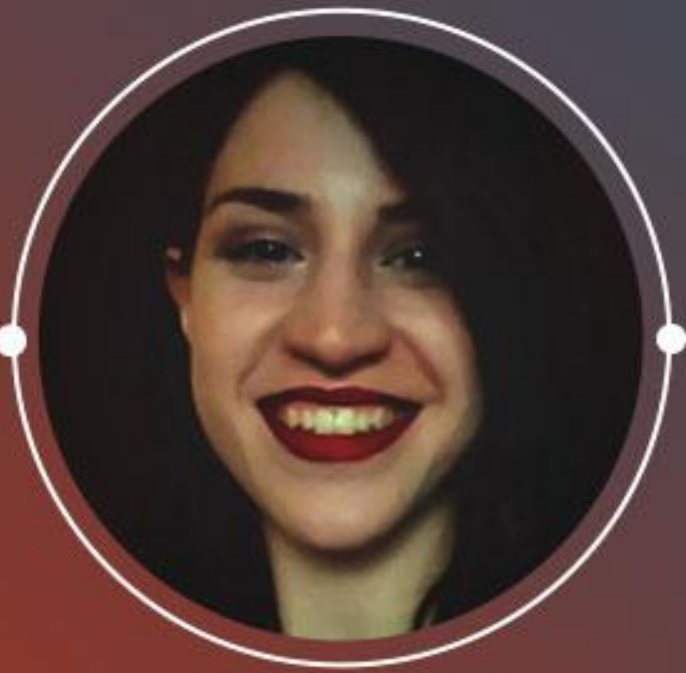
webcertain

Barcelona International Search Summit

18 November 2021



Global Keyword Research

Lazarina Stoy

Tech SEO Analyst, Skale

“Supercharging keyword research via search intent classification in Google data studio”

HI.

I'M LAZARINA.

I'm just someone that loves incorporating search intent into keyword research and content strategy.

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AND, HONESTLY, I'M NOT ALONE.

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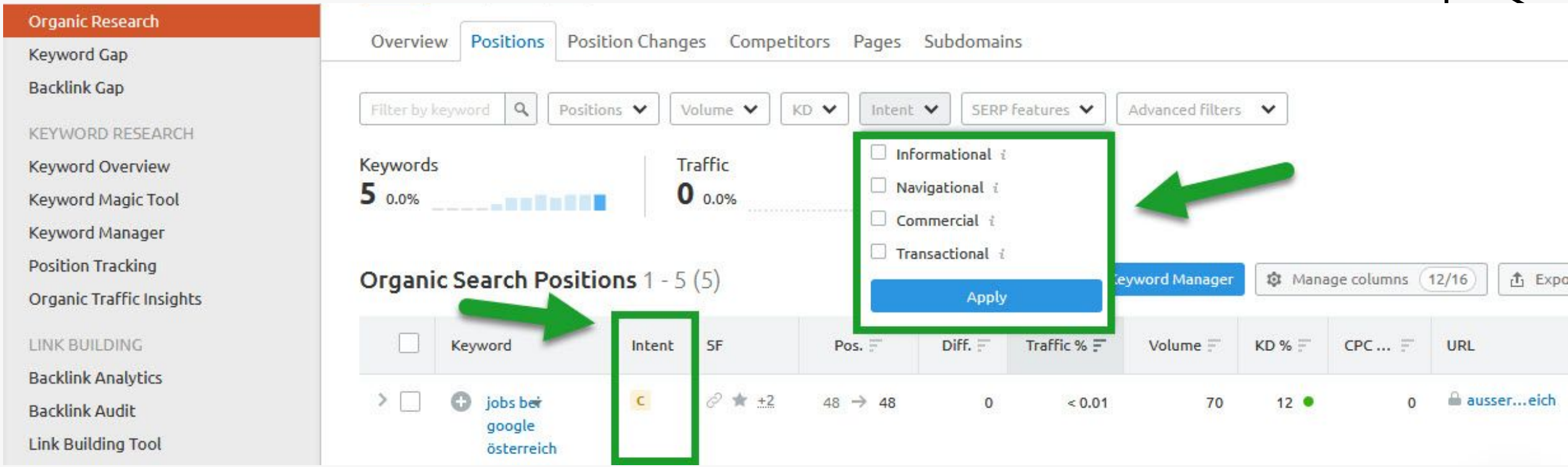
HAVE YOU SEEN THIS?



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NO DOUBT YOU HAVE.

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Cade Biegel • 2nd
Co-Founder @ Amply | On-Brand Webflow Websites
3d •

I'm an SEO geek and a big fan
Christmas morning seeing the
feature today🎉 #seo

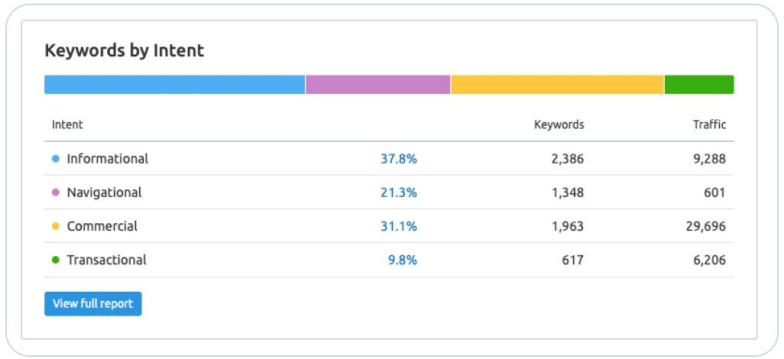
617 • 36 Comments

Erika Varangouli • 2nd
Global Content Marketing St
15h •

Earlier this week Semru
favorite features ever: **search intent** behind keywords
(you can find this across a number of tools and reports ...

69 • 11 Co

Get Clicks @getclicksltd · Nov 2
#SEO - You can now better understand the **search intent** in @semrush, in the Organic Research report (informational, navigational, commercial and transactional keywords) 👏



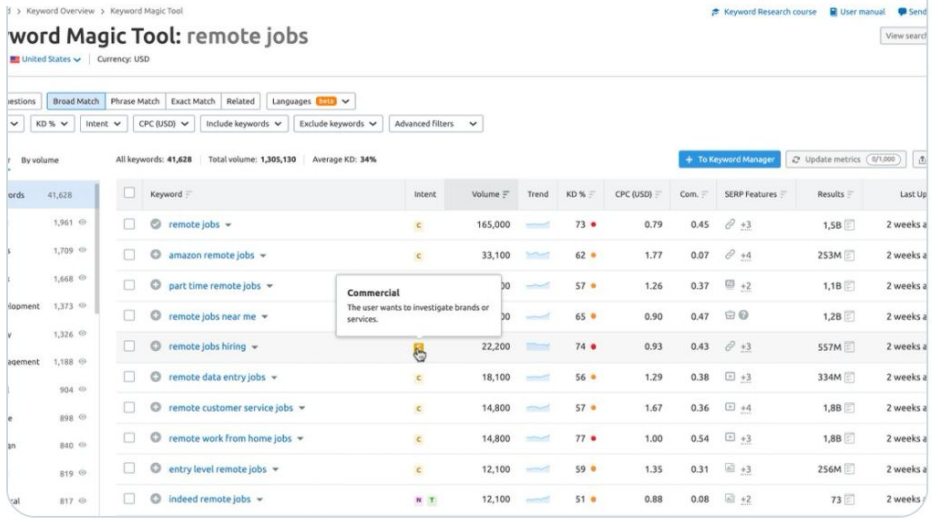
2

Maria Repina • 2nd
d Marketing Manager at Semrush

Our Semrush team has just rolled out a feature that was wanted for such a long time. Keyword **Intent** is here! 🙌
Why do you need it? Well, identify the **intent** someone i...

EO Consultant @consultinamx · Nov 2
Keyword **search intent** is an important aspect of the SEO strategy one @semrush

eyda Solis @aleyda · Nov 1
seeing the new @semrush keyword intent already 👀
r.com/MordyOberstein...



1 1 10

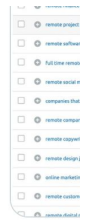
de Semrush?
ctores
roceso de SE...

E.

A QUERY WITH

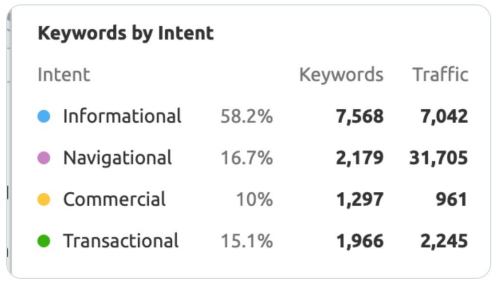
Alexander Außermayr @aussermayr · Nov 3
Nice new feature in @semrush: Keyword **search intent** in all reports. There is even a new filter type to narrow keywords to specific types of **search intent**.

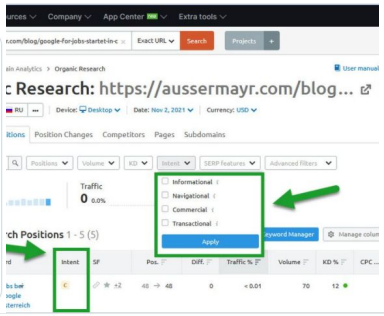
* Informational
* Navigational



1

Saurabh Singh @saurabh30_ · Nov 2
I've been using @semrush for quite some time now. I was so happy to see this new **search intent** feature. How often #SEO's ignore clustering keywords based on the **search intent** and directly jump to vanity metrics.





Sean Hecking @seanheckin
This is a pretty cool feature f
intent" @semrush

1 320 6.05 1.31

2 7 33

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SO, LET'S TALK ABOUT THIS.

- What is search intent and why is it important?
- How can you classify for search intent yourself in Google sheets and Google Data Studio?
- How to adapt your strategy in international campaigns and in different industries?
- How to use search intent in content creation and strategy?

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WHY SEARCH INTENT?

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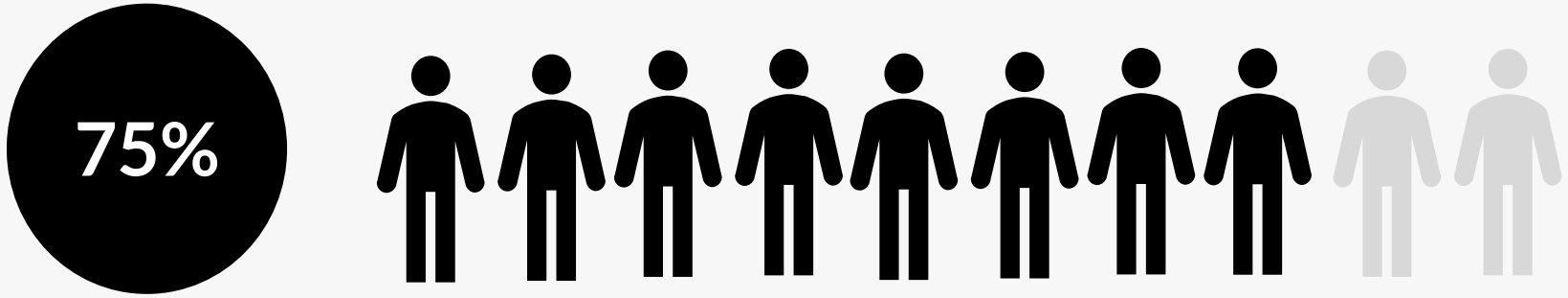
ACCORDING TO ACADEMIC STUDIES...

75% of queries can be classified into a single category of user intent



25% of queries can be attributed to more than one search intent.

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WHAT ARE THE MAIN TYPES OF INTENT IN SEARCH?

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INFORMATIONAL SEARCH INTENT

Indicating an intent to locate a particular topic or information snippet, which can help them satisfy an informational need they are struggling with.

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NAVIGATIONAL SEARCH INTENT

Demonstrating a desire to locate information or pages, related to an institution or organisation they are already brand-aware of.

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TRANSACTIONAL SEARCH INTENT

Demonstrating a desire to obtain something other than the information, typically performing a web-mediated transaction.

