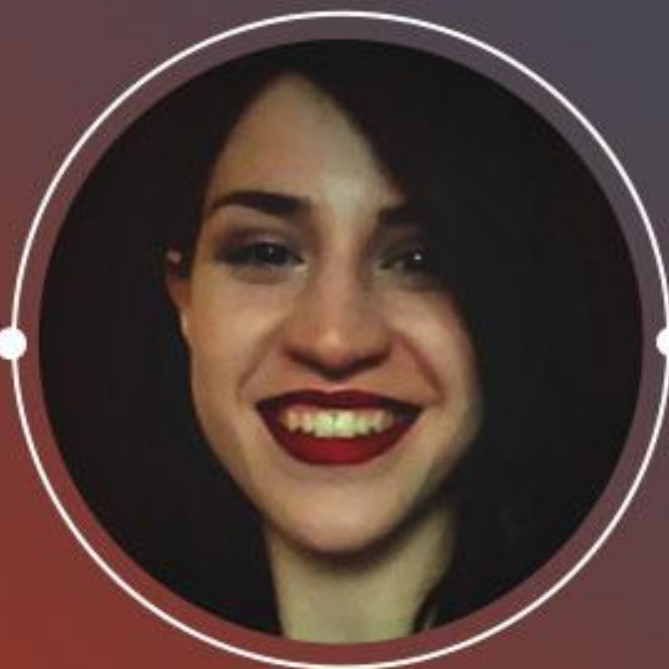


webcertain™

Barcelona International Search Summit

18 November 2021



Global
Keyword
Research

- Lazarina Stoy

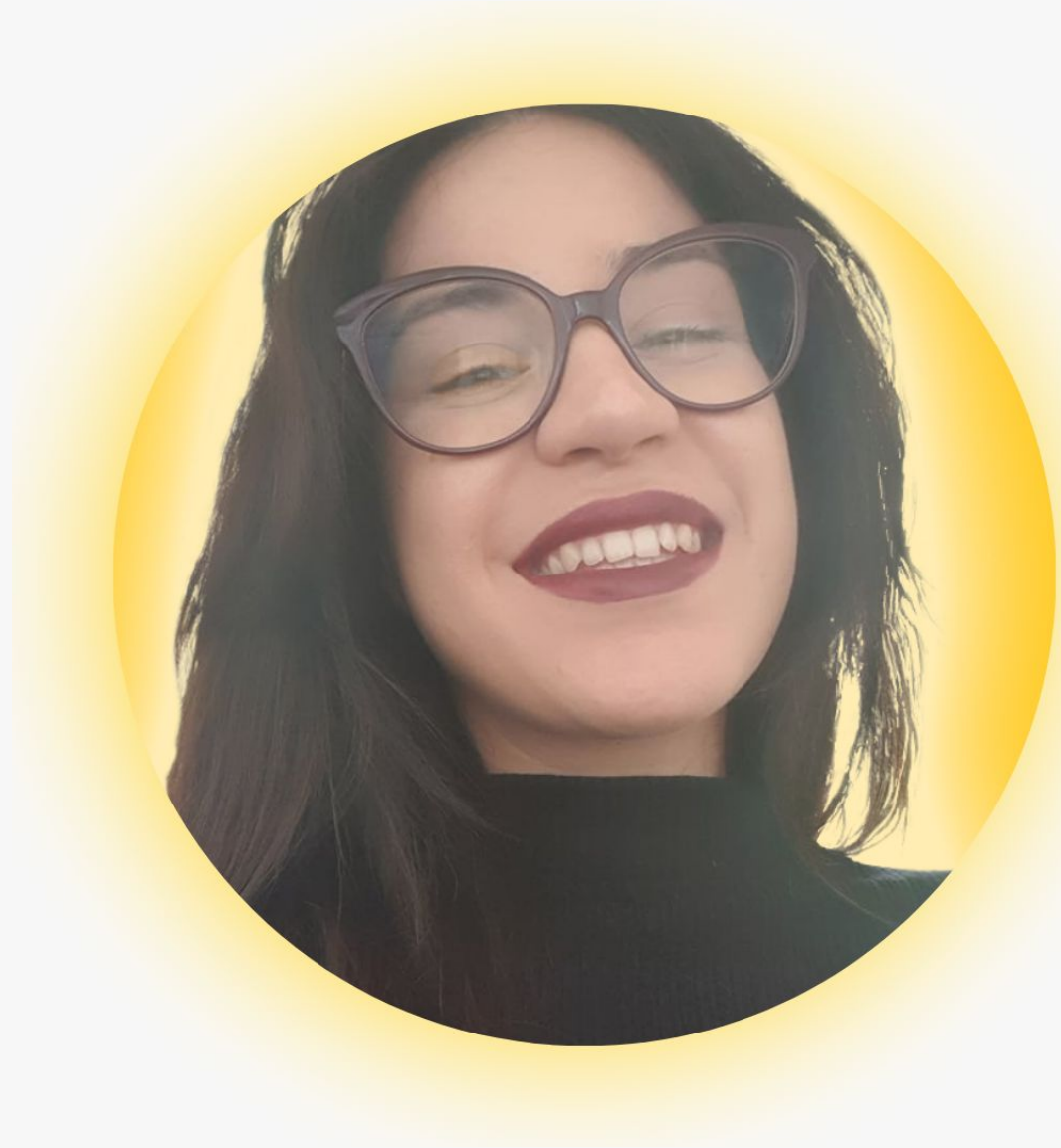
Tech SEO Analyst, Skale

- **“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.





**AND, HONESTLY, I'M
NOT ALONE.**

HAVE YOU SEEN THIS?

Organic Research

Keyword Gap

Backlink Gap

KEYWORD RESEARCH

Keyword Overview

Keyword Magic Tool

Keyword Manager

Position Tracking

Organic Traffic Insights

LINK BUILDING

Backlink Analytics

Backlink Audit

Link Building Tool

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword Positions Volume KD Intent SERP Features Advanced filters

Keywords

5 0.0%

Traffic

0 0.0%

- Informational *i*
- Navigational *i*
- Commercial *i*
- Transactional *i*

Apply

Organic Search Positions 1 - 5 (5)

<input type="checkbox"/>	Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC ...	URL
> <input type="checkbox"/>	jobs bei google österreich	C	+ 2	48 → 48	0	< 0.01	70	12 ●	0	ausser...eich

**NO DOUBT YOU
HAVE.**

Cade Biegel · 2nd
Co-Founder @ Amply | On-Brand Webflow Websites

I'm an SEO geek and a big fan of Semrush. On Christmas morning seeing the new keyword intent feature today 🎉 #seo

617 · 36 Comments

Erika Varangouli · 2nd
Global Content Marketing Strategist

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

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

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.

Intent	Keywords	Traffic
Informational	58.2%	7,568 7,042
Navigational	16.7%	2,179 31,705
Commercial	10%	1,297 961
Transactional	15.1%	1,966 2,245

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) 🌟

Intent	Keywords	Traffic
Informational	37.8%	2,386 9,288
Navigational	21.3%	1,348 601
Commercial	31.1%	1,963 29,696
Transactional	9.8%	617 6,206

Maria Repina · 2nd
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...

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

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

Sean Hecking @seanhecking
This is a pretty cool feature for **search intent!** @semrush

Top Organizational
Keyword: The user wants to investigate brands or services.

Keyword	Intent	Volume	Trend	KD %	CPC (USD)	Com.	SERP Features	Results	Last Update
remote jobs	Commercial	165,000	73	0.79	0.45	+3	1,58	2 weeks ago	
amazon remote jobs	Commercial	33,100	62	1.77	0.07	+4	253M	2 weeks ago	
part time remote jobs	Commercial	30,000	57	1.26	0.37	+2	1,18	2 weeks ago	
remote jobs near me	Commercial	30,000	65	0.90	0.47	+3	1,28	2 weeks ago	
remote jobs hiring	Commercial	22,200	74	0.93	0.43	+3	557M	2 weeks ago	
remote data entry jobs	Commercial	18,100	56	1.29	0.38	+3	334M	2 weeks ago	
remote customer service jobs	Commercial	14,800	57	1.67	0.36	+4	1,88	2 weeks ago	
remote work from home jobs	Commercial	14,800	77	1.00	0.54	+3	1,88	2 weeks ago	
entry level remote jobs	Commercial	12,100	59	1.35	0.31	+3	256M	2 weeks ago	
indeed remote jobs	Commercial	12,100	51	0.88	0.08	+2	73	2 weeks ago	

de Semrush?
stores
proceso de SE...

