# Anna Corbett @annaappenzeller





## What a dick.



# An introduction to search intent



## Stop thinking you know best



## How to identify search intent



# Search intent is meaning



### Intent types

Informational, Commercial, Transactional, Local



#### Semantics in search



## Start with the query



## London Olympics



## Forget about rankings



# Short queries leave a lot to interpretation



# We have the edge over search engines



Can cats stand

VS

Standing cat





## Identify the meaning of nouns



### Do kittens dream of electric mice



## What do verbs imply?



### Cats lie



# Look for meaningful prefixes and suffixes



## Dreaming kittens





## Check the syntax



Cats love

VS

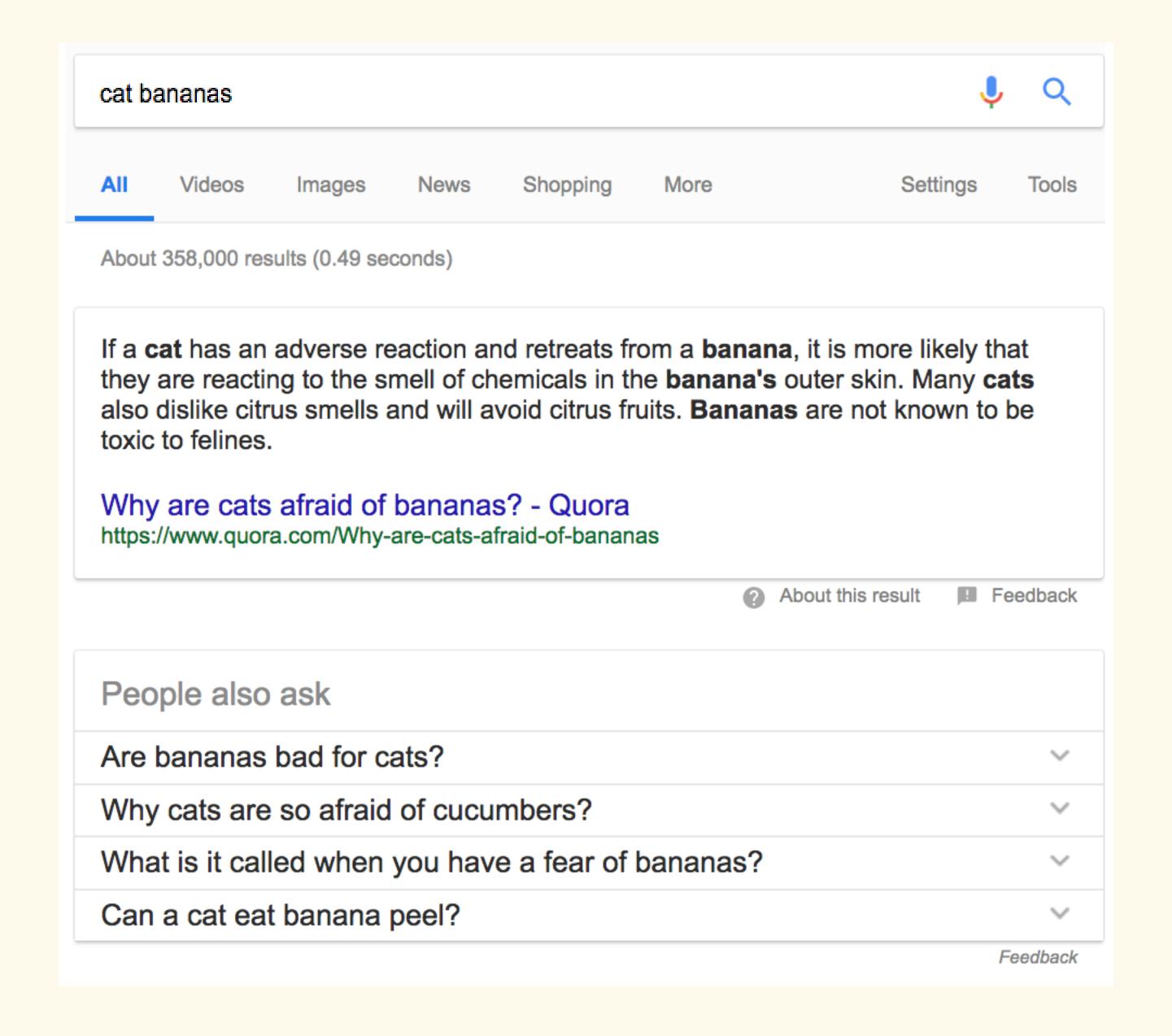
Love cats



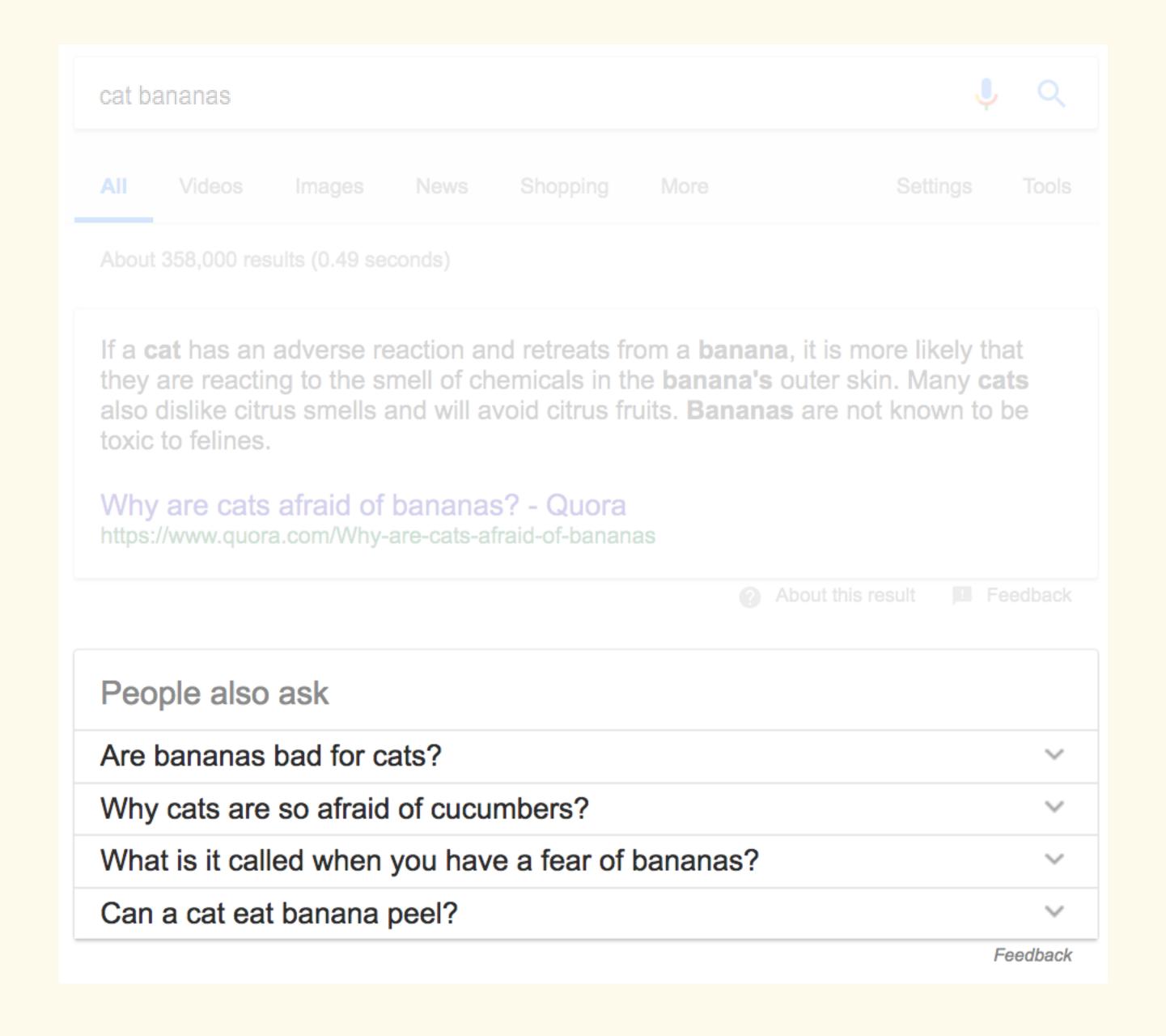


# Use related searches to form a bigger picture











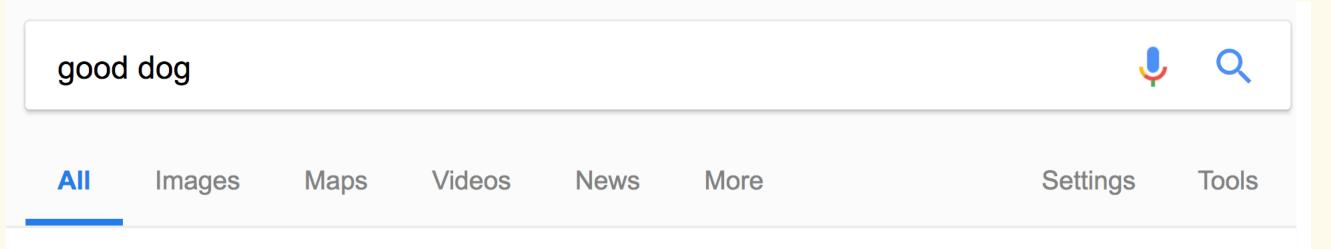
### Use Google\*

\*other search engines are available



## Implied intent by organic results





About 796,000,000 results (0.40 seconds)

#### Good-Dog Dog Walking Services - Home

www.good-dog.co.uk/ ▼

Hi, my name is Amanda, founder of **Good-Dog**.co.uk. I have a number of years' experience, training and working dogs, including large breeds, as an Ex-Service Dog Handler. I am fully insured. I am D.B.S (formerly C.R.B) checked. I own a suitable vehicle to carry dogs safely, fitted with a bespoke Lintran K9 9 cage system, ...

