food	Cat Food	Commercial	Create freeze-dried cat food guide	2 weeks
Best freeze-dried dog food for traveling	Dog Food	Commercial	Create freeze-dried dog food travel guide	2 weeks
Best grain-free dog food for allergies	Dog Food	Informational	Create allergy-free dog food list	1 month
Best grain-free dog food for puppies	Dog Food	Informational	Create guide for puppies on grain-free diets	2 weeks
Best grain-free pet snacks	Dog Food	Informational	Create grain-free snack blog	1 month
Best high-fiber cat food	Cat Food	Commercial	High-fiber diet guide	2 weeks
Best low-carb pet food	Cat Food	Commercial	Low-carb food options for cats	1 month
Best pet food for elderly cats	Cat Food	Informational	Food options for elderly cats	1 month
Best raw diet for cats	Cat Food	Commercial	Create raw diet guide for cats	3 weeks
Best raw diet for kittens	Cat Food	Commercial	Raw diet for kittens blog	2 weeks



Best raw diet guide for cats	Cat Food	Informational	Create raw diet guide	1 month
Best raw food diet for dogs	Dog Food	Informational	Create raw diet guide for dogs	2 weeks
Best raw puppy food	Dog Food	Commercial	Create raw puppy diet plan	2 weeks
Best soft dog food for older dogs	Dog Food	Commercial	Food plan for older dogs	3 weeks
Best wet food for kittens	Cat Food	Commercial	Guide for wet food options for kittens	1 month
Buy organic dog food online	Dog Food	Commercial	Blog for organic dog food buying	3 weeks
Dog food for diabetic dogs	Dog Food	Commercial	Create a guide for diabetic dogs	2 weeks
Dry dog food for sensitive stomachs	Pet Food Services	Navigational	Food guide for sensitive stomachs	1 month
Gluten-free pet food for allergies	Dog Food	Informational	Guide for gluten-free pet food	2 weeks
Grain-free dog biscuits for training	Dog Food	Commercial	Create a guide for grain-free dog biscuits	3 weeks
Grain-free dog food for large breeds	Dog Food	Commercial	Diet plan for large breeds	2 weeks
Grain-free senior dog food	Dog Food	Commercial	Senior dog food plan	3 weeks
Healthy dog food for shiny coat	Dog Food	Commercial	Shiny coat diet tips	2 weeks
How to make low-protein dog food	Cat Food	Informational	Low-protein food recipe	1 month
Hypoallergenic cat food for sensitive skin	Dog Food	Commercial	Guide for hypoallergenic cat food	3 weeks
Low-calorie dog food for weight loss	Dog Food	Informational	Low-calorie dog food guide	2 weeks
Low-fat dog food for	Dog Food	Commercial	Low-fat dog food	2 weeks



weight management			guide	
Low-protein dog food for kidney disease	Dog Food	Informational	Create a kidney disease diet plan	1 month
Low-sodium dog food for heart disease	Dog Food	Commercial	Guide for heart disease dog food	2 weeks
Organic dog food for large breeds	Organic	Commercial	Guide for organic food for large breeds	3 weeks
Pet food delivery services	Pet Food Services	Commercial	Pet food delivery guide	2 weeks
Pet food for dogs with pancreatitis	Dog Food	Commercial	Guide for pancreatitis in dogs	2 weeks
Pet food recipes for senior dogs	Dog Food	Commercial	Create recipe ideas for senior dogs	1 month
Vegan pet food options	Pet Food Services	Informational	Guide for vegan pet food	2 weeks
Where to buy cat food online	Cat Food	Commercial	Blog on where to buy cat food	2 weeks
Where to find grain-free senior dog food	Dog Food	Informational	Guide for finding grain-free dog food for seniors	1 week

Step 4: Track performance metrics like CTR, traffic, and conversion rates for each keyword.				
Long-Tail Keyword	CTR (%)	Traffic (Monthly)	Conversion Rate (%)	Notes
Best cat food for indoor cats	4.7 3	959	0.85	Optimize content
Best cat food subscription services	3.1	204	2.38	Increase internal linking
Best diet for small breed puppies	4.2 5	695	2.4	Promote on social media
Best dog food for joint health	3.0 2	678	1.37	Improve meta tags
Best food for large dog breeds	3.2	418	3.02	Add more keywords
Best freeze-dried cat food	2.4 6	942	1.95	Refine product descriptions
Best freeze-dried dog food for traveling	3.8 4	321	3.94	Increase ad spend
Best grain-free dog food for allergies	1.9 3	450	2.08	Check competition
Best grain-free dog food for puppies	2.2 6	119	1.54	Improve site speed
Best grain-free pet snacks	3.3 9	230	3.08	Enhance visuals
Best high-fiber cat food	1.7 1	881	3.27	Target long-tail keywords
Best low-carb pet food	1.4 5	299	0.97	Add more CTAs
Best pet food for elderly cats	1.7 7	433	1.67	Update old content
Best raw diet for cats	4.3 7	784	2.17	Increase backlinks
Best raw diet for kittens	2.1 2	219	3.53	Improve mobile experience

Best raw diet guide for cats	4.1 6	713	1.23	Optimize for voice search
Best raw food diet for dogs	4.1 1	310	2.47	Use more structured data
Best raw puppy food	4.9 4	253	0.6	Target local SEO
Best soft dog food for older dogs	3.7 9	435	2.87	Increase content depth
Best wet food for kittens	4.1 8	649	1.73	Reduce bounce rate
Buy organic dog food online	3.0 3	670	1.76	Check user intent
Dog food for diabetic dogs	4.1 2	977	1.52	Increase PPC campaigns
Dry dog food for sensitive stomachs	1.7 3	173	1.46	Promote seasonal offers
Gluten-free pet food for allergies	3.9 2	508	0.78	Improve content engagement
Grain-free dog biscuits for training	3.2 7	917	1.18	Add product reviews
Grain-free dog food for large breeds	2.4 8	212	3.13	Target niche audiences
Grain-free senior dog food	1.8 1	556	3.24	Use schema markup
Healthy dog food for shiny coat	4.9 5	597	2.62	Optimize product pages
How to make low-protein dog food	2.9 9	554	3.12	Check for algorithm updates
Hypoallergenic cat food for sensitive skin	2.6 7	334	1.03	Focus on user experience
Low-calorie dog food for weight loss	2.6 4	681	3.66	Add video content
Low-fat dog food for weight management	1.9 5	550	1.88	Increase content frequency

Low-protein dog food for kidney disease	1.9 8	446	2.43	Enhance title tags
Low-sodium dog food for heart disease	3.1 4	876	1.78	Improve on-page SEO
Organic dog food for large breeds	1.2 3	114	2.08	Use customer testimonials
Pet food delivery services	4.1 1	460	2.78	Target geographic areas
Pet food for dogs with pancreatitis	2.4 7	517	2.88	Target customer pain points
Pet food recipes for senior dogs	1.5 6	200	3.16	Refine buyer journey
Vegan pet food options	3.8 7	449	2.47	Improve navigation
Where to buy cat food online	1.9 6	396	0.83	Use dynamic content
Where to find grain-free senior dog food	1.7 1	436	1.61	Add FAQ section