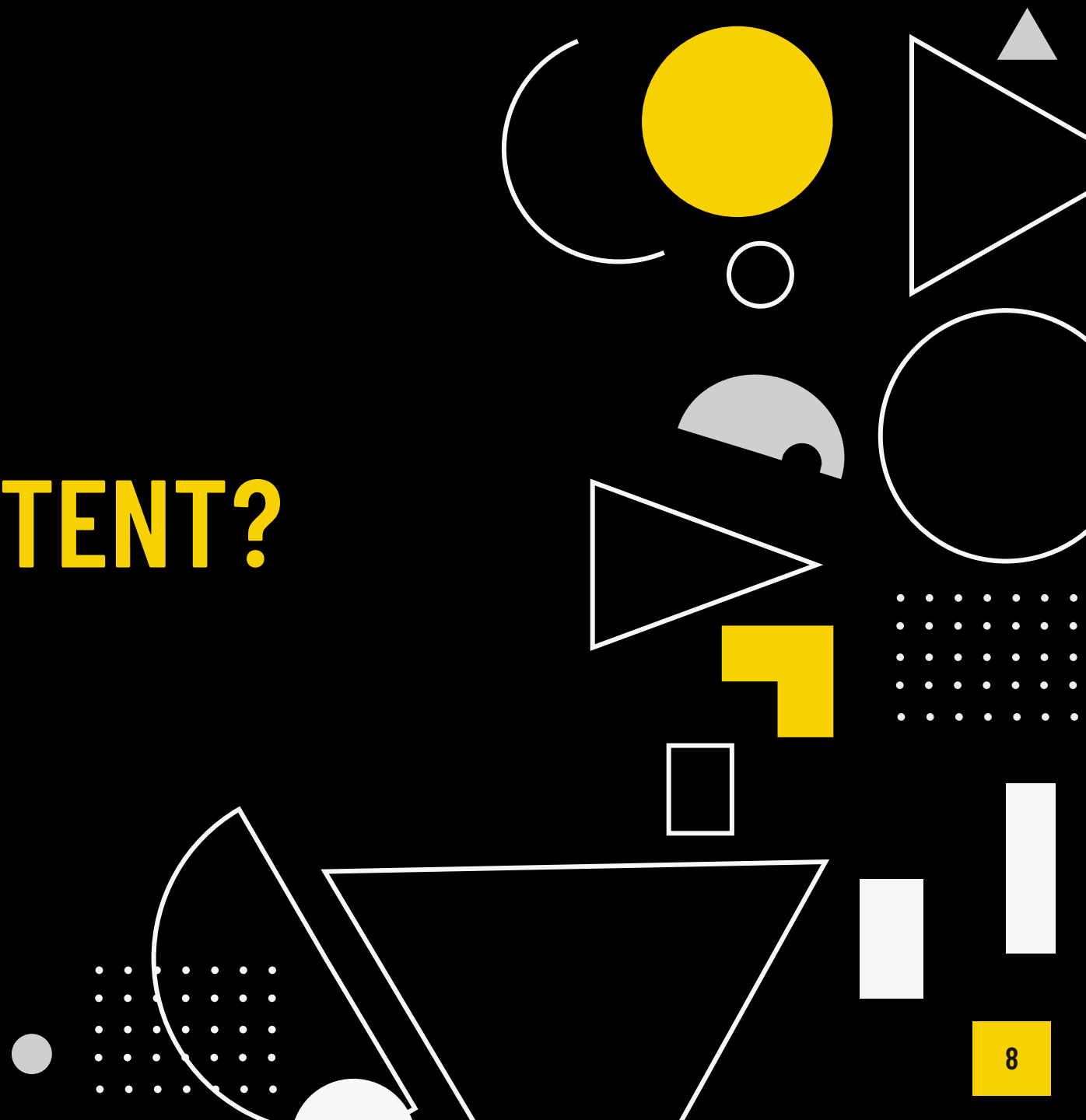
E.
A QUERY WITH



SO, LET'S TALK ABOUT THIS.

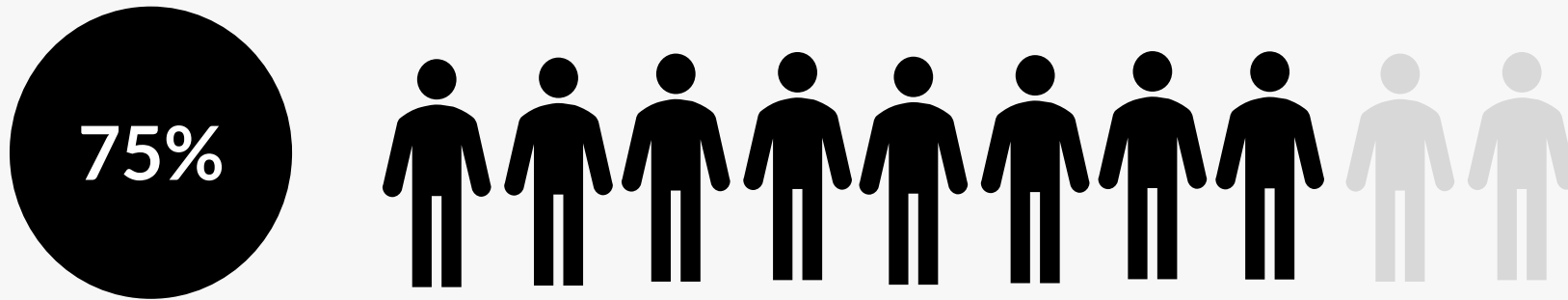
- What is search intent and why is it important?
- How can you classify for search intent yourself in Google sheets and Google Data Studio?
- How to adapt your strategy in international campaigns and in different industries?
- How to use search intent in content creation and strategy?

WHY SEARCH INTENT?

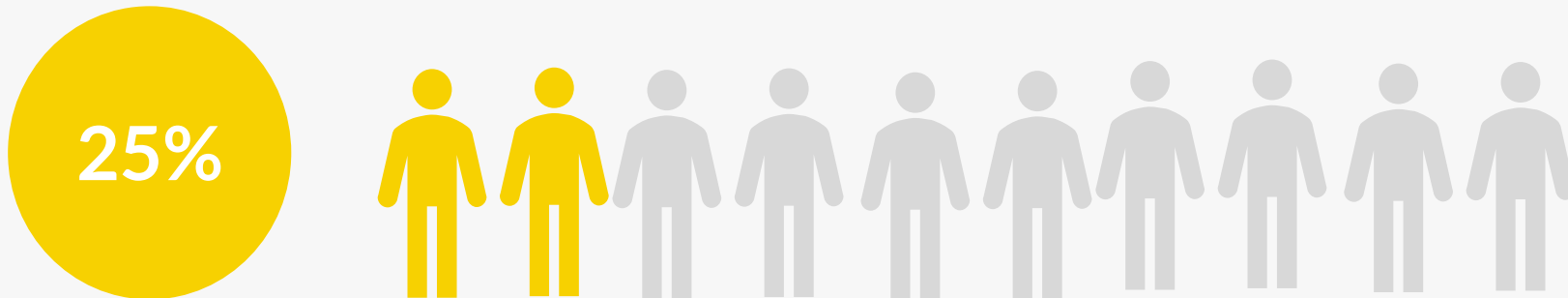


ACCORDING TO ACADEMIC STUDIES...

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.**





WHAT ARE THE **MAIN** **TYPES** OF INTENT IN SEARCH?



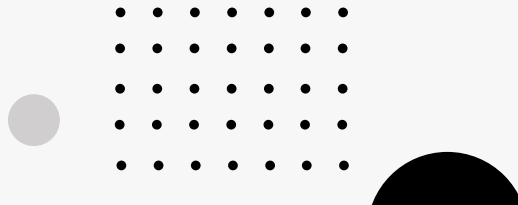
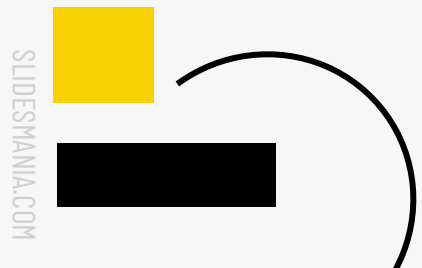
INFORMATIONAL SEARCH INTENT

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



NAVIGATIONAL SEARCH INTENT

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





TRANSACTIONAL SEARCH INTENT

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

**BUT WAIT... THERE'S
MORE**

COMMERCIAL SEARCH INTENT

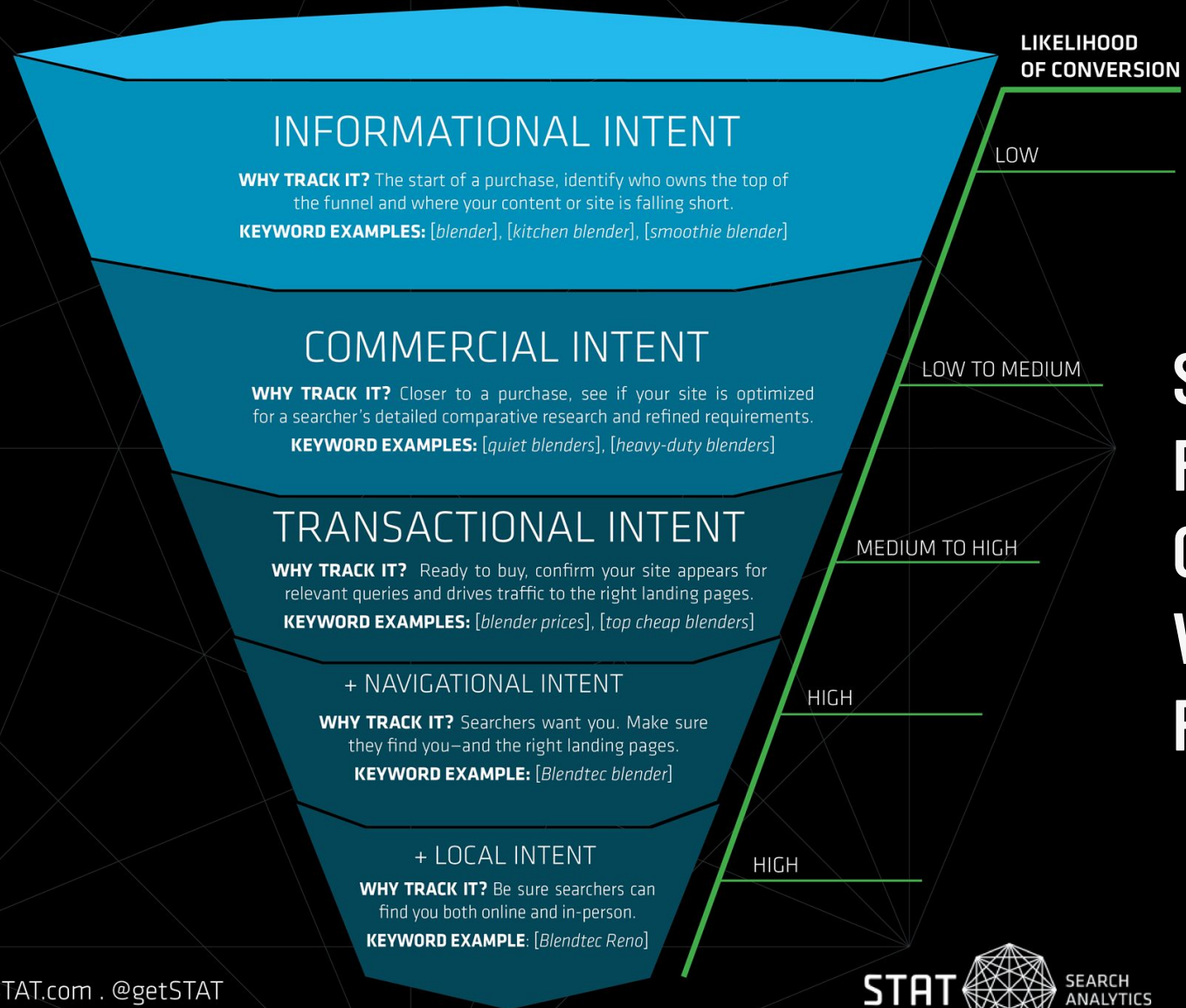
Demonstrating a desire to perform a **comparative evaluation** of organisations they **are already aware of**.

