

BUILD PAGES AROUND WHAT BUYERS ARE TRYING TO DO

Keyword and Search Intent Map

Keywords only help when they are attached to intent. Use this to decide which searches deserve service pages, which deserve helpful guides, and which are not worth chasing.

Intent first

The search tells you what the page should do.

One page per purpose

Mixed intent makes weak pages.

Use customer language

Your customers already gave you better phrases.

Sort the Searches

Do not cram every phrase onto one page. Group searches by the job the buyer is trying to get done.

SEARCH PHRASE	INTENT	PAGE TYPE	CTA
	Hire / compare / cost / learn / local		

Plan Five Core Services

Use this for your five most important services before writing pages or posts.

SERVICE	PRIMARY SEARCH	SUPPORTING SEARCHES	PROOF NEEDED	PAGE URL

Choose What to Build

Use the right format for the intent instead of forcing everything into a blog post.

- Hire intent gets a service page.
- Cost intent gets pricing context or a cost guide.
- Compare intent gets a comparison guide.
- Learn intent gets an FAQ, checklist, or guide.
- Local intent needs real service area context, not city spam.