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BUT WAIT... THERE'S MORE

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COMMERCIAL SEARCH INTENT

Demonstrating a desire to perform a comparative evaluation of organisations they are already aware of.

In the search process, they might also be introduced to similar institutions in the same niche that can satisfy their transactional intent.

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LOCALISED SEARCH INTENT

Indicating the desire to complete a transaction or an effort to find a solution to a recognised need that is close in physical and geographical proximity to the user.

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WHY IS THIS IMPORTANT?

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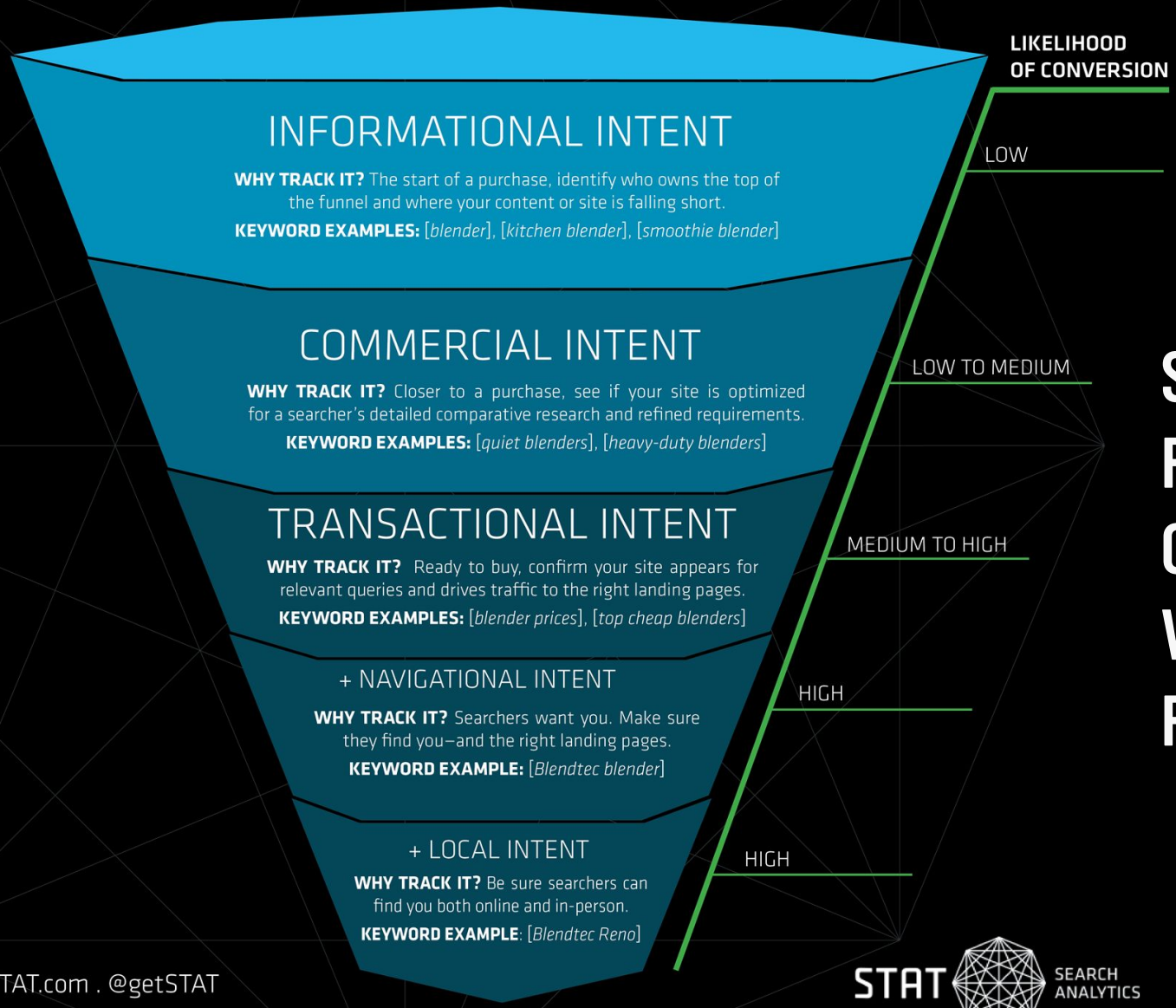

SEARCH INTENT FUNNEL CORRESPONDS WITH CONVERSION FUNNEL.

getSTAT.com . @getSTAT

STAT SEARCH ANALYTICS

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Understanding the query is the first step in evaluating the task. – Google

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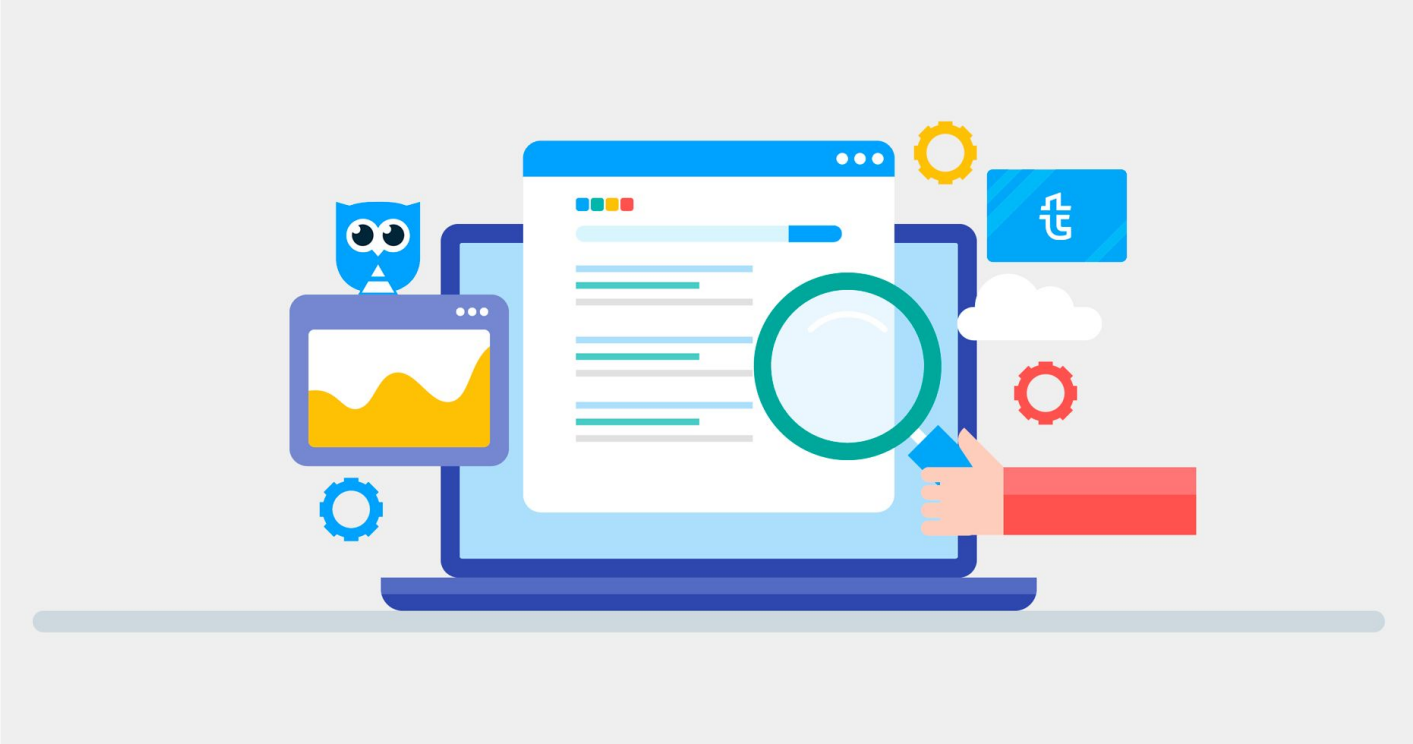

UNDERSTANDING INTENT WILL ENABLE YOU TO WRITE PAGES THAT FULFIL IT.

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HOW TO CLASSIFY KEYWORDS BASED ON SEARCH INTENT

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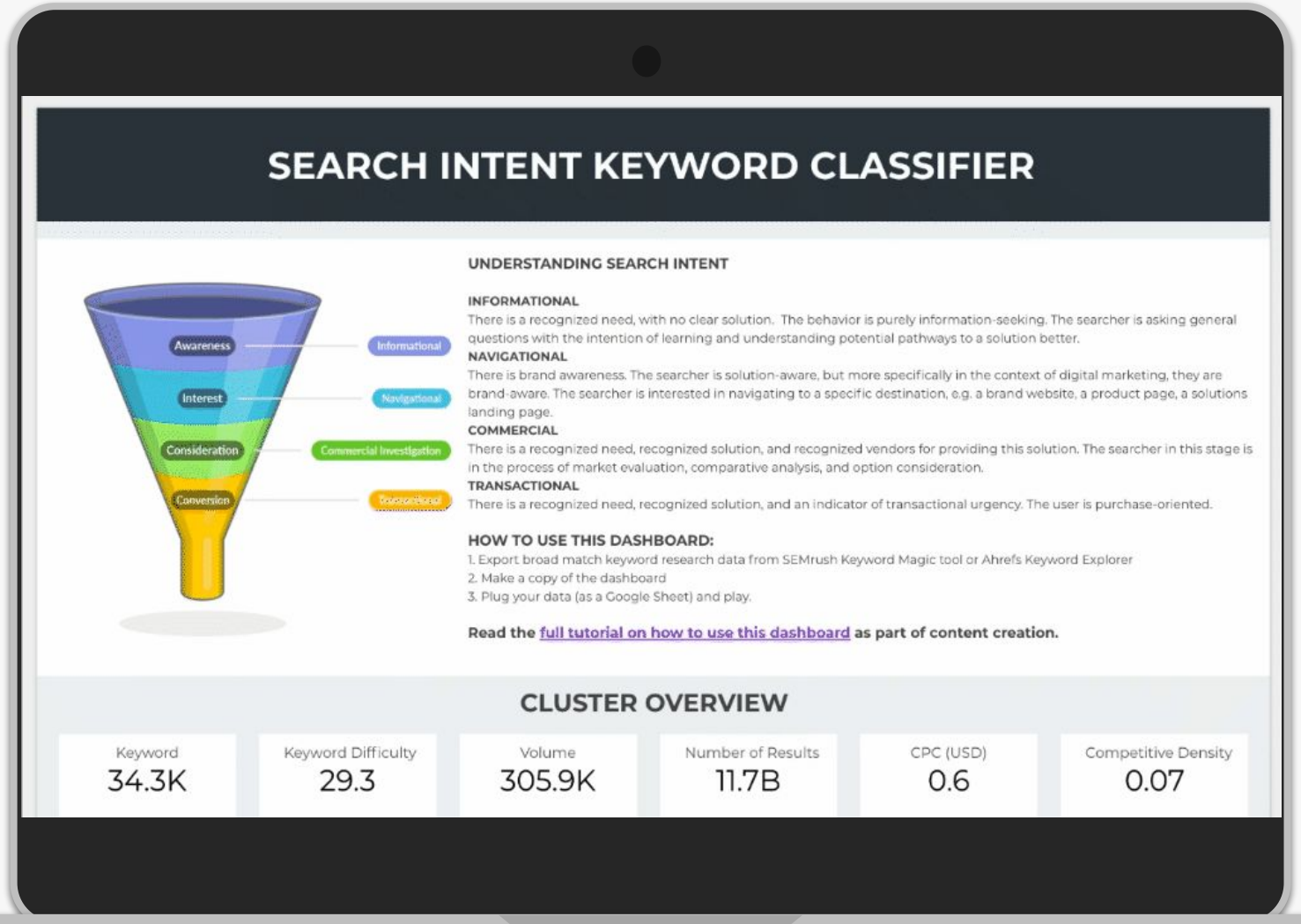

VIA DATA STUDIO

- ✅ Easy to set-up
- ✅ Clear to communicate
- ✅ Free(-ish)
- ✅ Enables multiple data sources
- ✅ Interactive
- ❌ Research needed
- ❌ Shows all opportunities

