







# Search Intent Explained



Intent Type	Example	What's Going On	Real-Life Analogy	Content Suggestions
<b>Commercial</b> 	Best DSLR cameras 2023	Searchers are <b>researching</b> products but <b>aren't ready to buy</b> yet.	Visiting an RV show to see new models and features, without a specific purchase in mind.	Highlight your product's unique features. Consider creating comparison charts or guides.
<b>Transactional</b> 	Buy unicorn slippers online	Searchers are <b>ready</b> to make a purchase or perform a specific action.	Going to a store with the intention to buy a specific item.	Ensure a smooth checkout process on your site. Display trust signals like reviews and secure payment badges.
<b>Navigational</b> 	Amazon customer service	Searchers are trying to <b>get to a specific website</b> or page.	Knowing the shop you want to visit in a mall and using a directory to find its location.	Optimize your brand's online visibility. Make sure your site's name and logo are clear and recognizable.
<b>Informational</b> 	What is search intent?	Searchers are <b>seeking answers</b> or information about a topic.	Visiting a library to research a topic for a school project.	Create in-depth articles or blog posts. Consider adding a FAQ section answering common industry questions.
<b>Local</b> 	Hardware store near me	Searchers are <b>looking for local businesses</b> or services.	Asking neighbors to recommend a lawn care service that serves your area.	Ensure your Google Business Profile is up to date. Highlight customer reviews on your website, and provide clear location details.
<b>Investigational</b> 	MacBook Pro vs. Dell XPS	Searchers are <b>researching</b> specific products or services but <b>might buy later</b> .	Checking out details of a new gadget before launch, or reading reviews after, to see if it lives up to the hype.	Provide detailed product guides or service descriptions. Showcase customer testimonials and reviews.