

Keyword Intent Cheat Sheet

A free SEO resource by The Write Space by Dipali

The 4 Types of Search Intent

Intent	User Wants	Examples	Best Content
Informational	To learn	what is SEO, how to bake bread	Guides, blogs, tutorials
Navigational	A specific website	YouTube login, HubSpot blog	Homepage, landing page
Commercial	Compare before buying	best laptops under 50000	Comparison & review articles
Transactional	Take action	buy yoga mat online	Product pages, service pages

Quick Decision Tree

- Asks a question? → Informational
- Looks for a brand? → Navigational
- Compares options? → Commercial
- Ready to buy/book/contact? → Transactional

Power Words by Intent

Informational	how, guide, tutorial, tips, ideas
Navigational	login, website, near me, official
Commercial	best, vs, review, top, compare
Transactional	buy, hire, order, download, price

Bonus: 5-Step SEO Checklist

- Identify the primary keyword
- Determine search intent before writing
- Study the top 5 ranking pages
- Match your content format to intent
- Add internal links + optimized meta title

About the Author

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