#### There's No Such Thing as a Good Dog | Outside Online

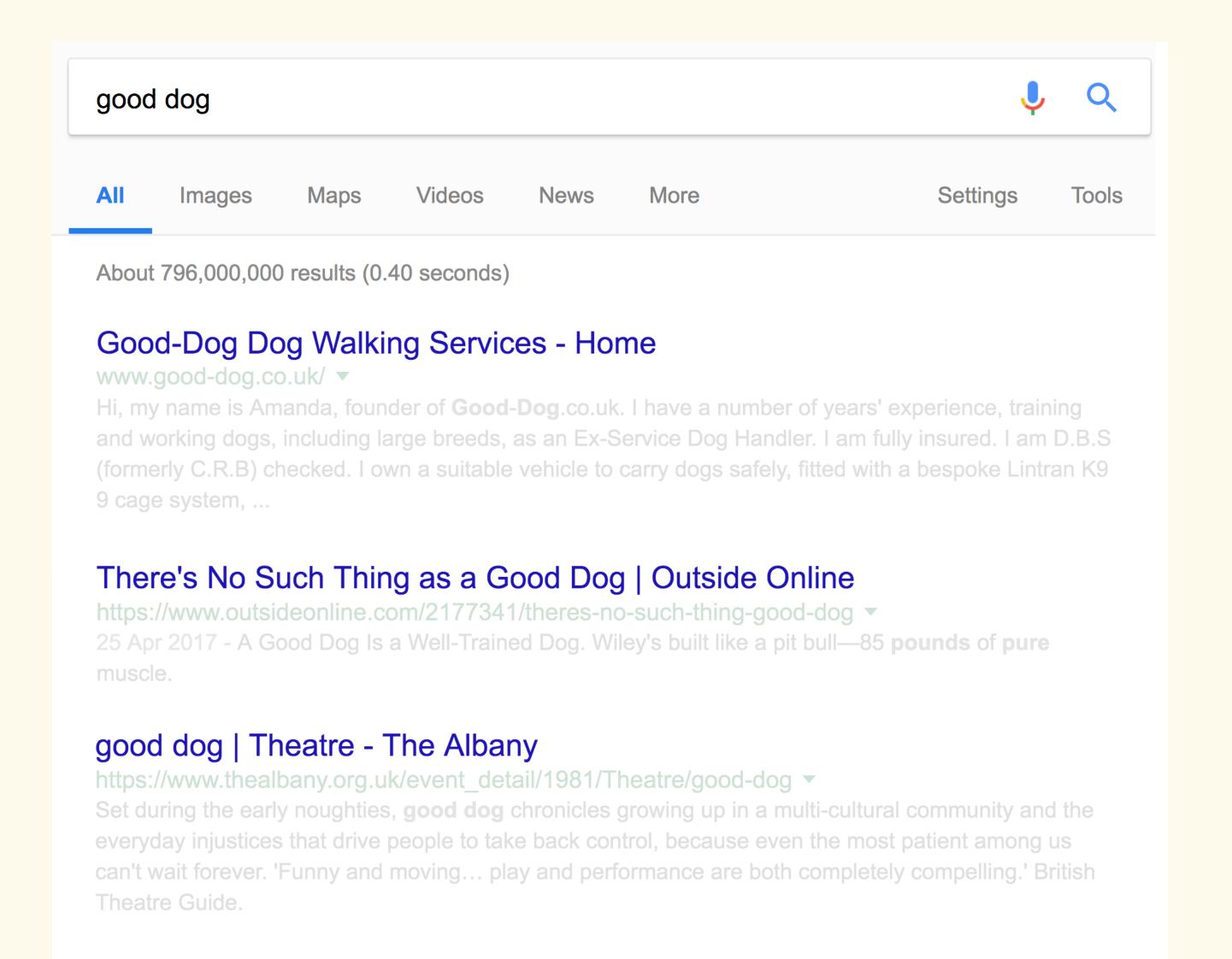
https://www.outsideonline.com/2177341/theres-no-such-thing-good-dog ▼ 25 Apr 2017 - A Good Dog Is a Well-Trained Dog. Wiley's built like a pit bull—85 **pounds** of **pure** muscle.

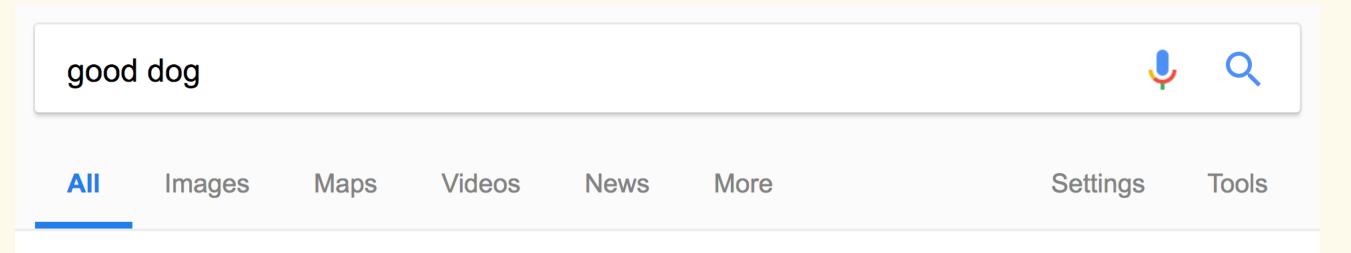
#### good dog | Theatre - The Albany

https://www.thealbany.org.uk/event\_detail/1981/Theatre/good-dog ▼

Set during the early noughties, **good dog** chronicles growing up in a multi-cultural community and the everyday injustices that drive people to take back control, because even the most patient among us can't wait forever. 'Funny and moving... play and performance are both completely compelling.' British Theatre Guide.







