



## Checklist 6: How to Understand Searcher Intent and Use It to Boost SEO Rankings

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Search engines are existing to help provide users with information and results that are relevant to their search query. SEO campaigns that are smart are built upon the understanding of how the audience's search revolves around your industry, product and website. Here is a guide:*

### Step 1: Understanding Searcher intent

1 It is essential to understand the intent hidden behind each search keyword.

2 Understand the three categories of search queries.

3 **Navigational search queries:** It is the search that is performed with the intention of going directly to a specific website or a page on a site.

Consider the high-value traffic for the brand or business being searched; hence make sure you look the part in the search engine results.

An opportunity exists to get listed with other businesses and bring about brand awareness potentially, or you could even steal a click. A fear, doubt and uncertainty about competitor brands prove to be beneficial in such searches.

4 **Informational search queries:** from the perspective of volume; this type is at the top of the funnel.

Notes

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In this type of search, the end goal is obtaining of the information.

Approximately all business has potential and opportunities in informational search.

Get in front of your audience and build brand awareness and website traffic.

Use visits to the site to qualify areas of interest and build a list of remarketing; this will generate leads and will advertise your product or service.

Build your brand in time so that when searchers are ready to buy what you're selling, you are in the position to get running.

- 5 **Transactional search queries:** these relate to the wanted and desired action that you would like a prospect to take.

 

The action you want people to take depends on the business.

It is important to target keywords that relate to your business.

Focus on helping visitors complete their goals once they've come on your site.

### Step2: Content strategy and clarity of intent

- 1 The understanding of the intent behind the keywords helps to simplify the whole SEO process.

 

- 2 Create content that ranks well and converts users.

 

- 3 Understanding of intent can allow the review of content that is rankable and can provide opportunities which can improve the content that is already being ranked.

 

*Notes*