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

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.

WHY IS THIS IMPORTANT?

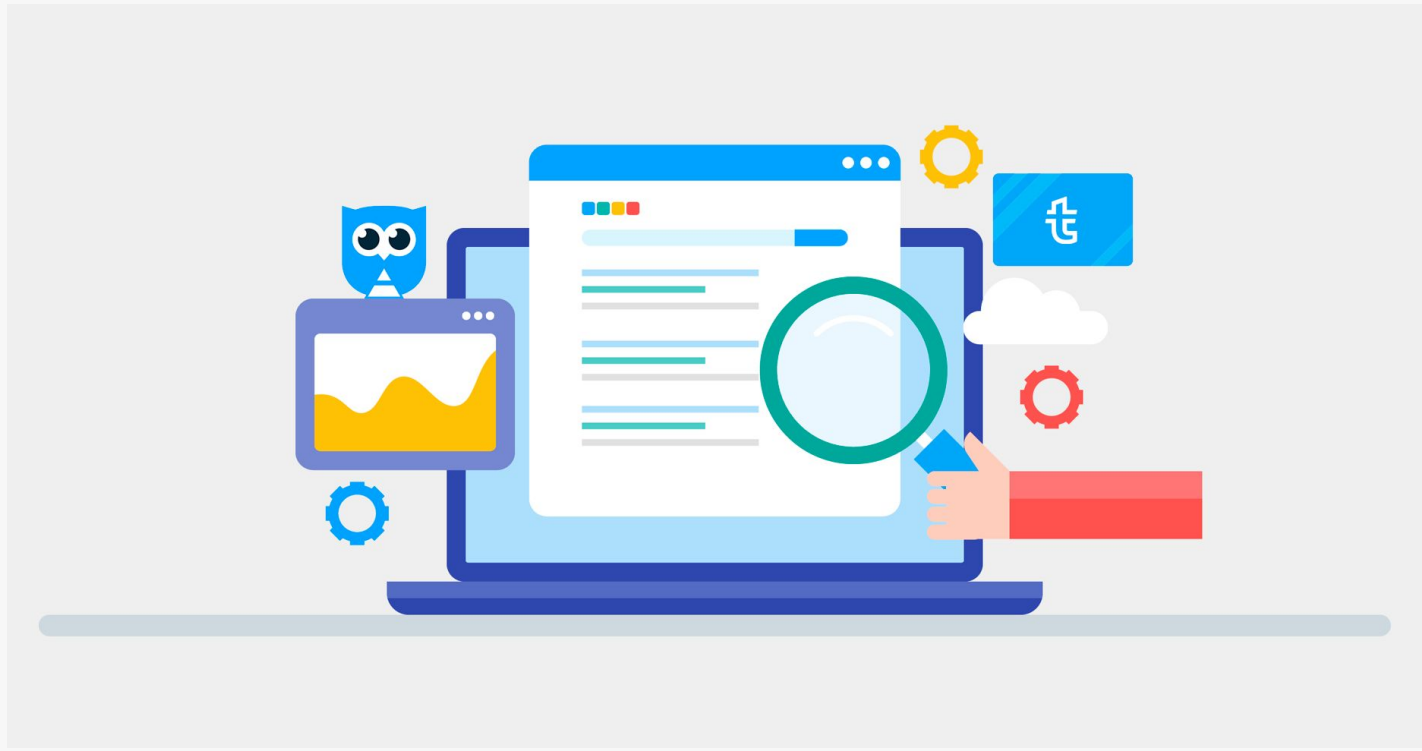
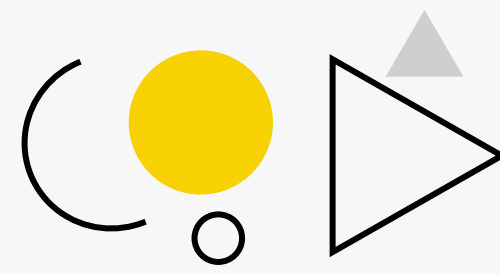


SEARCH INTENT FUNNEL CORRESPONDS WITH CONVERSION FUNNEL.

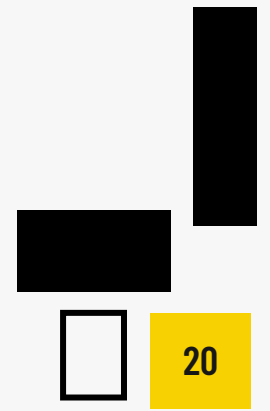
getSTAT.com . @getSTAT




**Understanding the query is the first
step in evaluating the task. -
Google**



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





HOW TO CLASSIFY KEYWORDS BASED ON SEARCH INTENT

SEARCH INTENT KEYWORD CLASSIFIER



UNDERSTANDING SEARCH INTENT

INFORMATIONAL

There is a recognized need, with no clear solution. The behavior is purely information-seeking. The searcher is asking general questions with the intention of learning and understanding potential pathways to a solution better.

NAVIGATIONAL

There is brand awareness. The searcher is solution-aware, but more specifically in the context of digital marketing, they are brand-aware. The searcher is interested in navigating to a specific destination, e.g. a brand website, a product page, a solutions landing page.

COMMERCIAL

There is a recognized need, recognized solution, and recognized vendors for providing this solution. The searcher in this stage is in the process of market evaluation, comparative analysis, and option consideration.

TRANSACTIONAL

There is a recognized need, recognized solution, and an indicator of transactional urgency. The user is purchase-oriented.

HOW TO USE THIS DASHBOARD:

1. Export broad match keyword research data from SEMrush Keyword Magic tool or Ahrefs Keyword Explorer
2. Make a copy of the dashboard
3. Plug your data (as a Google Sheet) and play.

Read the [full tutorial on how to use this dashboard](#) as part of content creation.

