

# A Guide to Keyword Relevance and Search Intent





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The world of keyword research is littered with advice, steps, and minutiae. It can be completely overwhelming if you're only looking for some basics. What are some of the key terms? How do you get started?

This guide is designed to give you some steps to get started with two keyword basics: relevance and search intent.

## Key Terms

### What is keyword relevance?

Keyword relevance is what it sounds like. Well, sort of. You do need to ask yourself, Is this keyword relevant to my business? That's a given. But you also need to ask yourself does my website's content match that relevant keyword?

### What is search intent?

Search intent goes hand in hand with keyword relevance. Search intent again is what it sounds like. This time you need to ask yourself, Why did someone search for this term? What were they looking for?

# Researching Keyword Relevance and Search Intent

## Step 1: Establish Your Own Intent

If you're trying to optimize a page for search engines, it all starts with the goal of your content. You have to pinpoint some key objectives:

- Who you are targeting
- What pain point are you addressing
- Why do you want readers to visit this page

These questions are essential to establishing what your content is trying to accomplish.

## Step 2: Topical Brainstorming



Once you have your who, what, and why, it's time to narrow your focus. Take the big, broad topic and whittle it down to match your criteria.

Here's an example. You sell chucks. Great shoes, right? Nope! You sell workholding chucks. That narrows down your topic dramatically right away. You don't want your reader to get confused and think you sell the shoes. You're working with these criteria:

- Who=manufacturers
- What=need custom workholding chucks
- Why=find a solution among your products

Now you know some basics about topics you can look into. Try to think like your reader/customer and how they would phrase a question that matches your criteria. Turn that into a list, and you have a perfect starting point for some keyword research.

Feeling stuck? Ask your sales team about previous customers with these characteristics and what questions brought them to you.

### Step 3: Research (Discretely)

You know the old saying, “Know thine enemy”? That’s definitely true in SEO. You have to know what your competitors are doing, and doing well, if you want to outrank them.

To covertly research your competitors, it is always essential to open an incognito window. There are too many cookies and tracking links to bog down and influence your browsing experience. You need the most generic information possible.



Next, it’s time to put in those search queries you brainstormed, focusing on the ones that best align with your personal intent. Our example from Step 2 might lead you to look up “workholding chucks” “custom chucks,” “workholding solutions,” etc.

After you enter a query, there are a few important things to do:

- Skim the first page of results top to bottom to get first impressions
- Look for common phrases that pop up in the page titles
- Check out the “People also ask” section
- Watch for images, ads, and shopping links
- Click and open the first 3-5 results in new tabs
- Read, read, read

Apart from SEO tools like Ahrefs and Semrush, actual search results are a great way to gauge what’s already ranking.

### Step 4: Evaluate Keyword Relevance

It’s time for our key terms to come into play. You may have come in with a goal, but did your research lead you closer to or further from that goal?

Based on your research, take the keywords and keyword phrases you found and evaluate relevance. Your keyword focus has to be something that people actually search for and also matches the content you hope to write. You can use a simple keyword research tool like [Google Keyword Planner](#) to discover key metrics like:

- Average monthly search volume
- Keyword difficulty
- CPC
- Potential traffic

You don't want to waste your time writing for a keyword nobody searches. You also can't expect to rank high for a keyword with high difficulty. It's about finding that happy balance of relevance, search volume, and attainability.

To continue our example, let's look at the keyword "workholding solutions." The keyword difficulty is medium and the search volume is relatively small, but you know as an expert in your industry that someone searching that term is likely to need your product. This could be a good target when combined with the right contextual content.

## Step 5: Evaluate Search Intent



Remember in Step 3 when you checked titles, images, ads, and shopping links? Those are essential observations for establishing search intent. You have to know why someone is typing in that keyword to make sure it aligns with your "why" from Step 1. Search intent falls into 4 basic categories:

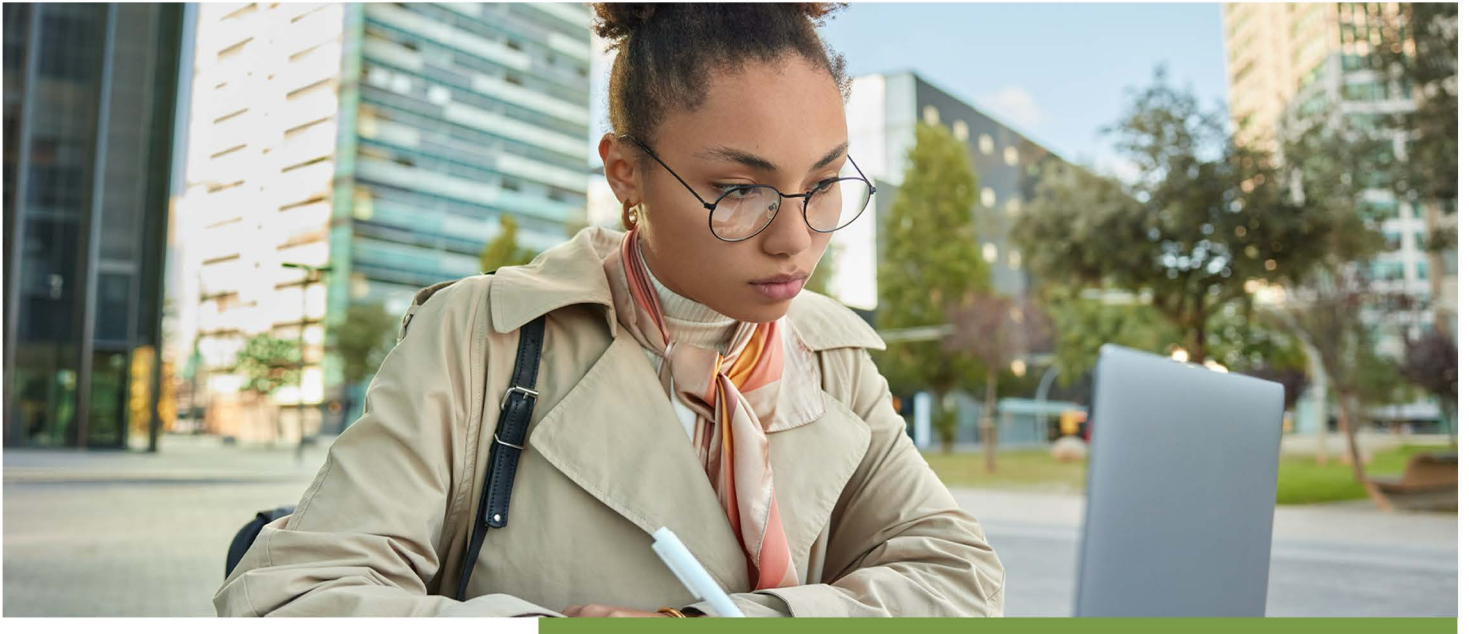
1. **Navigational:** the user has one, clear page or website they want to find
2. **Transactional:** the user is looking to purchase a product or service
3. **Informational:** the user wants to learn or research something
4. **Commercial:** the user wants to research before they buy

If your research shows that the typical search is navigational and you want the search to be commercial or transactional, that keyword won't be the best target. Go back and try again with a different keyword or keyword phrase.

From Step 4, we decided “workholding solutions” may be a good target because it’s relevant, attainable, and research shows many of your competitors in top results. But what is the intent? The goal was to attract users to your products. You want to see commercial search intent. A quick peek at the SERPs shows plenty of homepages, some videos, and a “People also ask” section that aligns with your business. That means users are clearly interested in researching before they buy.

You’ve found a good target!

## Step 6: Write the Content to Match



You did it! You’ve got a goal, topics, research, relevance, and intent established. Now you have to write content that brings it all together.

### Not sure what to write?

Go back to your research. What did competitors write? Obviously you’re not going to plagiarize, but they must be doing something well if they’re ranking high. Look for commonalities among those top results and make sure your content is just as helpful.

### Not a pro writer?

Well, there’s no quick fix for that, but you can remember one key thing: **write for people, not for search engines**. Search engines reward the websites that get clicks.

The ones that get clicks are the ones that help the user find what they need.



## Still Lost?

If you got stuck somewhere in the middle of Step 2, that's okay! There are people who spend hours upon hours doing keyword research and writing optimized content.

It's a huge undertaking when you're trying to run your business, and it gets especially complicated when you work in a niche industry with misleading keywords like "chucks."

Gain peace of mind (and a team of experts) when you work with BoxCrush. We have technical SEO wizards, content writers, certified CPC and Ads experts, and a full suite of marketing services. Could you use some experience on your side?

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