

Anna Corbett
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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**

cat bananas



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About 358,000 results (0.49 seconds)

If a **cat** has an adverse reaction and retreats from a **banana**, it is more likely that they are reacting to the smell of chemicals in the **banana's** outer skin. Many **cats** also dislike citrus smells and will avoid citrus fruits. **Bananas** are not known to be toxic to felines.

[Why are cats afraid of bananas? - Quora](https://www.quora.com/Why-are-cats-afraid-of-bananas)
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▼

Why cats are so afraid of cucumbers?

▼

What is it called when you have a fear of bananas?



▼

Can a cat eat banana peel?

▼

Feedback

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Feedback

Use Google*

***other search engines are available**

Implied intent by **organic results**

good dog



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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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Intent #1

Intent #2

Intent #3

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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