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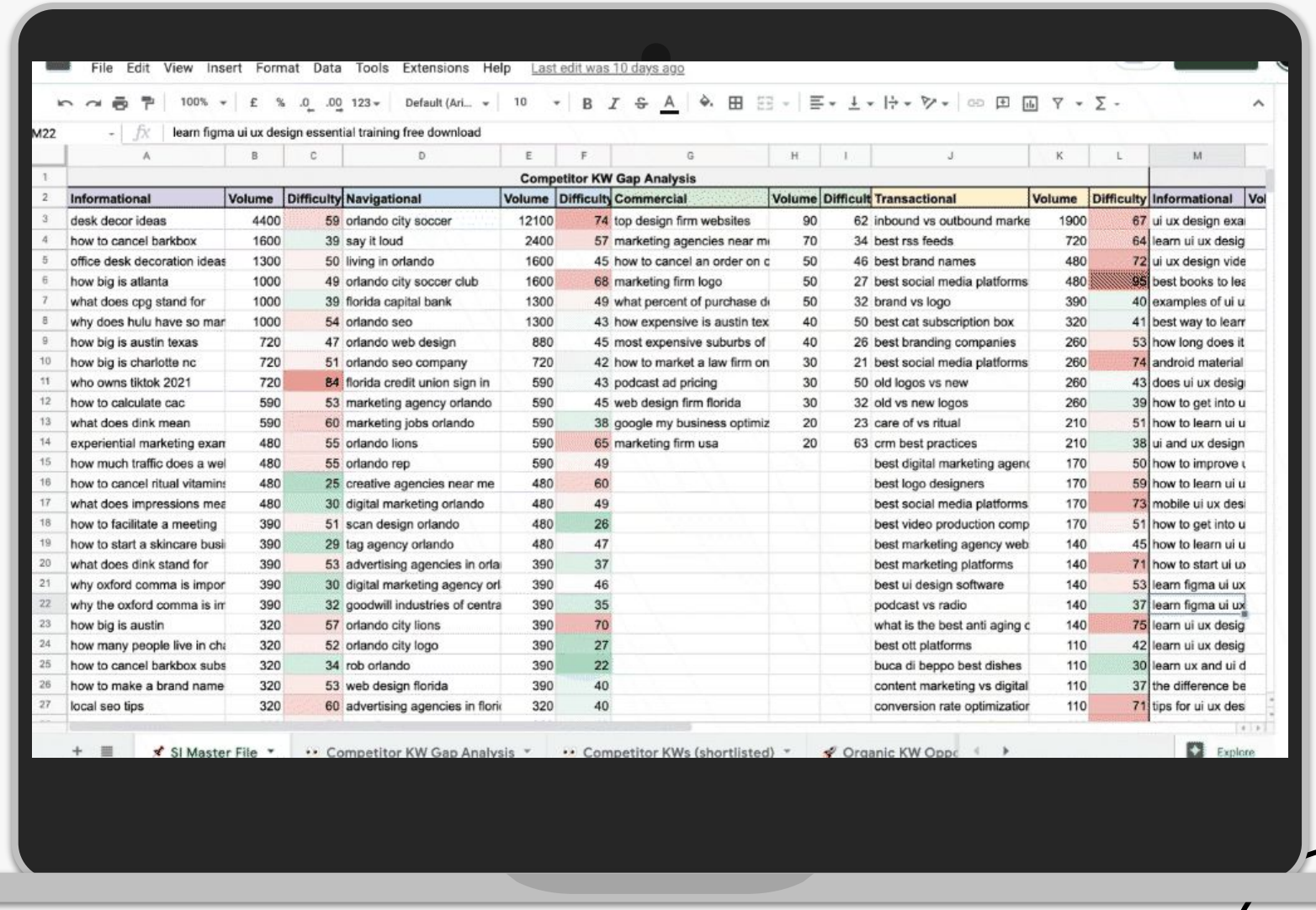
VIA FORMULAS IN GOOGLE SHEETS

❌ Easy to set-up
❌ Clear to communicate
✅ Free
✅ Enables multiple data sources
❌ Interactive
❌ Research needed
✅ Shows all opportunities



Informational	Volume	Difficulty	Navigational	Volume	Difficulty	Commercial	Volume	Difficult	Transactional	Volume	Difficulty	Informational
desk decor ideas	4400	59	orlando city soccer	12100	74	top design firm websites	90	62	inbound vs outbound marke	1900	67	ui ux design exa
how to cancel barkbox	1600	39	say it loud	2400	57	marketing agencies near m	70	34	best rss feeds	720	64	learn ui ux desig
office desk decoration ideas	1300	50	living in orlando	1600	45	how to cancel an order on c	50	46	best brand names	480	72	ui ux design vide
how big is atlanta	1000	49	orlando city soccer club	1600	68	marketing firm logo	50	27	best social media platforms	480	95	best books to lea
what does cpg stand for	1000	39	florida capital bank	1300	49	what percent of purchase d	50	32	brand vs logo	390	40	examples of ui u
why does hulu have so mar	1000	54	orlando seo	1300	43	how expensive is austin tex	40	50	best cat subscription box	320	41	best way to learr
how big is austin texas	720	47	orlando web design	880	45	most expensive suburbs of	40	26	best branding companies	260	53	how long does it
how big is charlotte nc	720	51	orlando seo company	720	42	how to market a law firm on	30	21	best social media platforms	260	74	android material
who owns tiktok 2021	720	84	florida credit union sign in	590	43	podcast ad pricing	30	50	old logos vs new	260	43	does ui ux desig
how to calculate cac	590	53	marketing agency orlando	590	45	web design firm florida	30	32	old vs new logos	260	39	how to get into u
what does dink mean	590	60	marketing jobs orlando	590	38	google my business optimiz	20	23	care of vs ritual	210	51	how to learn ui u
experiential marketing exan	480	55	orlando lions	590	65	marketing firm usa	20	63	crm best practices	210	38	ui and ux design
how much traffic does a wel	480	55	orlando rep	590	49				best digital marketing agenc	170	50	how to improve u
how to cancel ritual vitamins	480	25	creative agencies near me	480	60				best logo designers	170	59	how to learn ui u
what does impressions mea	480	30	digital marketing orlando	480	49				best social media platforms	170	73	mobile ui ux desi
how to facilitate a meeting	390	51	scan design orlando	480	26				best video production comp	170	51	how to get into u
how to start a skincare busi	390	29	tag agency orlando	480	47				best marketing agency web	140	45	how to learn ui u
what does dink stand for	390	53	advertising agencies in orla	390	37				best marketing platforms	140	71	how to start ui ux
why oxford comma is impor	390	30	digital marketing agency orl	390	46				best ui design software	140	53	learn figma ui ux
why the oxford comma is im	390	32	goodwill industries of centra	390	35				podcast vs radio	140	37	learn figma ui ux
how big is austin	320	57	orlando city lions	390	70				what is the best anti aging c	140	75	learn ui ux desig
how many people live in cha	320	52	orlando city logo	390	27				best ott platforms	110	42	learn ui ux desig
how to cancel barkbox subs	320	34	rob orlando	390	22				buca di beppo best dishes	110	30	learn ux and ui d
how to make a brand name	320	53	web design florida	390	40				content marketing vs digital	110	37	the difference be
local seo tips	320	60	advertising agencies in flori	320	40				conversion rate optimizatior	110	71	tips for ui ux des

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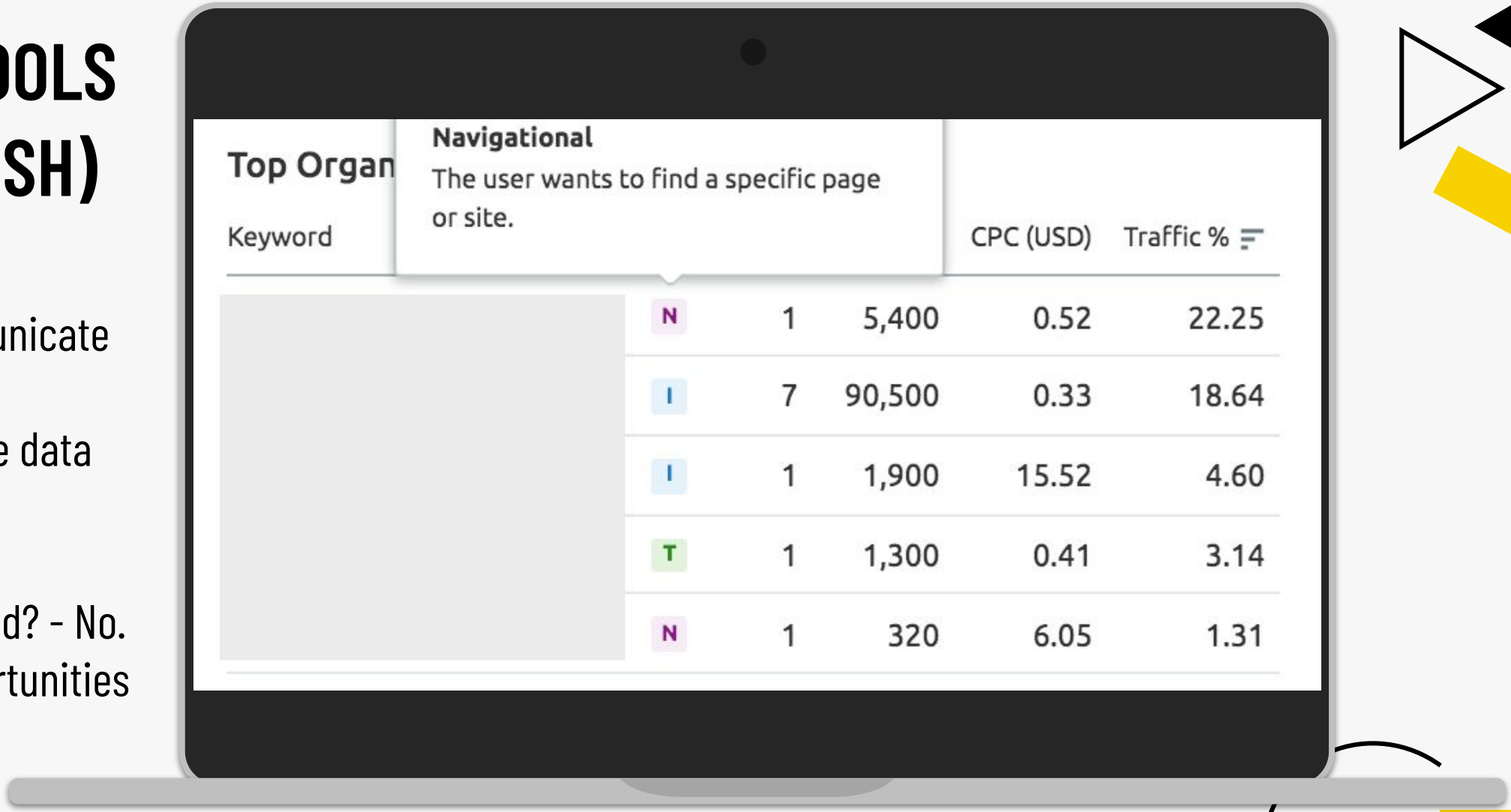
VIA PAID TOOLS (Eg. SEMRUSH)

✅ Easy to set-up
✅ Clear to communicate
❌ Free
❌ Enables multiple data sources
✅ Interactive
✅ Research needed? - No.
✅ Shows all opportunities



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VIA SOME SORCERY (?)