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

VIA DATA STUDIO



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

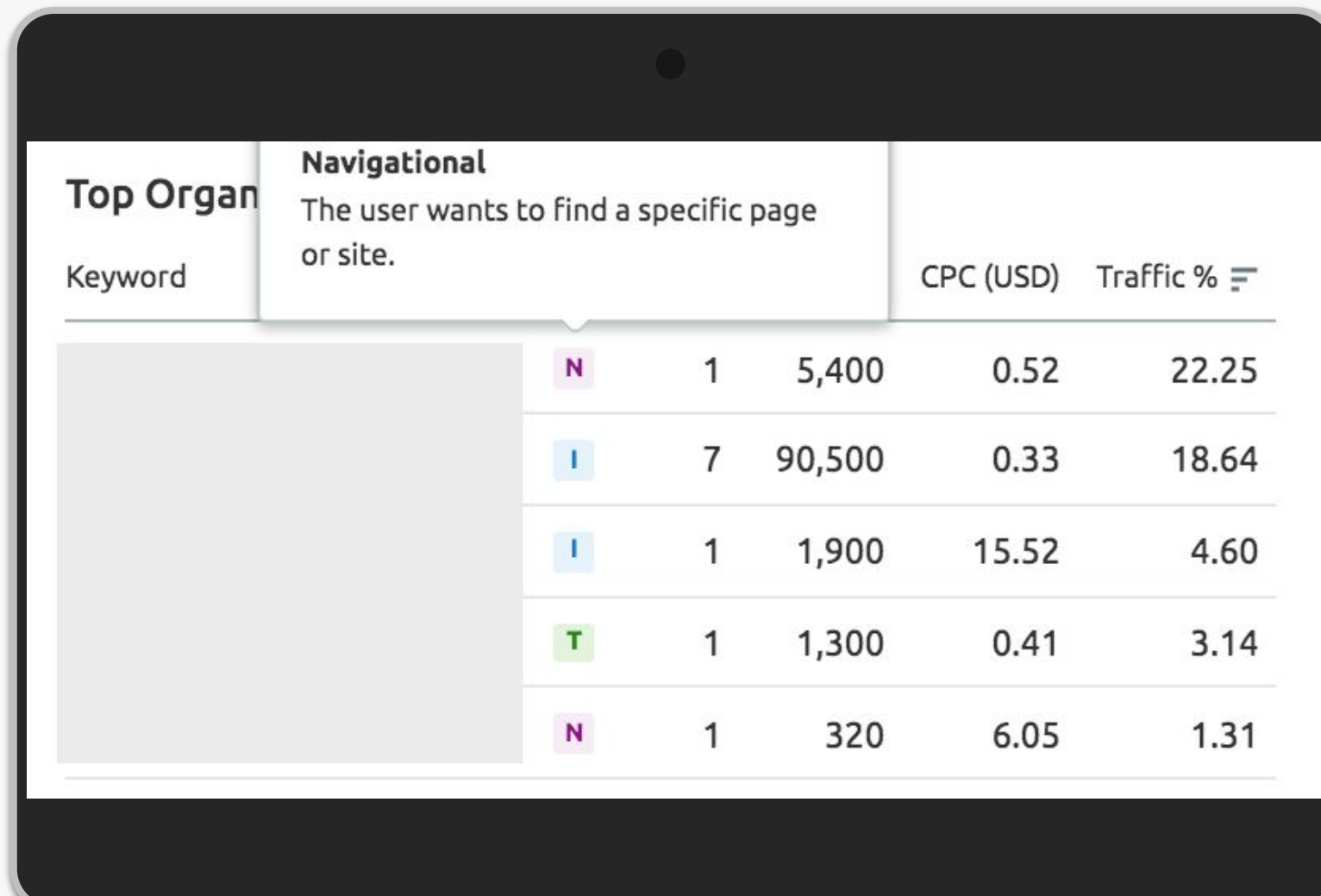
VIA FORMULAS IN GOOGLE SHEETS

	Informational	Volume	Difficulty	Navigational	Volume	Difficulty	Commercial	Volume	Difficulty	Transactional	Volume	Difficulty	Informational	Vol
1	Competitor KW Gap Analysis													
2	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	
3	how to cancel barkbox	1600	39	say it loud	2400	57	marketing agencies near mi	70	34	best rss feeds	720	64	learn ui ux desig	
4	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	
5	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 les	
6	what does cpg stand for	1000	39	florida capital bank	1300	49	what percent of purchase di	50	32	brand vs logo	390	40	examples of ui u	
7	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	
8	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	
9	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	
10	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	
11	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	
12	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	
13	experiential marketing exan	480	55	orlando lions	590	65	marketing firm usa	20	63	crm best practices	210	38	ui and ux design	
14	how much traffic does a wel	480	55	orlando rep	590	49				best digital marketing agenc	170	50	how to improve t	
15	how to cancel ritual vitamins	480	25	creative agencies near me	480	60				best logo designers	170	59	how to learn ui u	
16	what does impressions mee	480	30	digital marketing orlando	480	49				best social media platforms	170	73	mobile ui ux desi	
17	how to facilitate a meeting	390	51	scan design orlando	480	26				best video production comp	170	51	how to get into u	
18	how to start a skincare busi	390	29	tag agency orlando	480	47				best marketing agency web	140	45	how to learn ui u	
19	what does dink stand for	390	53	advertising agencies in orla	390	37				best marketing platforms	140	71	how to start ui w	
20	why oxford comma is impor	390	30	digital marketing agency ori	390	46				best ui design software	140	53	learn figma ui ux	
21	why the oxford comma is in	390	32	goodwill industries of centra	390	35				podcast vs radio	140	37	learn figma ui ux	
22	how big is austin	320	57	orlando city lions	390	70				what is the best anti aging c	140	75	learn ui ux desig	
23	how many people live in chi	320	52	orlando city logo	390	27				best ott platforms	110	42	learn ui ux desig	
24	how to cancel barkbox subs	320	34	rob orlando	390	22				buca di beppo best dishes	110	30	learn ux and ui d	
25	how to make a brand name	320	53	web design florida	390	40				content marketing vs digital	110	37	the difference be	
26	local seo tips	320	60	advertising agencies in flori	320	40				conversion rate optimizer	110	71	tips for ui ux des	

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

VIA PAID TOOLS (Eg. SEMRUSH)

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



The screenshot shows a search engine tool interface with a table of results. The table has columns for 'Keyword', 'Intent', 'Rank', 'Volume', 'CPC (USD)', and 'Traffic %'. The 'Intent' column contains color-coded letters: N (purple), I (blue), I (blue), T (green), and N (purple). A grey box obscures the 'Keyword' column.

Top Organ	Keyword	Intent	Rank	Volume	CPC (USD)	Traffic %
		N	1	5,400	0.52	22.25
		I	7	90,500	0.33	18.64
		I	1	1,900	15.52	4.60
		T	1	1,300	0.41	3.14
		N	1	320	6.05	1.31

VIA SOME SORCERY (?)

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



THE NITTY-GRITTY

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

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

SEARCH INTENT KEYWORD CLASSIFIER [LAZARINA STOY]

File Editing View Insert Page Arrange Resource Help

Reset Share View

Add page Add data Add a chart Add a control Theme and layout

TRANSACTIONAL

Keyword: 243.0
Keyword Difficulty: 28.0
Volume: 1.5K
Competitive Density: 0.1

Keyword	Volume	Keyword Difficulty
chatbot pricing	170	31
food ordering chatbot github	90	25
facebook chatbot pricing	90	38
salesforce einstein chatbot pricing	70	38
chatbot buy	70	42
buy a chatbot	50	28
price negotiator ecommerce chatbot...	50	2
ibm chatbot pricing	50	27

EASY KEYWORD OPPORTUNITY

MONEY KEYWORDS

Chart > Table

DATA

STYLE

Descending

Ascending

Filter

Table Filter

Available Fields

- Competitive Density
- CPC (USD)
- Keyword

Edit Filter

CLOSE

Name

Transactional Search Intent

text-mining_broad-match_us_2021-05-...

Include

ABC Keyword

RegExp Contains

buy|price|cheap|expensive|recommendation|recommended|ne

OR

AND

IN SHEETS, USE A FORMULA

100%
£ % .0 .00 123
Inconsolata
11
B *I* ~~S~~ A
🔍 🏠 📄 📑
☰ ⏴ ⏵ ↶ ↷ ↸
🔗 📎 📊 🔍

V3 fx =filter('🚀 Organic KW Opportunities'!B:B, REGEXMATCH('🚀 Organic KW Opportunities'!B:B, "best|top|vs|review|cheap|comparison"))

	M	N	O	P	Q	R	S	T	U	V	W	X
1	Organic KW Opportunities											
2	Informational	Volume	Difficulty	Navigational	Volume	Difficulty	Commercial	Volume	Difficulty	Transactional	Volume	Difficulty
3	ui ux design exam	170	51	ui ux design age	480	55	ui ux design firm	210	58	ux vs ui desi	1000	55
4	learn ui ux design	140	70	ux ui design age	90	16	social media ma	480	60	ux design vs ui d	260	58
5	ui ux design vide	90	57	best ui ux design	70	61	social media ma	210	55	best colleges for	90	25
6	best books to lea	70	39	ui ux design age	70	2	tai lopez social n	30	40	best books to lea	70	39
7	examples of ui u	70	52	ux ui design age	50	21	best social media	20		best software for	70	52
8	best way to learr	50	61	ui & ux design a	40	53	cheap social me	10		best ui ux design	70	61
9	how long does it	50	32	ui ux design age	40	15	social media ma	10		best ui ux design	50	42
10	android material	40	33	clay ui ux design	30	27	social media ma	10		best ui ux design	50	37
11	does ui ux design	40	27	ui ux design age	30	12	cheap web design	50	43	best ui ux design	50	48
12	how to get into u	40	52	ui ux design age	30	24	web design and	50	58	best way to learr	50	61
13	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
14	ui and ux design	40	50	ui ux design age	20		web design and	30	64	ui ux design revis	50	42
15	how to improve u	30	48	ux ui web design	20		web design and	20		best ui ux design	40	49
16	how to learn ui u	30	57	social media ma	5400	79	web design and	20		best ui ux design	30	38
17	mobile ui ux desi	30	43	social media ma	480	60	ultimate web des	10		best ui ux design	30	54

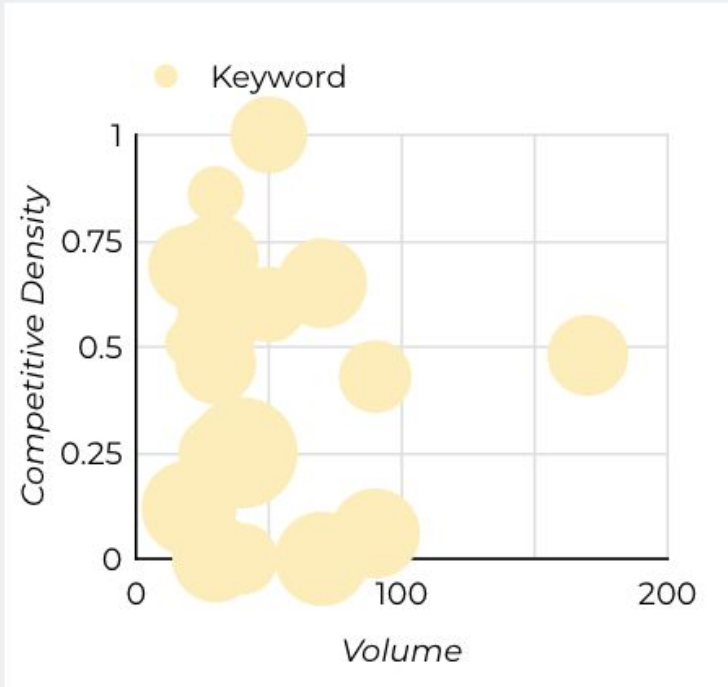
PRIORITIZE.