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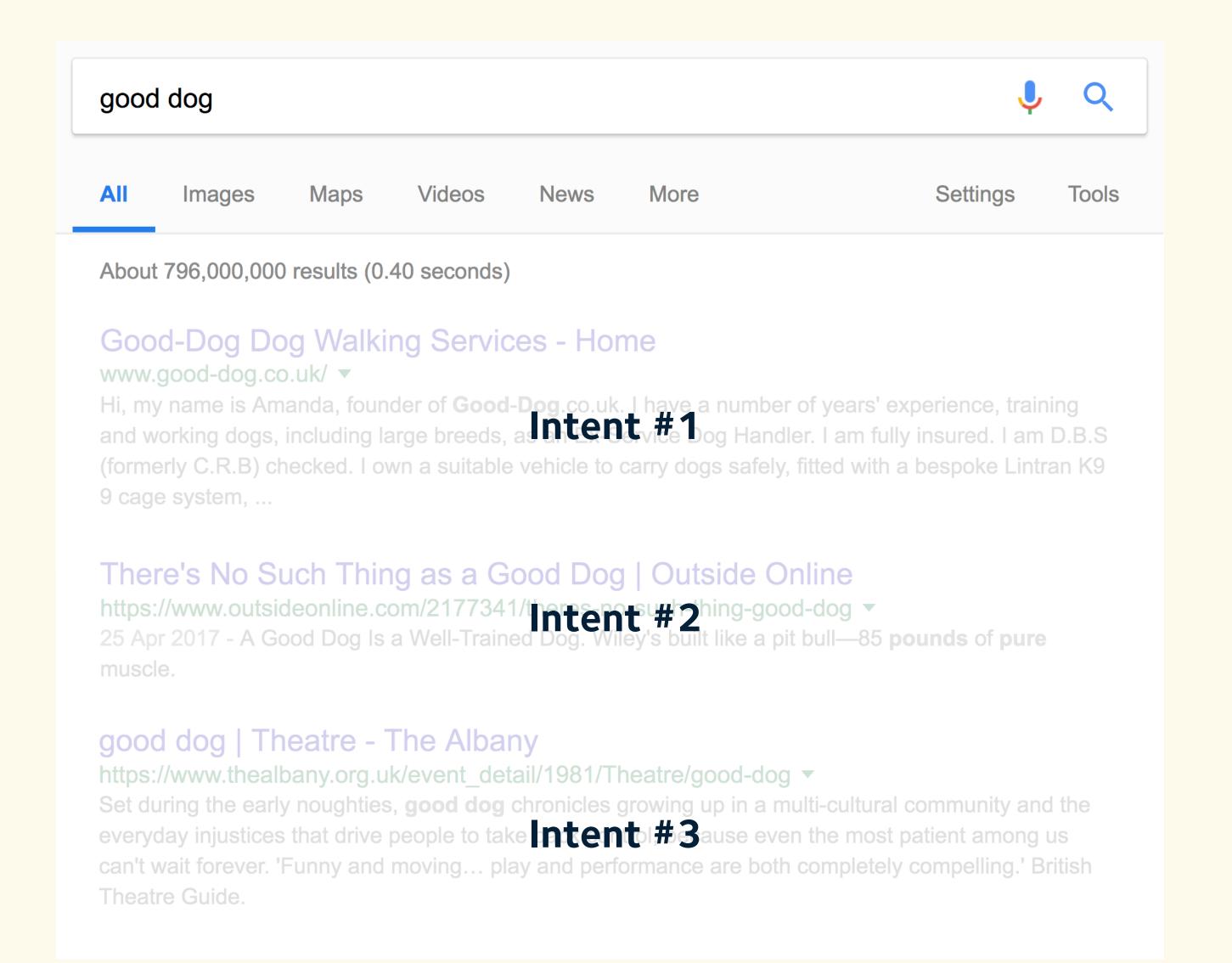
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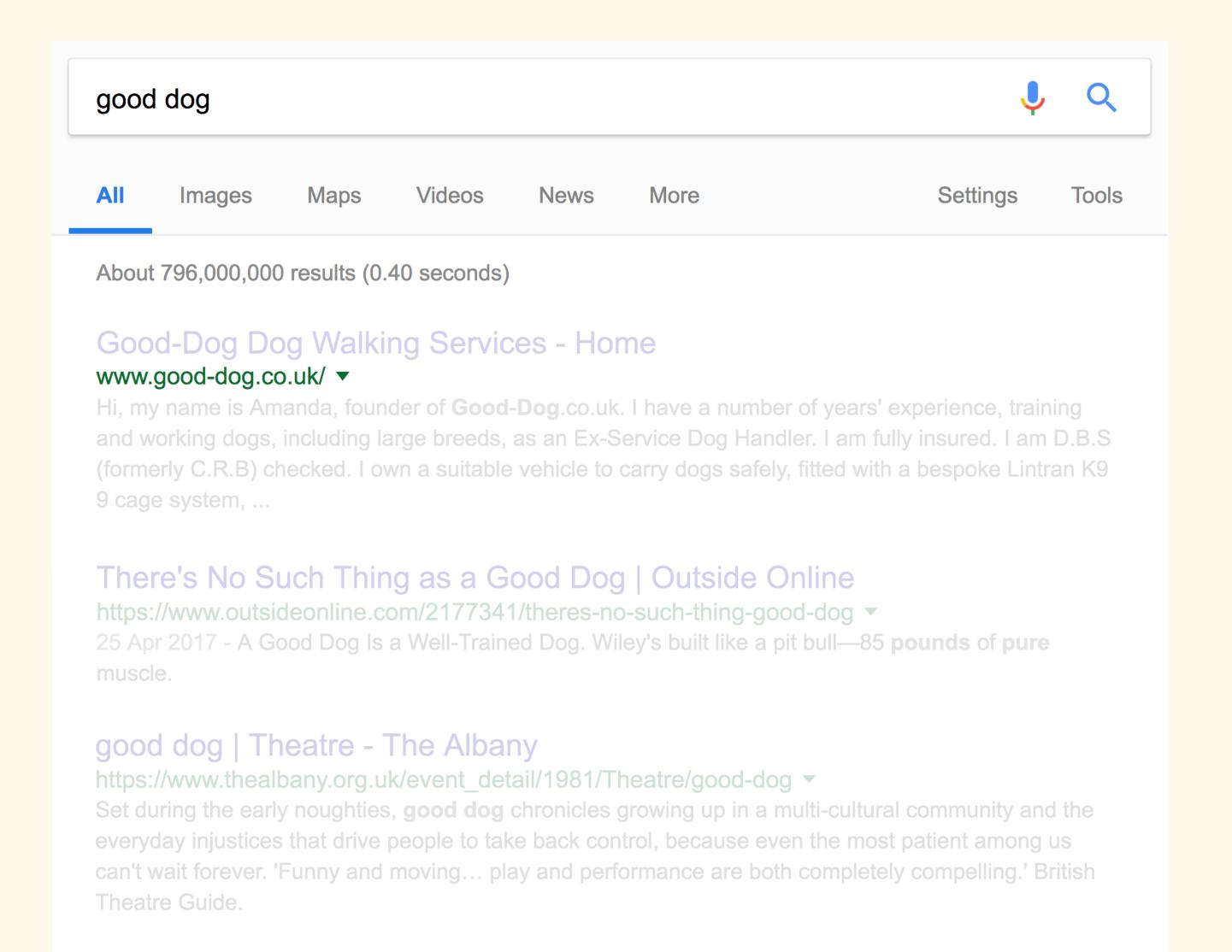
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# What stories are SERPs telling you?



# Understand the competitive landscape



### Write this stuff down



# Create intent specific content



## bit.ly/anna-optimisey