✅ Easy to set-up
❌ Clear to communicate
✅ Free
❌Enables multiple data sources
❌Interactive
✅Research needed?
❌ Shows all opportunities

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THE NITTY-GRITTY

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FILTER BASED ON KEYWORDS THAT INDICATE INTENT

Informational search intent is identified if the keyword contains one of the following defining keywords:

how | why | does | which | when | who | which | guide | tutorial | learn | examples |resource | ideas |tips

Commercial search intent is identified if the keyword contains one of the following defining keywords:

Buy | price | cheap | expensive | recommendation | recommended | near me | firm | coupon | order | purchase | pricing

Transactional search intent is identified if the keyword contains one of the following defining keywords:

best | top | vs | review | cheap | comparison

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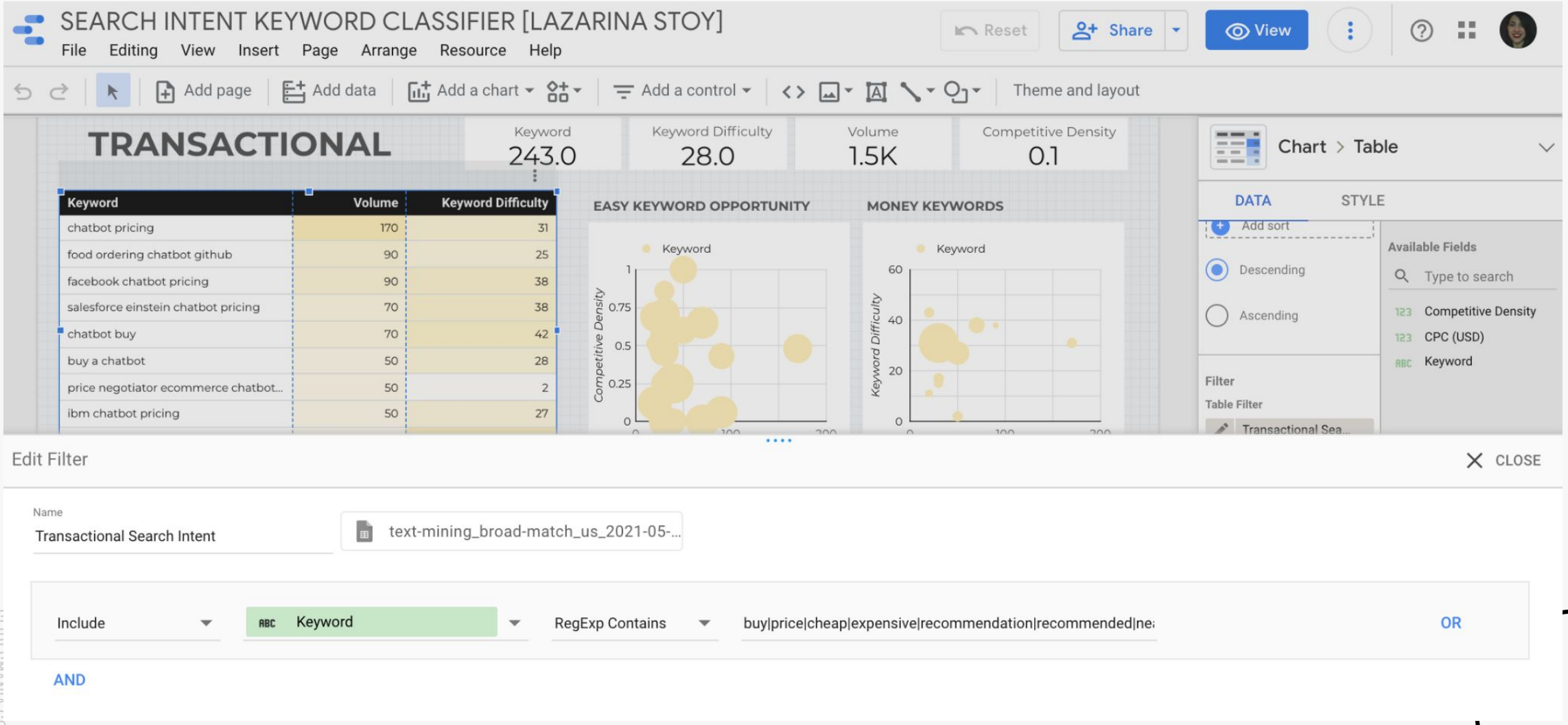
IN DATA STUDIO, USE THE FILTERS OR CREATE A CUSTOM DIMENSION



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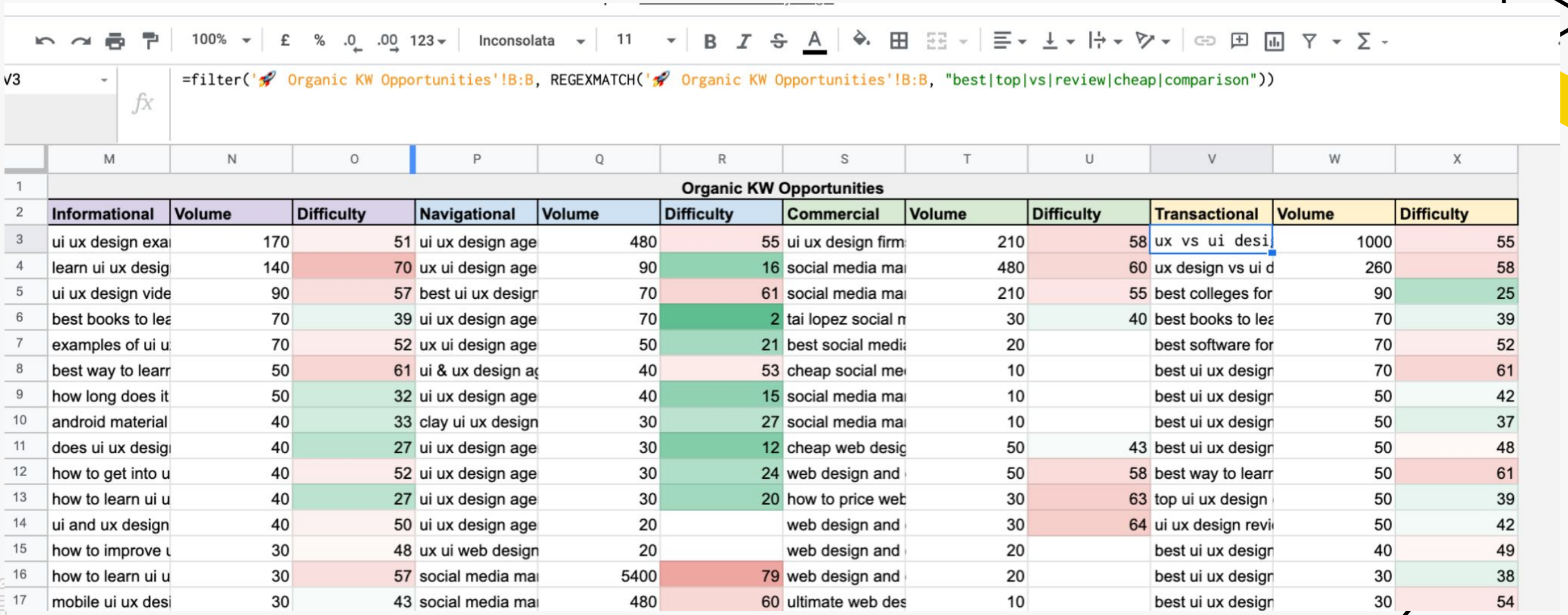
IN SHEETS, USE A FORMULA



=filter('🚀 Organic KW Opportunities'!B:B, REGEXMATCH('🚀 Organic KW Opportunities'!B:B, "best|top|vs|review|cheap|comparison"))

	Organic KW Opportunities										
Informational	**Volume**	**Difficulty**	**Navigational**	**Volume**	**Difficulty**	**Commercial**	**Volume**	**Difficulty**	**Transactional**	**Volume**	**Difficulty**
ui ux design exa	170	51	ui ux design age	480	55	ui ux design firm	210	58	ux vs ui desi	1000	55
learn ui ux desig	140	70	ux ui design age	90	16	social media mar	480	60	ux design vs ui d	260	58
ui ux design vide	90	57	best ui ux design	70	61	social media mar	210	55	best colleges for	90	25
best books to lea	70	39	ui ux design age	70	2	tai lopez social m	30	40	best books to lea	70	39
examples of ui u	70	52	ux ui design age	50	21	best social media	20		best software for	70	52
best way to learn	50	61	ui & ux design ag	40	53	cheap social me	10		best ui ux design	70	61
how long does it	50	32	ui ux design age	40	15	social media mar	10		best ui ux design	50	42
android material	40	33	clay ui ux design	30	27	social media mar	10		best ui ux design	50	37
does ui ux desig	40	27	ui ux design age	30	12	cheap web desig	50	43	best ui ux design	50	48
how to get into u	40	52	ui ux design age	30	24	web design and	50	58	best way to learn	50	61
how to learn ui u	40	27	ui ux design age	30	20	how to price web	30	63	top ui ux design	50	39
ui and ux design	40	50	ui ux design age	20		web design and	30	64	ui ux design revi	50	42
how to improve u	30	48	ux ui web design	20		web design and	20		best ui ux design	40	49
how to learn ui u	30	57	social media mar	5400	79	web design and	20		best ui ux design	30	38
mobile ui ux desi	30	43	social media mar	480	60	ultimate web des	10		best ui ux design	30	54

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PRIORITIZE.

- ANALYSE SEARCH INTENT INDICATED IN YOUR TITLES
- USE IF/ELSE TO PRIORITISE INTENT CATEGORY LABELS

```
=IF(REGEXMATCH(C2, "YOURBRANDNAME | we | us| our"), "navigational intent", IF(REGEXMATCH(C2, "your|buy|price|cheap|expensive|recommendation|recommended|near me|firm|coupon|order|purchase|pricing|best|top|vs|review|cheap|comparison|as a manager"), "high intent", If(REGEXMATCH(C2, "how|why|does|which|when|who|which|guide|tutorial|learn|examples|resource|ideas|tips|checklist|future of|know|need to know|ways |tips |facts |tools"), "informational intent"))
)
```

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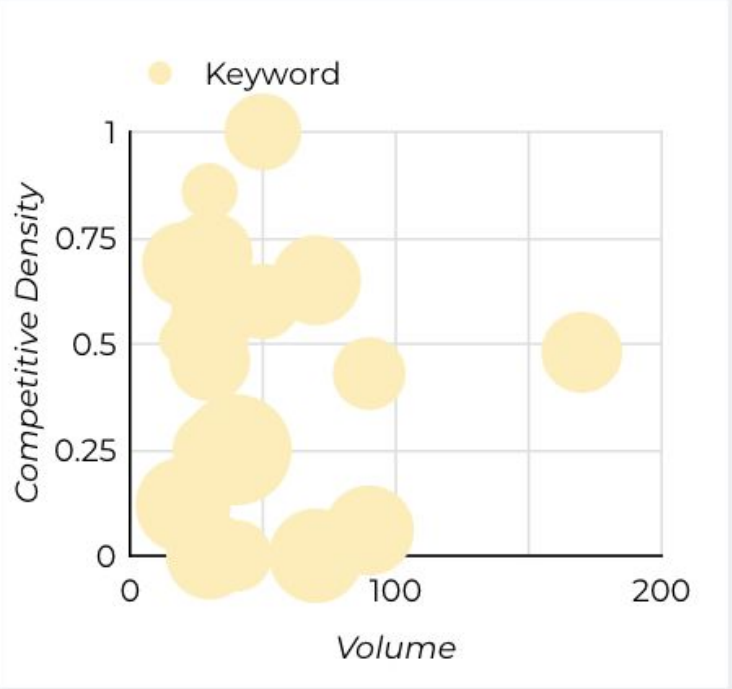
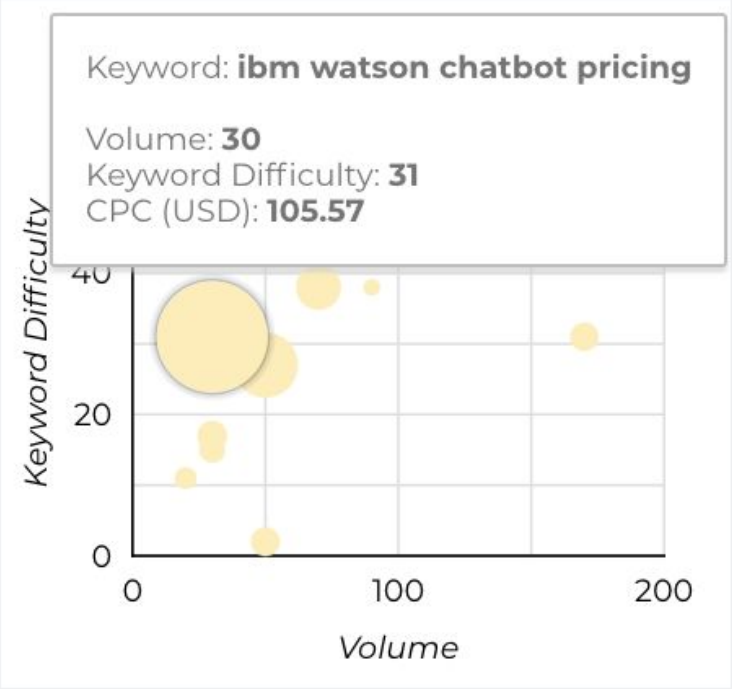
INCORPORATE OTHER METRICS.