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

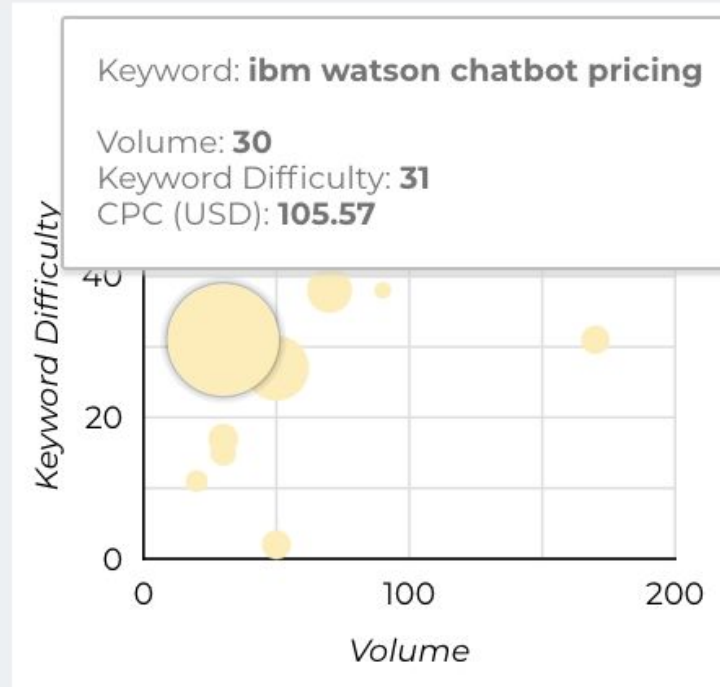
```
?=IF(REGEXMATCH(C2, "YOURBRANDNAME | we | us | our"), "navigational intent", IF(REGEXMATCH(C2, "your|buy|price|cheap|expensive|recommendation|recommended|near me|firm|coupon|order|purchase|pricing|best|top|vs|review|cheap|comparison|as a manager"), "high intent", IF(REGEXMATCH(C2, "how|why|does|which|when|who|which|guide|tutorial|learn|examples|resource|idea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

INCORPORATE OTHER METRICS.

EASY KEYWORD OPPORTUNITY



MONEY KEYWORDS



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



WHAT SHOULD YOU CONSIDER FOR INTERNATIONAL KWR?

All queries have a **task**
language and **task location**.

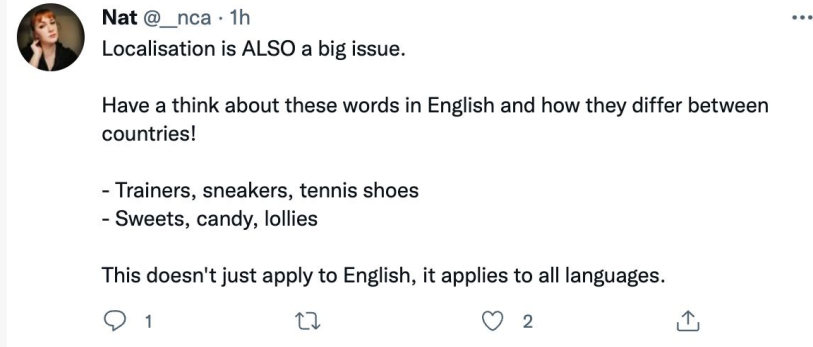
LANGUAGE CAN BE TRICKY DUE TO REASONS SUCH AS:

-SAME WORDS IN DIFFERENT
LANGUAGES MEAN DIFFERENT THINGS



-IDIOMS

- HOMONYMS AND HOMOGRAPHS



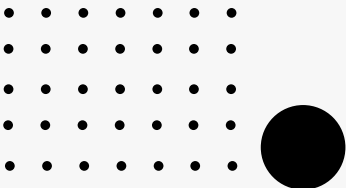
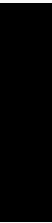
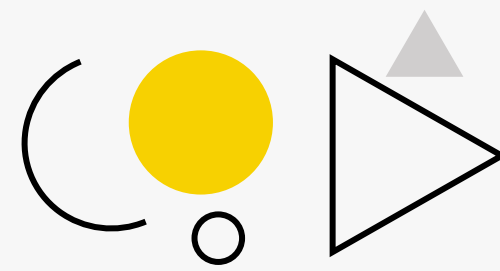
11. The English word "gift" means "poison" in German and Norwegian and "married" in Swedish.

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.

website easy to find. In simple cases, different countries use different terms, so you might optimize your content accordingly. For example, different users 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.

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.





**SIMPLY TRANSLATING THE
KEYWORDS IS NOT ENOUGH.**

WHAT ABOUT LOCATION?

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

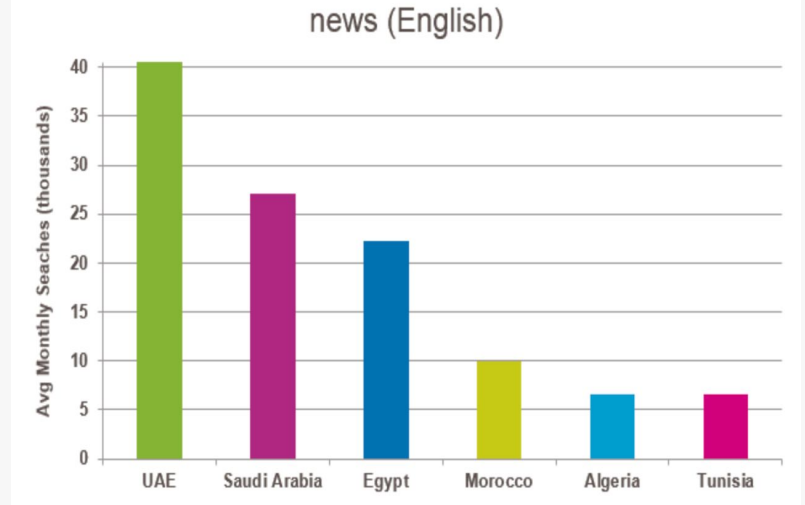
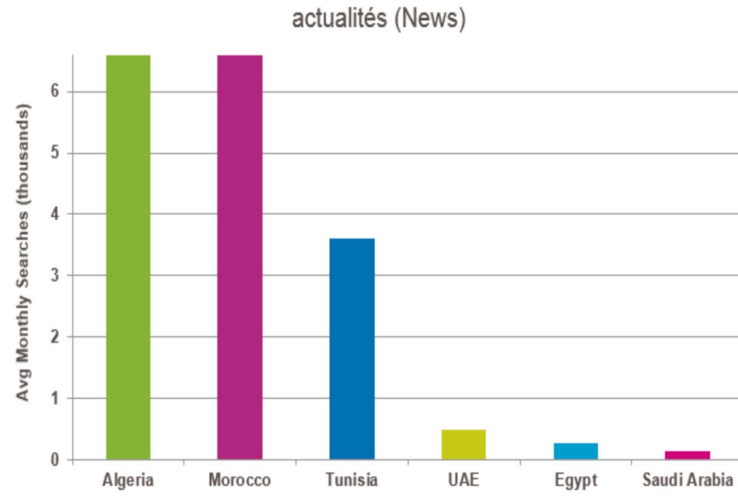
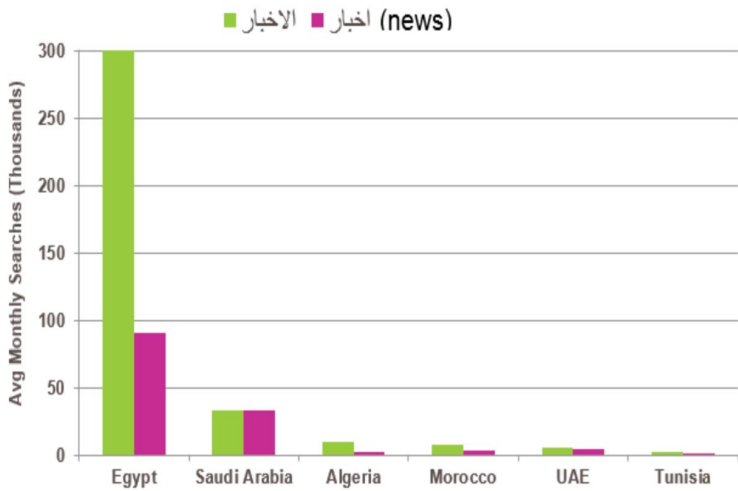


Query: [football]
