



Search Intent & the Marketing Funnel

Chance to convert: **LOW**



80% of all queries

Informational searches



Searcher is looking for information & knowledge to identify their problem



Tip: go after low competition keywords here to win them over



Best content: informative, step-by-step guides, FAQ

Chance to convert: **MEDIUM**



10% of all queries

Navigational searches



Searcher has identified their problem and is looking for a specific site to solve it



Tip: start to work in content related to your brand, proving yourself as the answer to their query



Best content: content that wins niche keywords such as "near me", "reviews", "top", "compare"

Chance to convert: **HIGH**



10% of all queries

Transactional searches



Searcher has found how to solve their problem, is ready to make a purchase



Tip: create case studies and content that supports your answer as "best"



Best content: pricing pages, product catalogue

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