Transactional	Volume	Difficulty
inbound vs outbound marke	1900	67
best rss feeds	720	64
best brand names	480	72
best social media platforms	480	95
brand vs logo	390	40
best cat subscription box	320	41
best branding companies	260	53
best social media platforms	260	74
old logos vs new	260	43
old vs new logos	260	39
care of vs ritual	210	51
crm best practices	210	38
best digital marketing agenc	170	50
best logo designers	170	59
best social media platforms	170	73
best video production comp	170	51
best marketing agency web	140	45

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WHAT SHOULD YOU CONSIDER FOR INTERNATIONAL KWR?

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All queries have a task language and task location.

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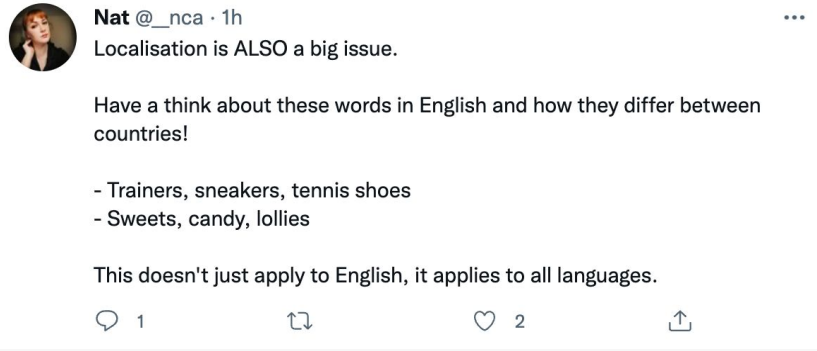

11. The English word "gift" means "poison" in German and Norwegian and "married" in Swedish.

25. "Fast" in German means almost, while "elf" means the number eleven. "Grad" is the German term for "degree" but means a "city" in Bosnian.

your content accordingly. For example, diff ns in the US might use different terms: Soda vs. Pop vs. Coke, Sub vs. Grinder vs. Hoagie. Different countries which use the same language also express themselves differently: American "sweater" vs. British "jumper." International SEO requires not only the tools to find and rank keywords, but also the cultural insights to figure out how people express their needs. It's not just a matter of swapping one word for another: different **qualities** matter to different cultures. For example, top American keywords for skirts focus on shape (maxi skirt, pencil skirt), whereas Chinese women use keywords that focus on action (blowing skirt, matching skirt). Understanding how people articulate their desires when searching online is the first step toward marketing a product overseas.

LANGUAGE CAN BE TRICKY DUE TO REASONS SUCH AS:

-SAME WORDS IN DIFFERENT LANGUAGES MEAN DIFFERENT THINGS (💡)
-IDIOMS
- HOMONYMS AND HOMOGRAPHS

When words are spelled the same and sound the same but have different meanings, then they are called homonyms. When they are just spelled the same but sound different and have different meanings, then they are homographs.

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SIMPLY TRANSLATING THE KEYWORDS IS NOT ENOUGH.

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WHAT ABOUT LOCATION?

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USERS IN DIFFERENT LOCATIONS MAY HAVE DIFFERENT EXPECTATIONS FOR THE SAME QUERY.

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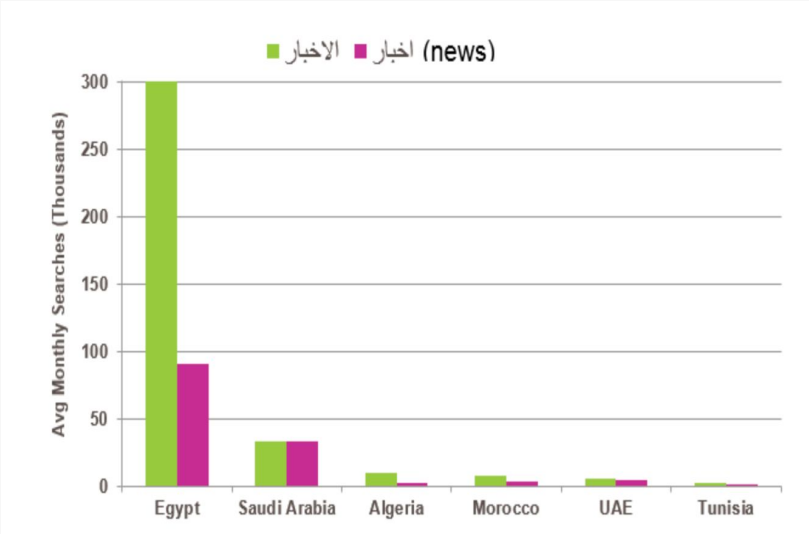
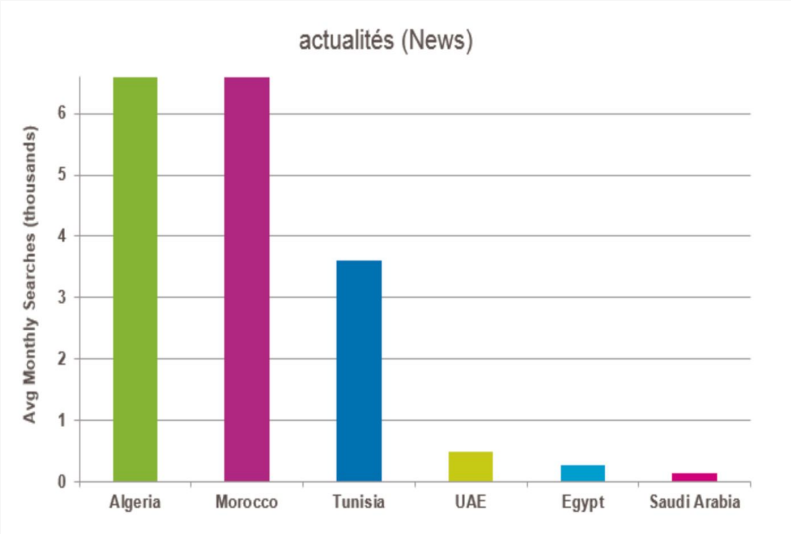
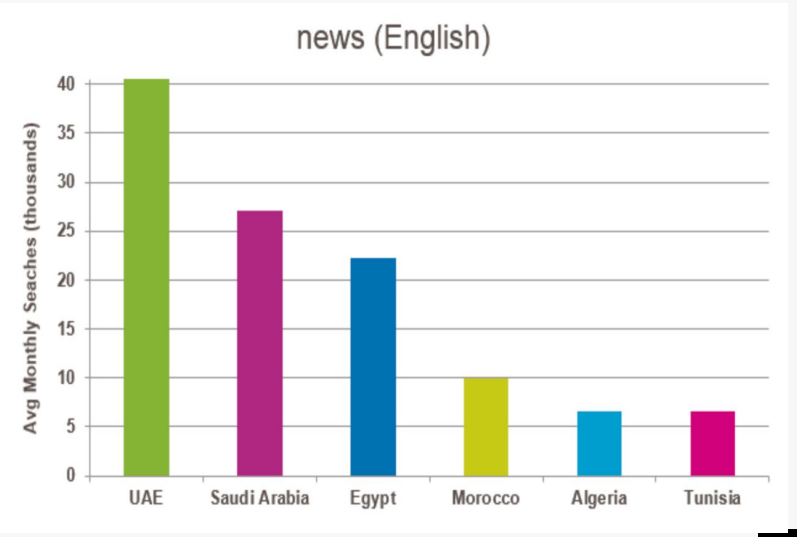
CULTURAL DIFFERENCES AFFECT SEARCH (💡)







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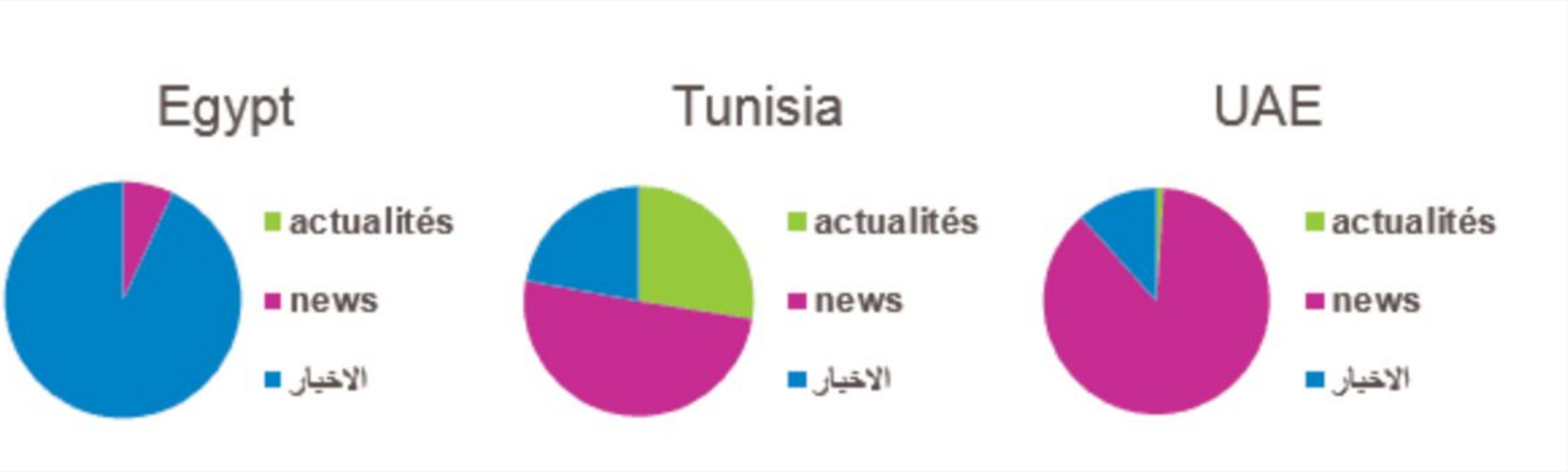