Locale: English (US)

A stick figure is shown on the right, holding a mobile phone to its ear. A thought bubble above the figure contains a soccer ball.
The flag of the United Kingdom.

Query: [football]
Locale: English (UK)

CULTURAL DIFFERENCES AFFECT SEARCH (💡)



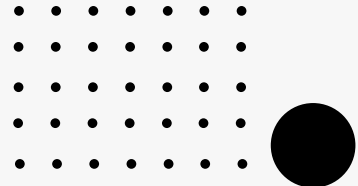
Egypt



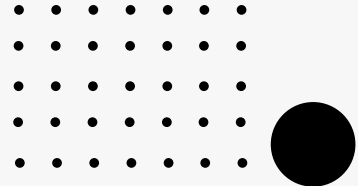
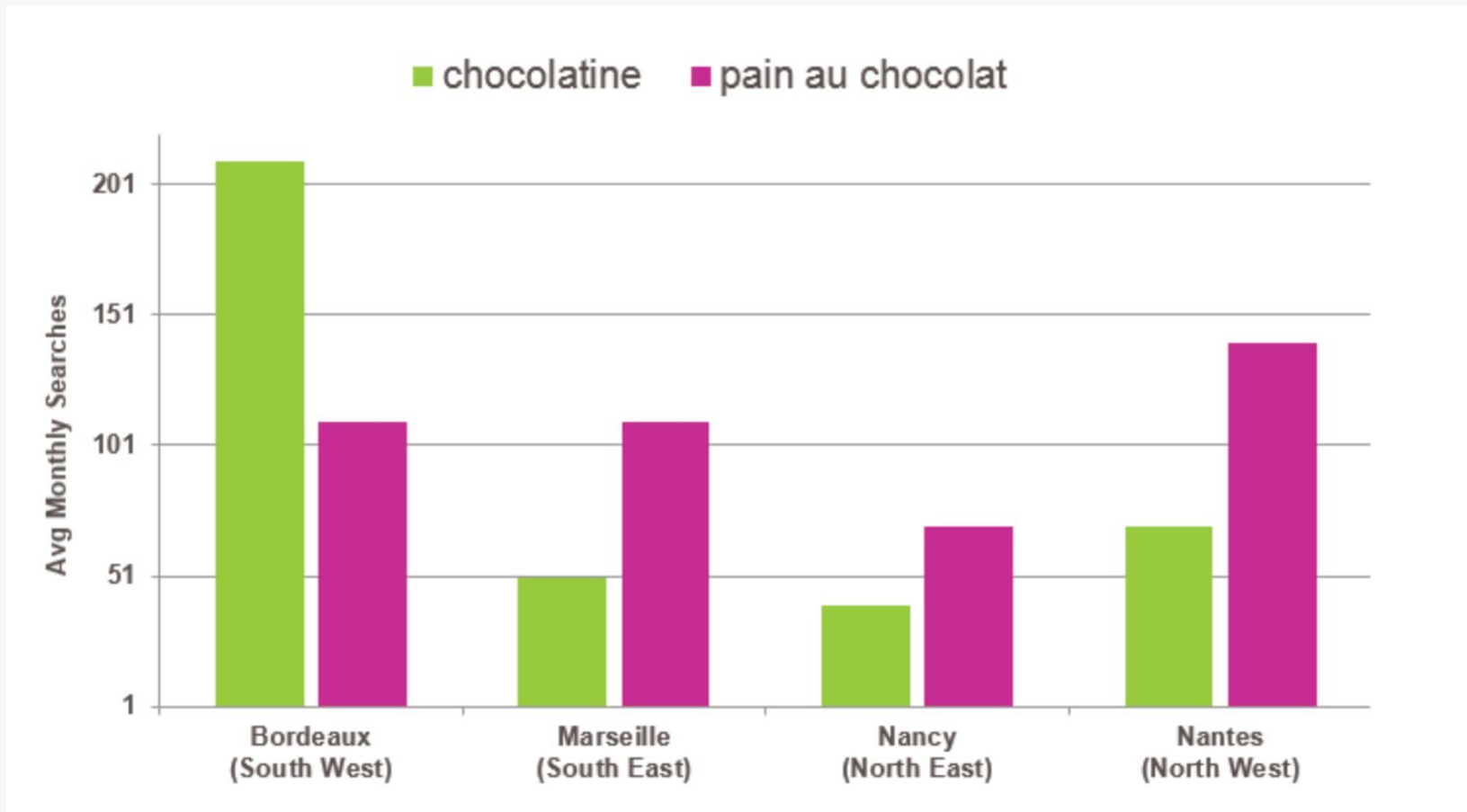
Tunisia



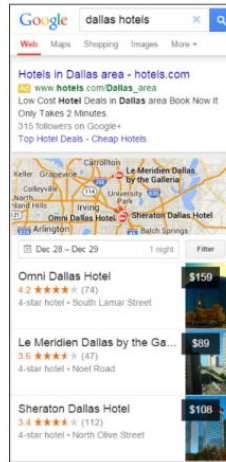
UAE



KEY TERMS RARELY TRANSLATE 1:1

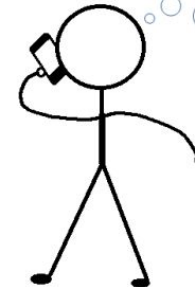
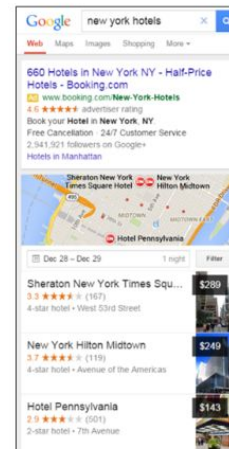


EXPLICIT LOCATION ≠ LOCALE



My mom is coming to visit. I need to find a hotel for her nearby.

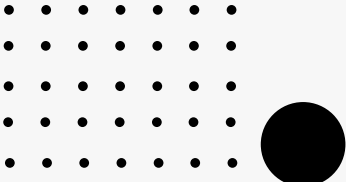
Query: [Dallas hotels]
Locale: English (US)
User Location: Dallas, TX
Explicit Location: Dallas



I need a hotel for my trip to New York.

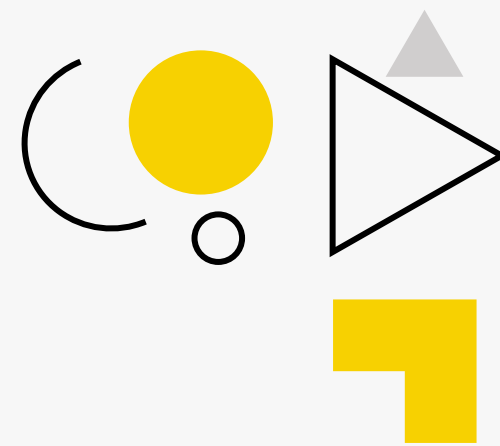
Query: [New York hotels]
Locale: English (US)
User Location: Dallas, TX
Explicit Location: New York

e
esn't.

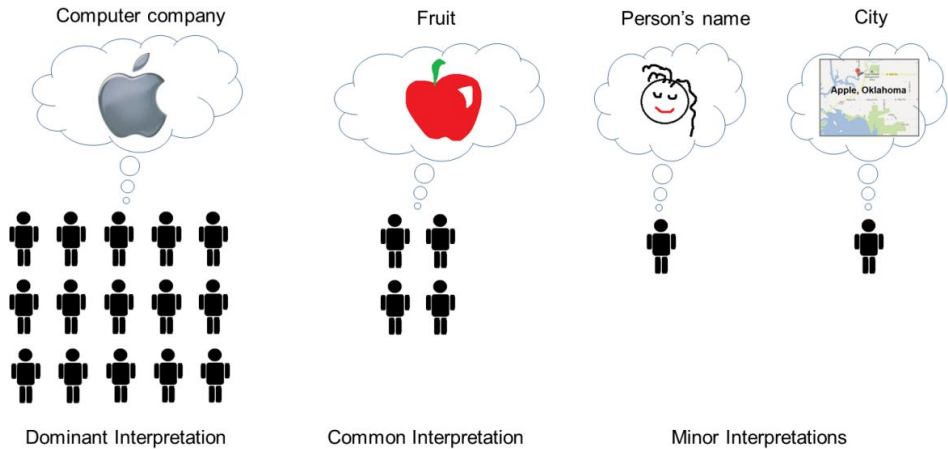


INTENT IS IMPORTANT

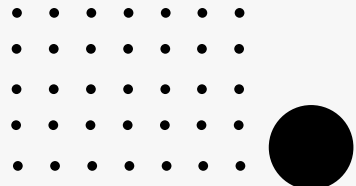
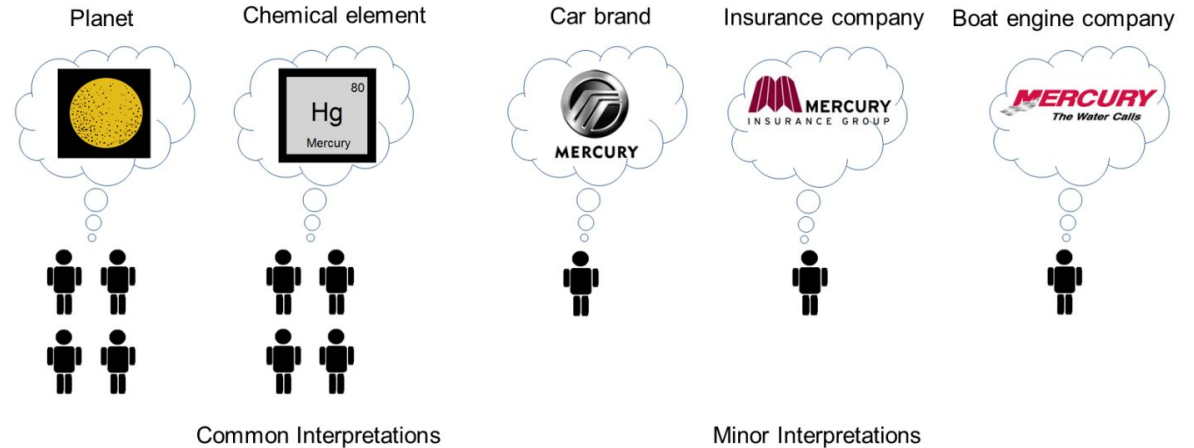
Single keyword intent is difficult to determine, but can be via collective search trends per location, paired with user location, interests.



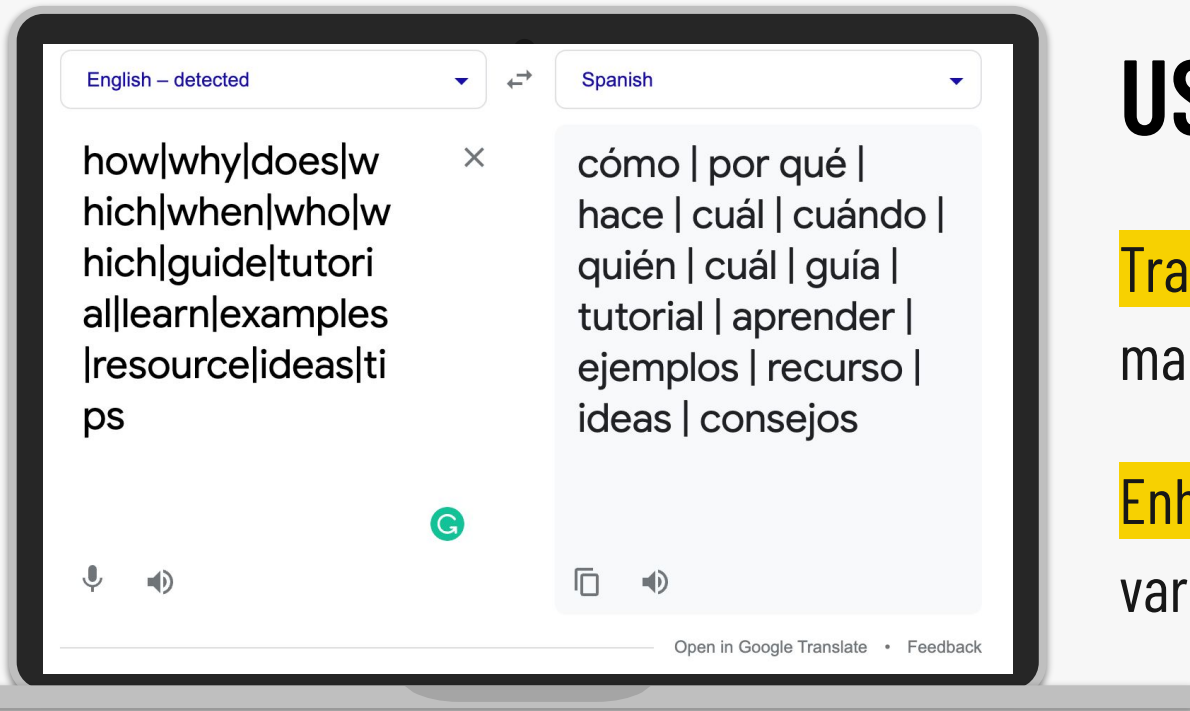
Query: [apple]
Locale: English (US)



Query: [mercury]
Locale: English (US)



WHAT TO DO?



USE REGEX STRATEGICALLY.

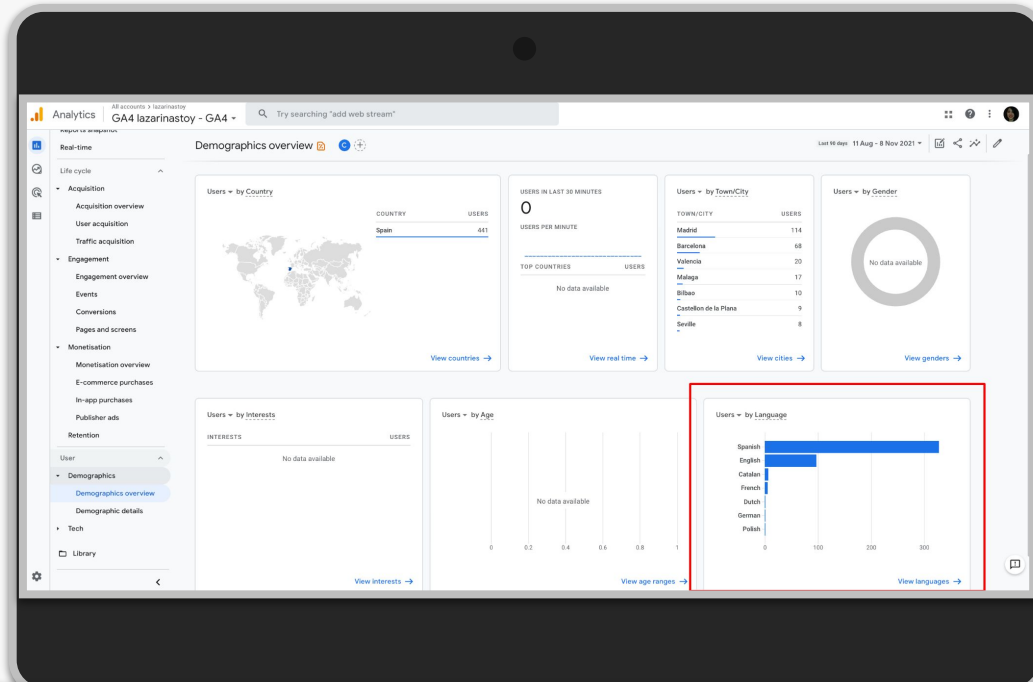
Translate only the filter keywords of the four main categories.

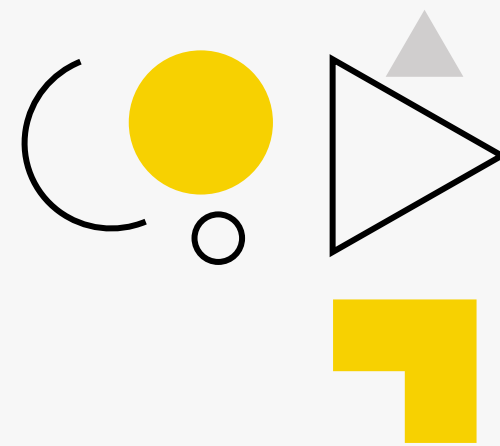
Enhance the filters with keyword alternatives, variations, localised expressions, and other

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.

