FREE CHAPTER 5 COMPANION RESOURCE

Search Intent Worksheet

Match valuable customer searches to the right page, a relevant offer, and a useful next action.

SEARCH PHRASE | PRIMARY INTENT | BEST PAGE TYPE | RELEVANT OFFER | NEXT ACTION

Start with searches that matter to the business

Enter one search phrase in each entry. Choose its primary intent, then decide which page, offer, and next action would best serve that customer. You can revise your choices as you learn more.

A QUICK GUIDE TO INTENT

Informational	Learn or understand a problem
Commercial	Compare approaches or providers
Transactional	Buy, book, request, or hire
Navigational	Find a particular business or page

Use the online tool or work through this PDF

This PDF has six fillable search entries and a page for your first three actions. Use Local intent and Secondary intent when they help clarify a mixed or location-based search. Check the current search results before investing in a new page.

BEST FILLABLE EXPERIENCE

Download the PDF and open it in Adobe Acrobat Reader. Save a copy after entering your answers. You can also print blank pages and write by hand.

COMPLETE ONE ENTRY PER CUSTOMER SEARCH

Map Search to a Useful Next Step

Use the five core fields. The last row is optional when intent is local or mixed.

SEARCH 01

1 SEARCH PHRASE

2 PRIMARY INTENT

3 BEST PAGE TYPE

4 RELEVANT OFFER

5 NEXT ACTION

LOCAL INTENT

SECONDARY INTENT

EVIDENCE / NOTES

SEARCH 02

1 SEARCH PHRASE

2 PRIMARY INTENT

3 BEST PAGE TYPE

4 RELEVANT OFFER

5 NEXT ACTION

LOCAL INTENT

SECONDARY INTENT

EVIDENCE / NOTES

SEARCH 03

1 SEARCH PHRASE

2 PRIMARY INTENT

3 BEST PAGE TYPE

4 RELEVANT OFFER

5 NEXT ACTION

LOCAL INTENT

SECONDARY INTENT

EVIDENCE / NOTES

COMPLETE ONE ENTRY PER CUSTOMER SEARCH

Map Search to a Useful Next Step

Use the five core fields. The last row is optional when intent is local or mixed.

SEARCH 04

1 SEARCH PHRASE

2 PRIMARY INTENT

3 BEST PAGE TYPE

4 RELEVANT OFFER

5 NEXT ACTION

LOCAL INTENT

SECONDARY INTENT

EVIDENCE / NOTES

SEARCH 05

1 SEARCH PHRASE

2 PRIMARY INTENT

3 BEST PAGE TYPE

4 RELEVANT OFFER

5 NEXT ACTION

LOCAL INTENT

SECONDARY INTENT

EVIDENCE / NOTES

SEARCH 06

1 SEARCH PHRASE

2 PRIMARY INTENT

3 BEST PAGE TYPE

4 RELEVANT OFFER

5 NEXT ACTION

LOCAL INTENT

SECONDARY INTENT

EVIDENCE / NOTES

REVENUE POTENTIAL / SPEED / CONFIDENCE

Choose Your First Three Actions

Review your mapped searches. Select up to three opportunities that could bring valuable customers, can be improved soon, and have a convincing intent-to-page match.

1 PRIORITY ACTION 1

SEARCH PHRASE

PAGE TO IMPROVE

NEXT ACTION FOR THE CUSTOMER

WHY THIS ONE? CONSIDER REVENUE POTENTIAL, SPEED, AND CONFIDENCE.

2 PRIORITY ACTION 2

SEARCH PHRASE

PAGE TO IMPROVE

NEXT ACTION FOR THE CUSTOMER

WHY THIS ONE? CONSIDER REVENUE POTENTIAL, SPEED, AND CONFIDENCE.

3 PRIORITY ACTION 3

SEARCH PHRASE

PAGE TO IMPROVE

NEXT ACTION FOR THE CUSTOMER

WHY THIS ONE? CONSIDER REVENUE POTENTIAL, SPEED, AND CONFIDENCE.

NEXT: EXECUTE THE FASTEST HIGH-VALUE IMPROVEMENT FIRST.

Quickest Path to ROI SEO by Michael Hodgdon | quickestpathtoroiseo.com