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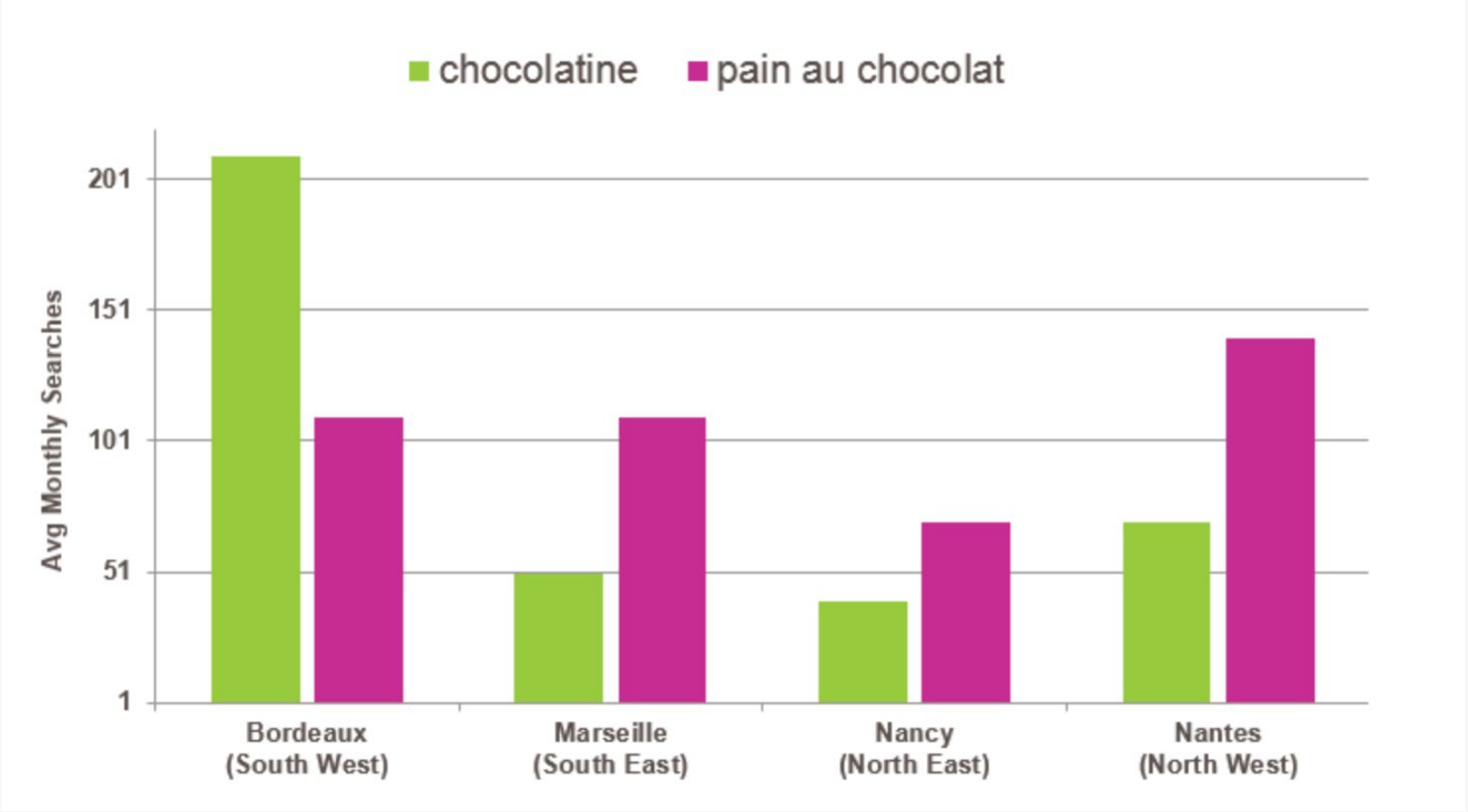
KEY TERMS RARELY TRANSLATE 1:1



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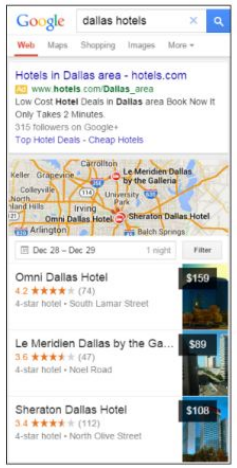
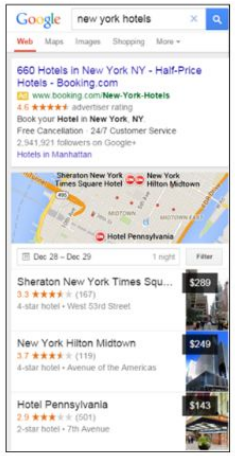
EXPLICIT LOCATION ≠ LOCALE





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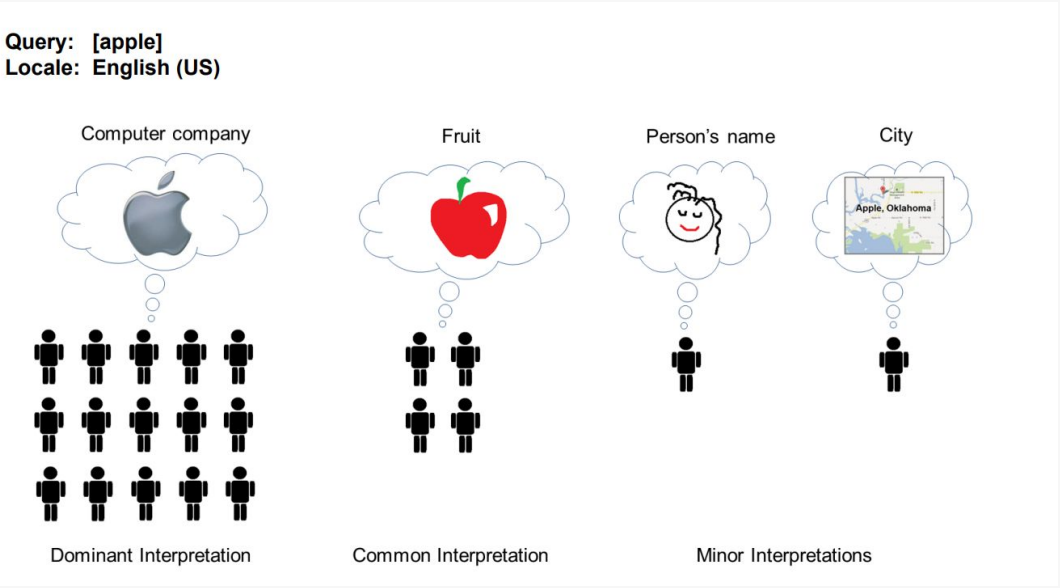
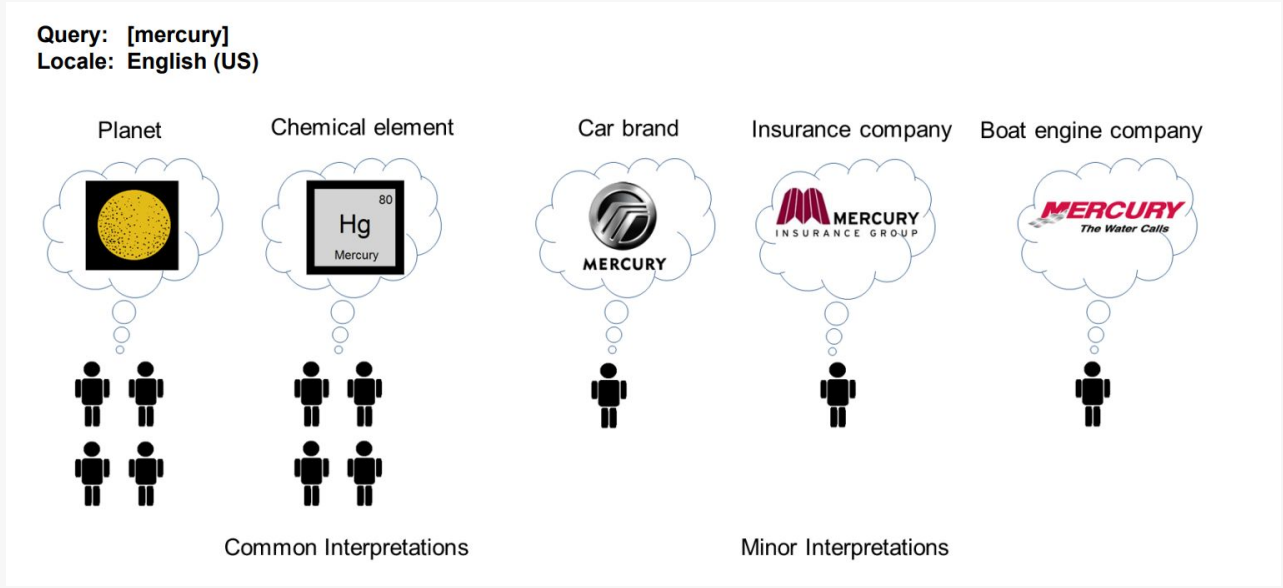
INTENT IS IMPORTANT

Single keyword intent is difficult to determine, but can be via collective search trends per location, paired with user location, interests.





WHAT TO DO?

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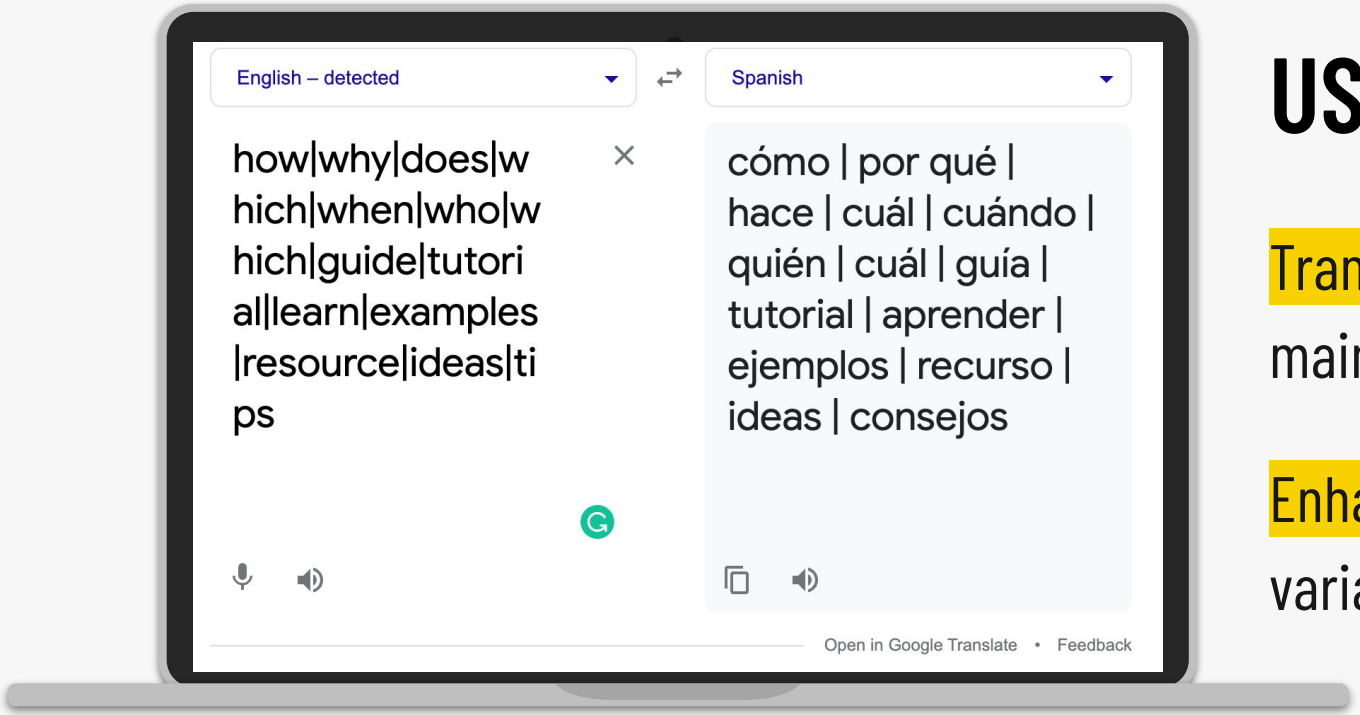

USE REGEX STRATEGICALLY.

Translate only the filter keywords of the four main categories.