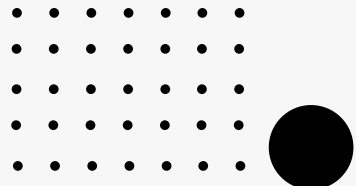
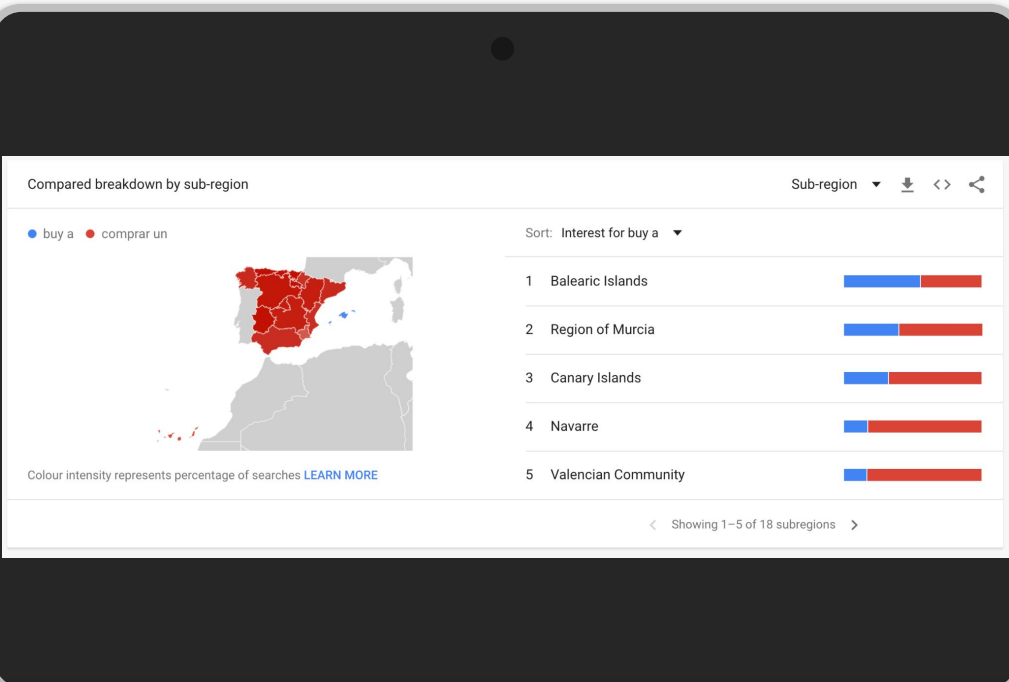




BEWARE OF DISCREPANCIES.

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

Research variations in **all local languages**





LET'S NOT FORGET



**CONSULT AN SEO
LOCALISATION EXPERT.**



○ **INDUSTRY ADAPTATION IS
EQUALLY IMPORTANT.**

**INTENT IS EXPRESSED
DIFFERENTLY IN DIFFERENT
INDUSTRIES.**

**FOR INSTANCE,
TRANSACTIONAL IS...**

...IN ECOMMERCE:



Buy|price|purchase|pricing

cheap|expensive

recommendation|recommended

near me|firm|coupon|order

...IN SAAS:



Price|pricing|plans|features

alternative|support

signup|demo

request|trial|free trial

License|product key|API key

...IN SERVICE INDUSTRY:



call|book|contact|reach|find
services|what we
do|work|portfolio|solutions
Pricing|demo|testimonials
consultancy|operations



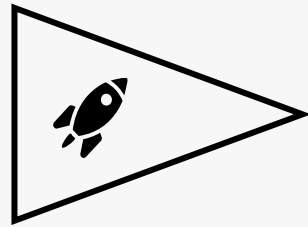
WE MUST CONTINUE TO ADAPT

BUT HOW?

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?

WHAT ABOUT SEARCH INTENT IN CONTENT CREATION?

GET AN OVERVIEW OF THE KEYWORD CLUSTER.

CLUSTER OVERVIEW

Keyword
34.3K

Keyword Difficulty
29.3

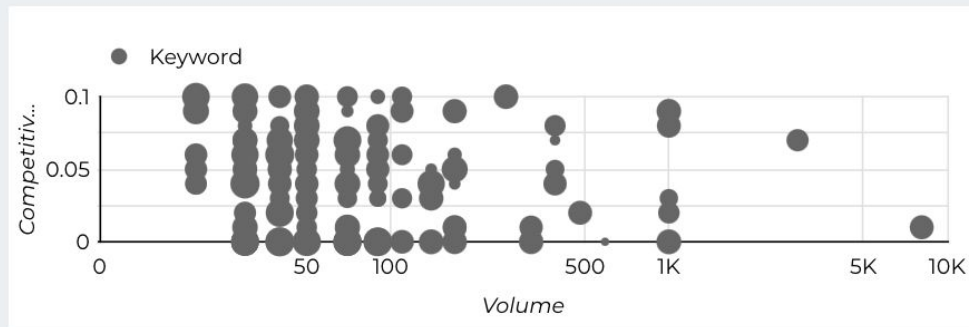
Volume
305.9K

Number of Results
11.7B

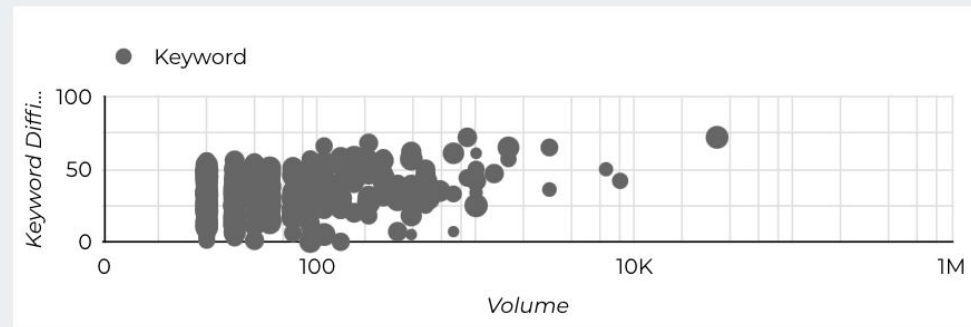
CPC (USD)
0.6

Competitive Density
0.07

EASY KEYWORD OPPORTUNITY



MONEY KEYWORDS



Keyword

Equals

SERP Features

Equals

FIND THE SEARCH INTENT KEYWORD DISTRIBUTION IS FOR A RELATED KEYWORD

Keyword: SERP Features: Enter a value

INFORMATIONAL

Keyword: 3.7K | Keyword Difficulty: 35.0 | Volume: 21.4K | Competitive Density: 0.05

Keyword	Volume	Keyword Difficulty
How to create a chatbot	220	48
How do chatbots work	200	45
How to learn chatbot	170	37
How to set up a chatbot in python	140	45
How to make a chatbot in python	140	42
