Goskills

Search Intent and SEO: How to Attract the Ideal Customer

GoSkills online course syllabus

Skill level
Beginner

Lessons
21

Pre-requisites
No prior experience needed

Video duration
47m

Estimated study time
47m 28s

Instructor
Nels Henderson

Introduction

1 Leverage search intent for marketing

Understanding search intent and its relationship to search engine optimization is key to presenting your product or service as a solution to your customers' problems.

Uncover Customer Search Intent

2 Intro to search intent

Potential customers search for solutions to their problems when they pick up their phone or open Google on their browser.

3 Focus on ideal search terms

Focusing on search terms that are too generic may not be the best strategy for optimizing your website and marketing campaigns.

4 Narrowed search criteria

It's the customer who knows a little more about what they want that you want to target.

5 Identify hidden search phrases

Soon, you will see how some customer search methods may have low search volumes but are incredibly important to your business.

6 Anticipate search intent

Once you know what people are searching for and the questions they might have, you can optimize your website and your marketing campaigns to be at the right place at the right time, making you the obvious solution to their problem.

Match Search Intent to the Customer Journey

7 Build customer awareness

The customer journey begins with awareness and involves being the solution that shows up at the right place at the right time.

8 Match content to concerns

Your website can serve as a way for potential customers to get all their questions answered and for figuring out what those questions are through understanding search intent, which will lead to more conversions.

9 Increase sales in the conversion phase

Answering the right questions, combined with your understanding of search intent and matching appropriate promotions to this part of the sales funnel, can ensure a successful sale.

10 Drive customer retention

Keeping a customer returning for future purchases can be as important as their first purchase.

Conduct Keyword Research

11 Identify common search terms

Paying attention to search suggestions that appear when you enter what you think is a common search term on Google can form the baseline for your keyword research.

12 Leverage Google Keyword Planner

With tools from Google, you can see what people are searching for in real life to reach your website, and some findings may surprise you.

13 Keyword phrases with AI

Finding new ways to align search intent with your product can help increase traffic to your site and boost sales.

Map Your Keyword Research

14 Analyze search volume

Your initial prioritization and mapping will focus on search volume and how keywords and phrases align with the search curve.

15 Create and group keyword clusters

As you conduct your keyword research, topics may emerge that warrant grouping, which can then inform your marketing campaigns, content, and SEO efforts.

16 Prioritize keyword clusters

Finalizing your list of keywords can yield a list of questions that a diverse group of consumers might have about your product from the start of their search.

Optimize Your Marketing Efforts

17 Optimize your website

Now that you understand how people search for you, it's crucial to optimize your pages to reflect and position your product or company according to search intent.

18 Integrate search intent

Determining the questions your customers might have about your product can form the foundation of a content marketing campaign that enhances your SEO.

19 Match keyword clusters to Google Ads

Having improved your SEO, there's no reason not to use this work to enhance your Google Ads or other display advertising campaigns.

20 Leverage social media

Recent studies show that people often initiate their searches on social media apps.

Conclusion

21 Next steps

Thank you for watching this course!

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