Enhance the filters with keyword alternatives, variations, localised expressions, and other

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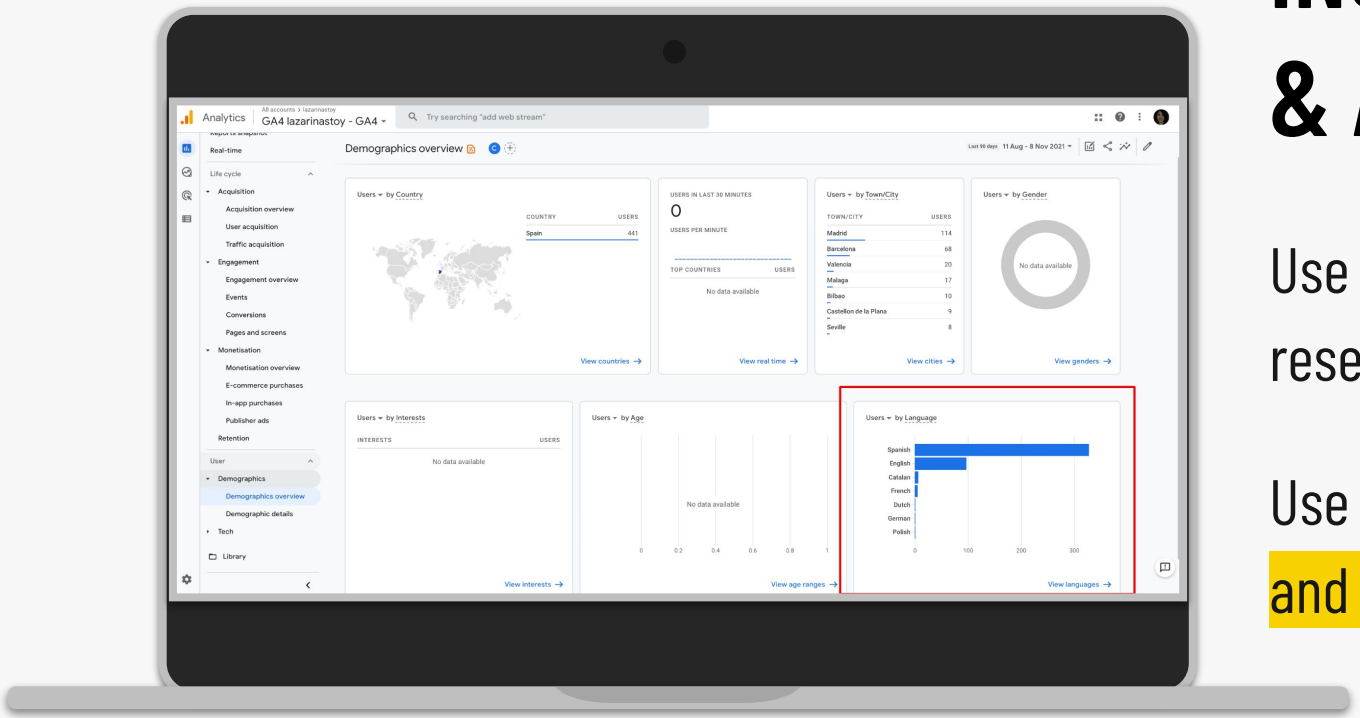
INCORPORATE TRENDS DATA & ANALYTICS DATA.



Use different data sources for keyword research.

Use Google Analytics to analyse user behaviour and site interactions from this location.

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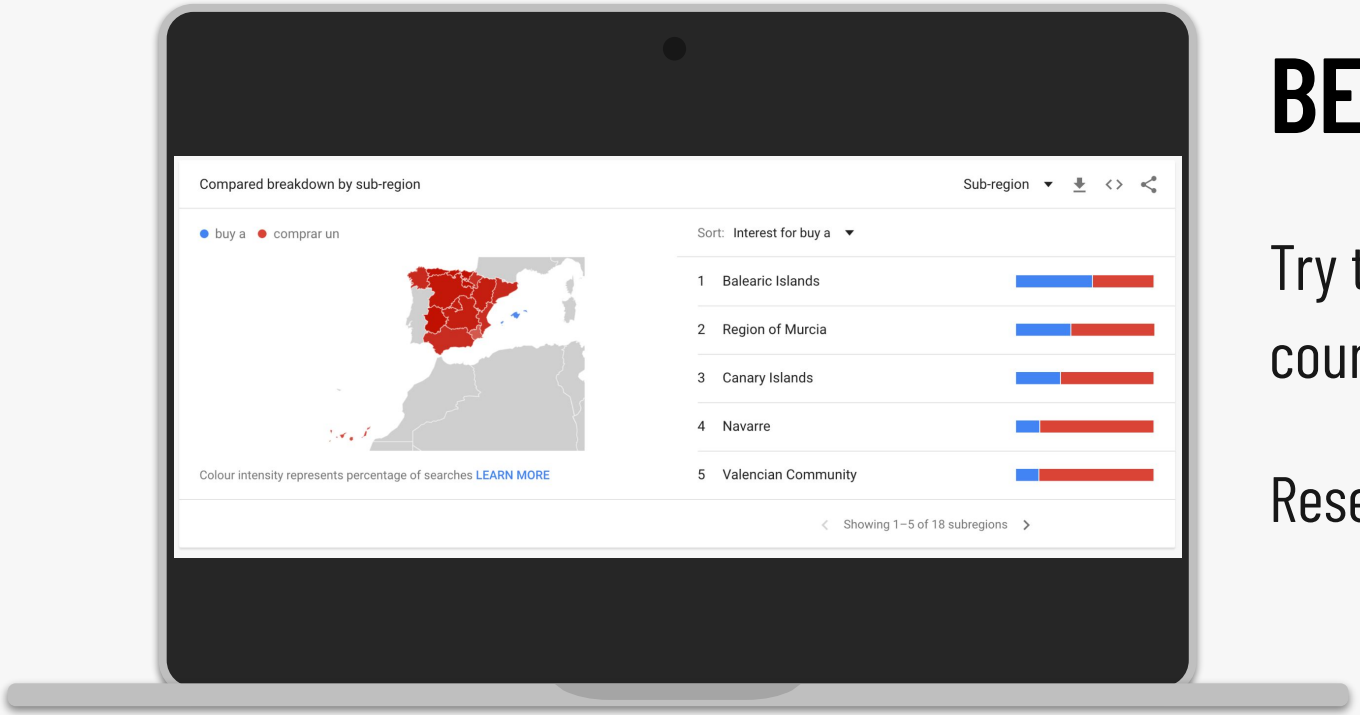

BEWARE OF DISCREPANCIES.

Try to understand search behaviour in the country via Google Trends.

Research variations in all local languages

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CONSULT AN SEO LOCALISATION EXPERT.

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INDUSTRY ADAPTATION IS EQUALLY IMPORTANT.

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INTENT IS EXPRESSED DIFFERENTLY IN DIFFERENT INDUSTRIES.

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FOR INSTANCE, TRANSACTIONAL IS...

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...IN ECOMMERCE:

Buy|price|purchase|pricing

cheap|expensive

recommendation|recommended

near me|firm|coupon|order

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...IN SAAS:

Price|pricing|plans|features

alternative|support

signup|demo
request|trial|free trial

License|product key|API key

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...IN SERVICE INDUSTRY:

call|book|contact|reach|find

services|what we do|work|portfolio|solutions

Pricing|demo|testimonials

consultancy|operations

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WE MUST CONTINUE TO ADAPT

BUT HOW?

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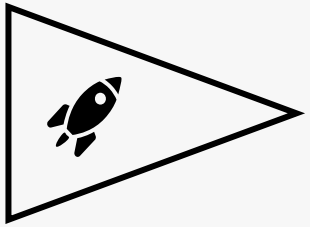
FIND OUT WHAT's UNIQUE ABOUT THE INDUSTRY.

Do people search for information differently?



What are the key competitors in the industry?

What characteristics are important for users? How are competitors evaluated?

What words do people and companies use to illustrate closing a deal? How does a conversion look like?

Is local search important?

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WHAT ABOUT SEARCH INTENT IN CONTENT CREATION?

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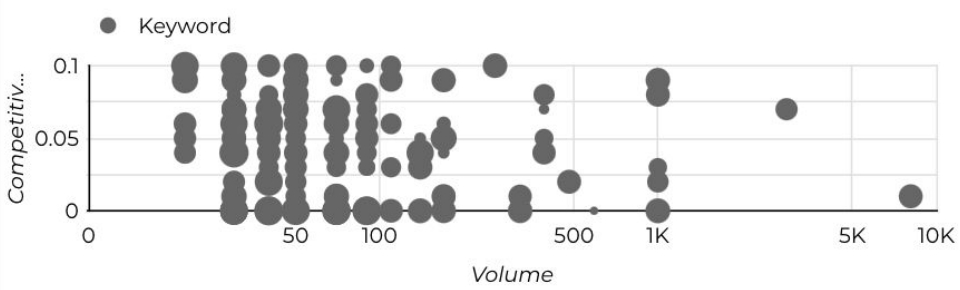
GET AN OVERVIEW OF THE KEYWORD CLUSTER.

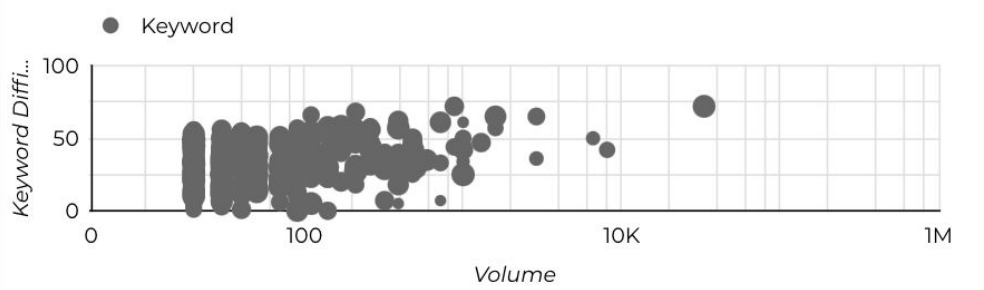
CLUSTER OVERVIEW

Keyword	Keyword Difficulty	Volume	Number of Results	CPC (USD)	Competitive Density
34.3K	29.3	305.9K	11.7B	0.6	0.07