Chatbot tutorial	140	42
How do chatbots really work	130	40
Chatbot writing chatbot	110	48

EASY KEYWORD OPPORTUNITY



MONEY KEYWORDS



NAVIGATIONAL

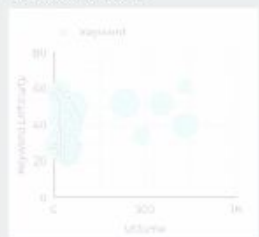
Keyword: 468.0 | Keyword Difficulty: 41.7 | Volume: 5.4K | Competitive Density: 0.07

Keyword	Volume	Keyword Difficulty
amazon chatbot	720	40
amazon chatbot	720	41
hugoboss chatbot	300	34
sourcechatbot	480	38
zendesk chatbot	380	32
amazon hi chatbot	110	38
chatbot hubspot	110	50
amazon hi chatbot	110	46

EASY KEYWORD OPPORTUNITY



MONEY KEYWORDS



EASY KEYWORD OPPORTUNITY



MONEY KEYWORDS



Keyword: SERP Features: Enter a value

INFORMATIONAL

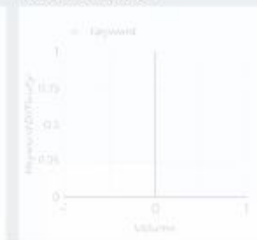
Keyword: 7.0 | Keyword Difficulty: No data | Volume: 0.0 | Competitive Density: 0

Keyword	Volume	Keyword Difficulty
How to use bots for business IT chatbot	0	70
How do we automate these cases...	0	70

EASY KEYWORD OPPORTUNITY



MONEY KEYWORDS



NAVIGATIONAL

Keyword: 2.0 | Keyword Difficulty: No data | Volume: 0.0 | Competitive Density: 0

Keyword	Volume	Keyword Difficulty

EASY KEYWORD OPPORTUNITY

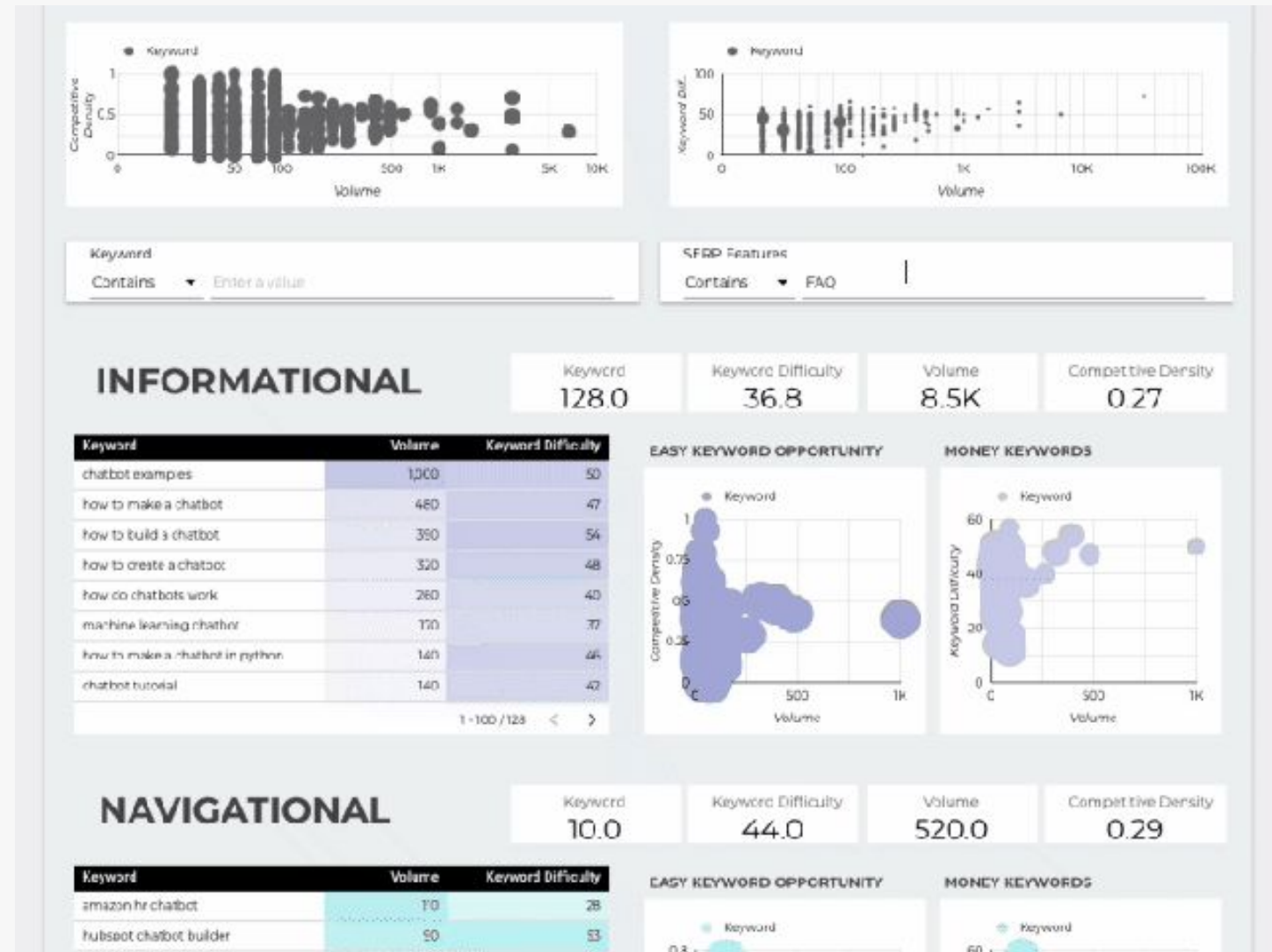


MONEY KEYWORDS



SEARCH KEYWORDS BY TYPE OF SERP FEATURE.

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

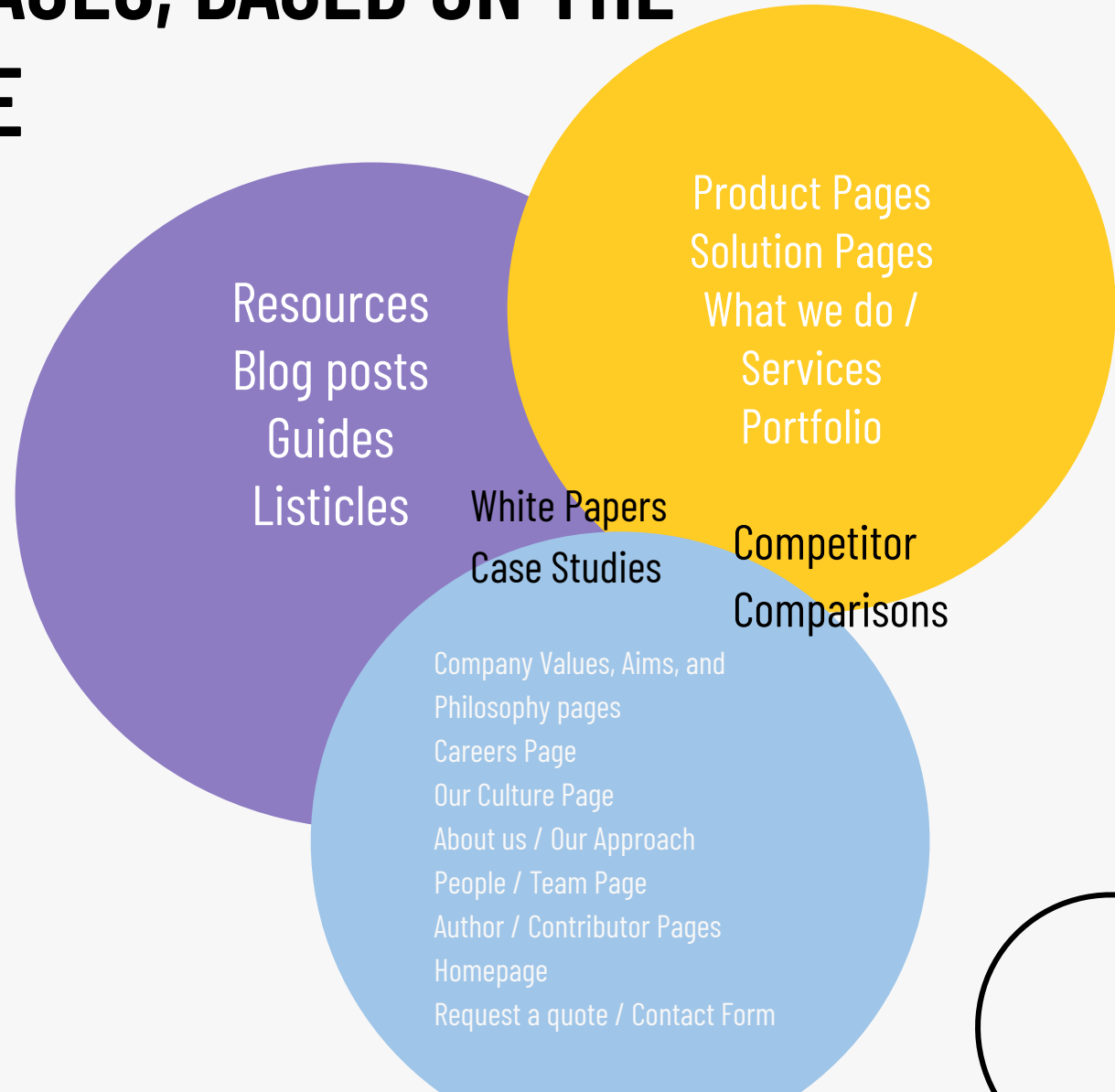


OPTIMIZE THE SITE'S MAIN PAGES, BASED ON THE TYPE OF INTENT THEY SERVE

Resource Pages → Informational Intent

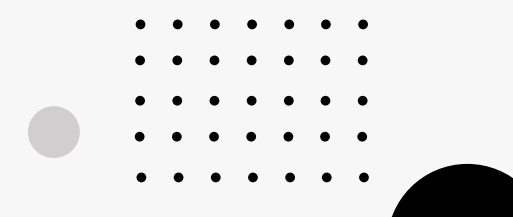
Company Pages → Navigational Intent

Product Pages → Transactional Intent





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
- 

THANK YOU!

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](#)



CREDITS.

Presentation Template: [SlidesMania](#)

Images: [Unsplash](#), [GETSTAT](#), Giphy