EASY KEYWORD OPPORTUNITY



MONEY KEYWORDS



Keyword
Equals
Enter a value

SERP Features
Equals
Enter a value

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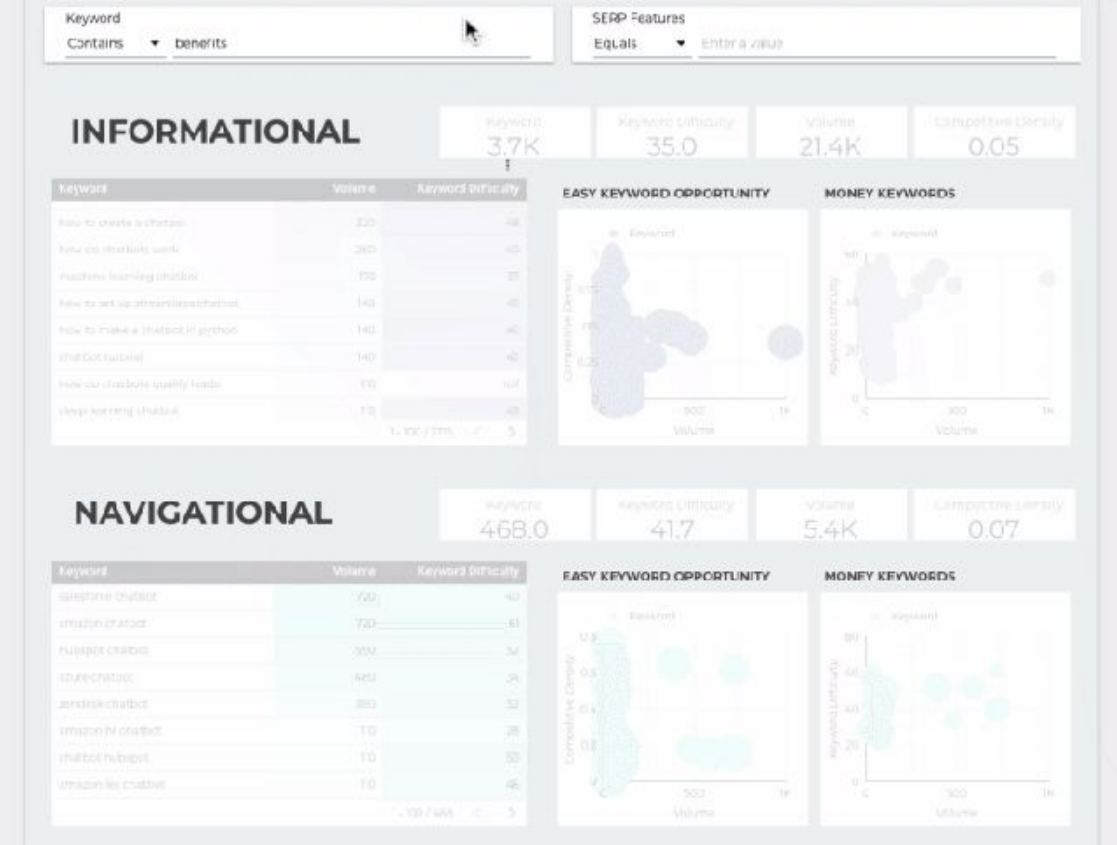
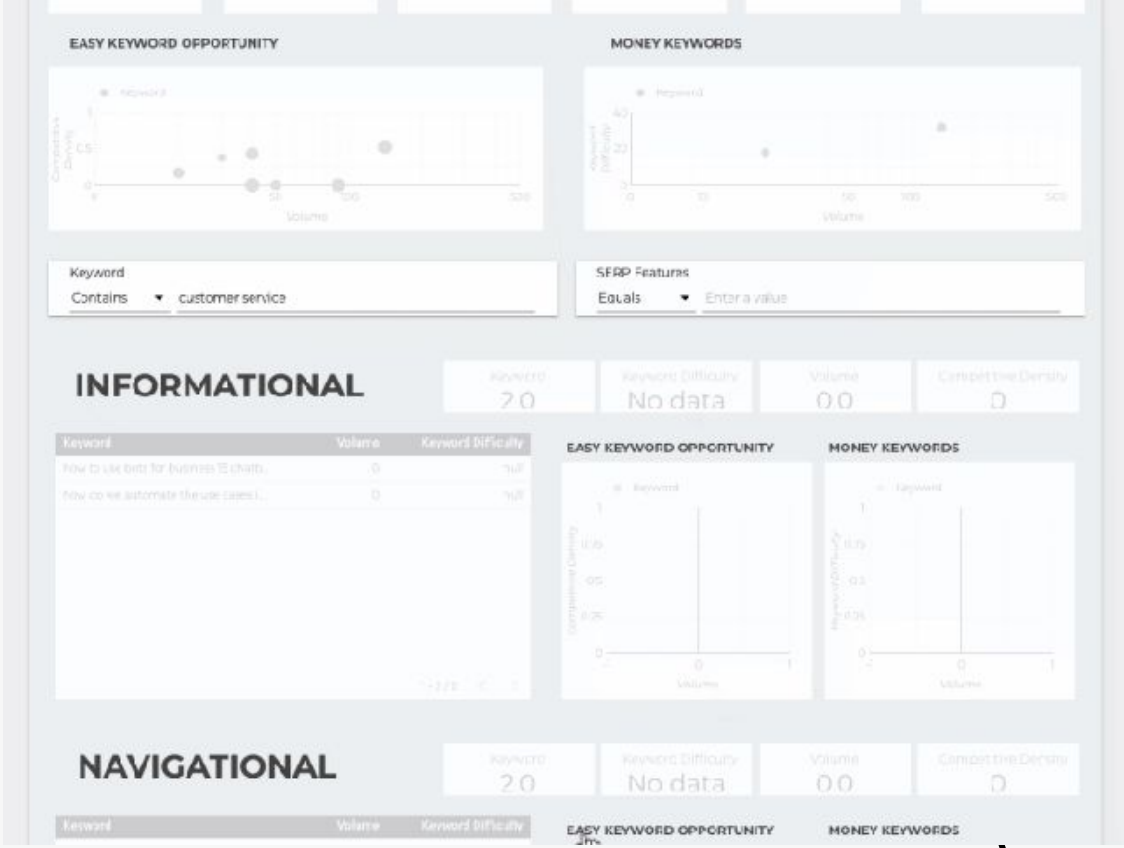
FIND THE SEARCH INTENT KEYWORD DISTRIBUTION IS FOR A RELATED KEYWORD





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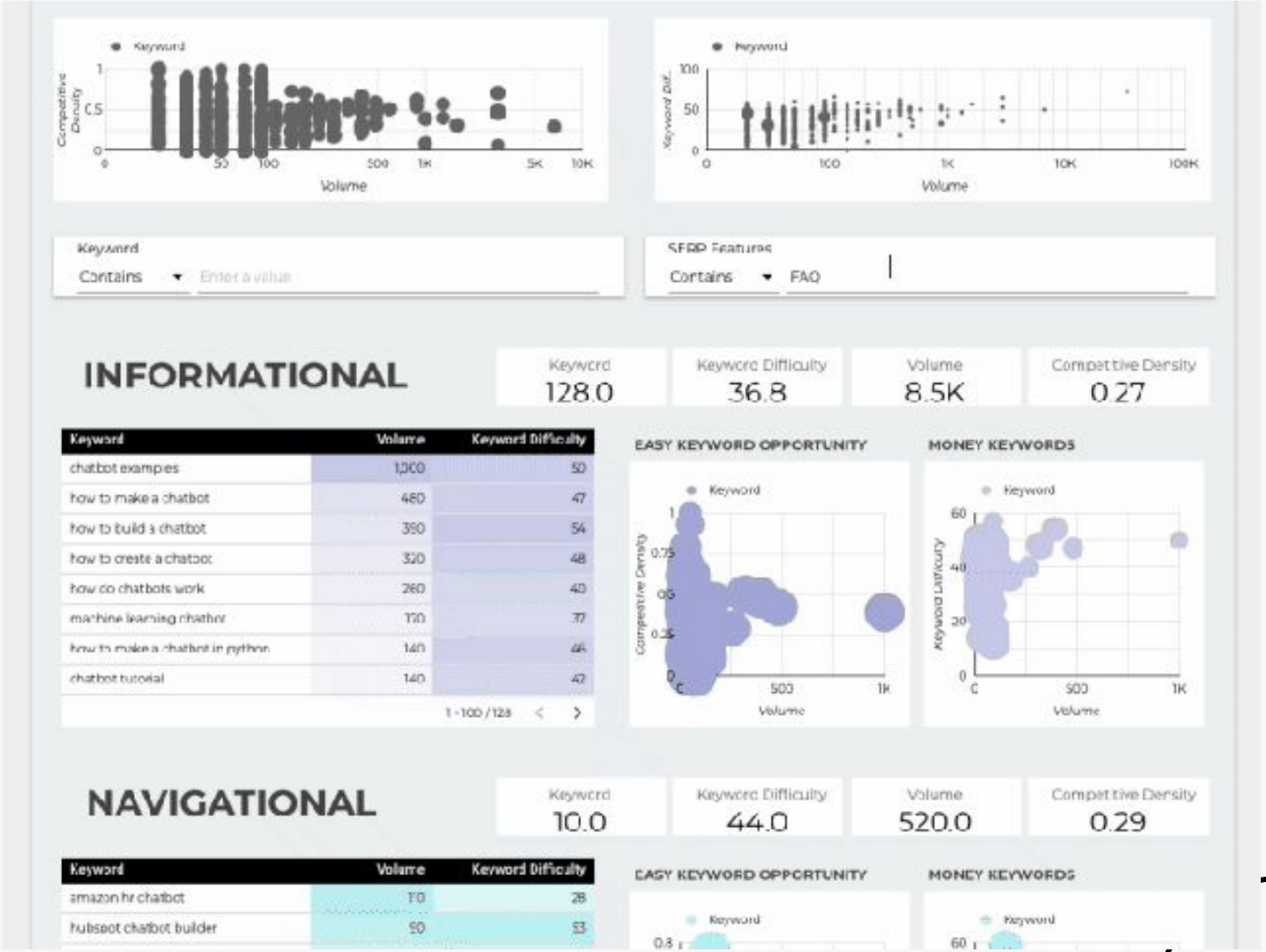
SEARCH KEYWORDS BY TYPE OF SERP FEATURE.

The SERP feature filter allows searching by type of SERP feature.



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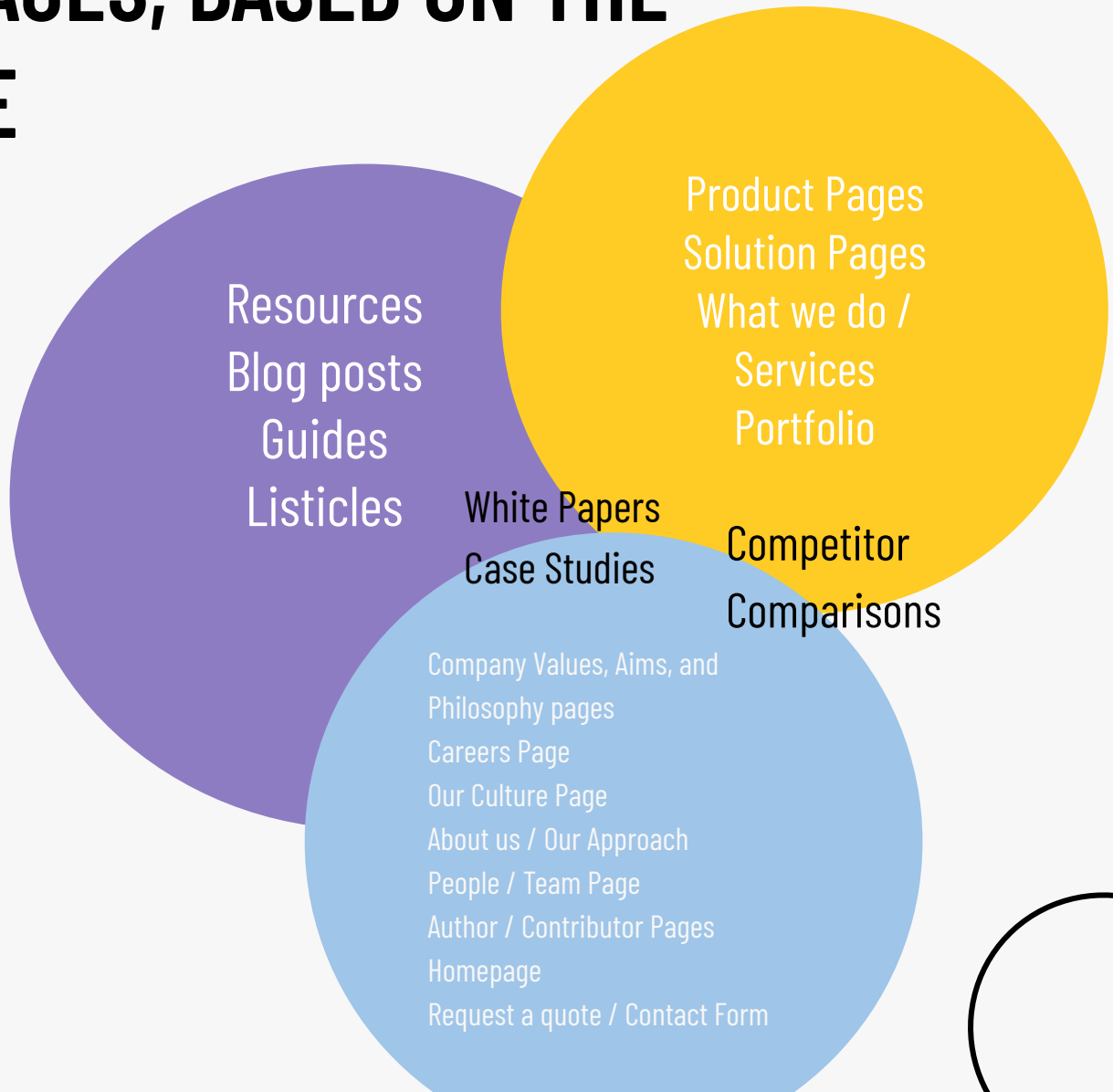
OPTIMIZE THE SITE'S MAIN PAGES, BASED ON THE TYPE OF INTENT THEY SERVE

Resource Pages → Informational Intent

Company Pages → Navigational Intent

Product Pages → Transactional Intent



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KEY TAKEAWAYS

🔥 Everyone is using search intent now, and maybe so should you?

🔥 There are three main types of intent, but many opportunities to niche down

🔥 Understanding intent and incorporating it into the content creation processes can help you build a better UX, which will likely lead to more sales, too

🔥 There are different ways to classify intent of keywords, choose the one that suits your preference

🔥 Search intent can be applied into international KWR and in different industries, but adapting and research is inevitable

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THANK YOU!

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RESOURCES.

Data Studio Dashboard Template: **Search Intent Keyword Classifier**

Tutorial: Supercharge Your Keyword Research Process By Incorporating Search Intent Classification

Intent-based International Keyword Research (process write-up): How To Do International Keyword Research, Incorporating Search Intent

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CREDITS.

Presentation Template: SlidesMania

Images: Unsplash, GETSTAT, Giphy

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