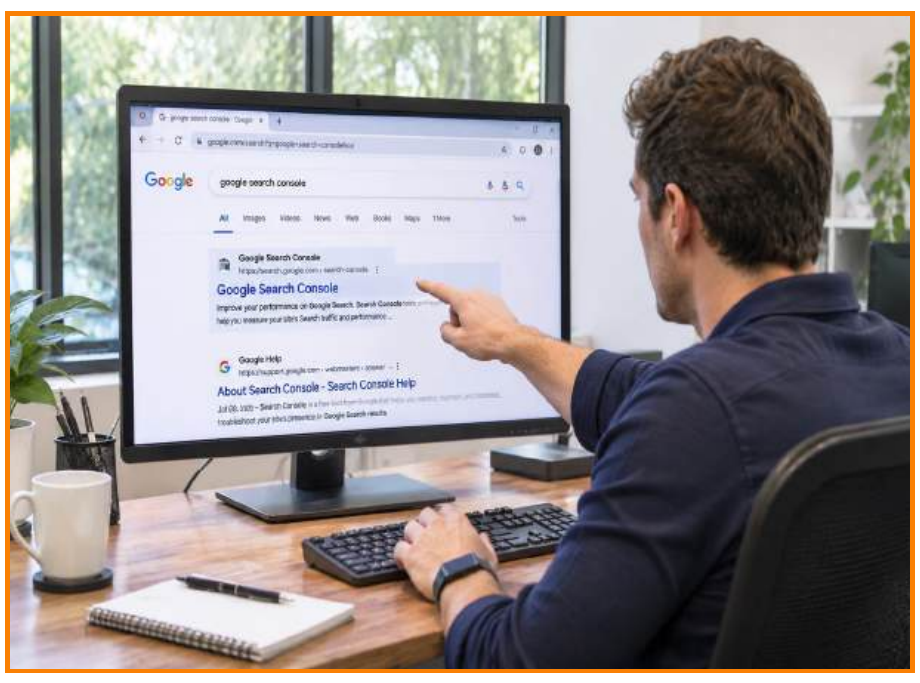


4 Types of Search Intent Beginners Should Know

1. Informational

The person wants to learn something. They're looking for an explanation, a how-to, or background on a topic. Searches like "how to rank a website" are informational. The right content for this intent is educational: a blog post, a guide, or a walkthrough.



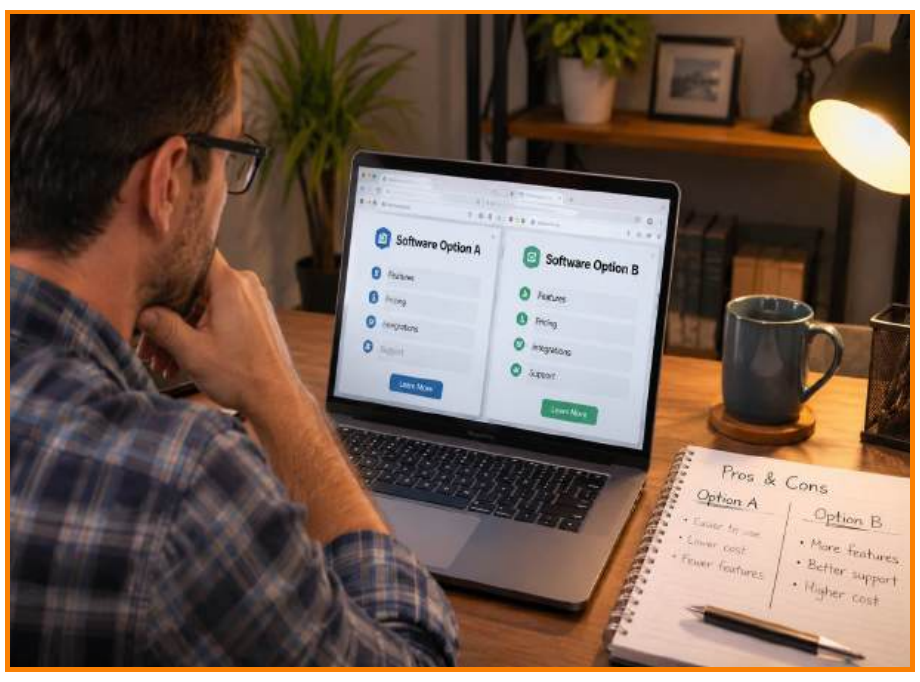


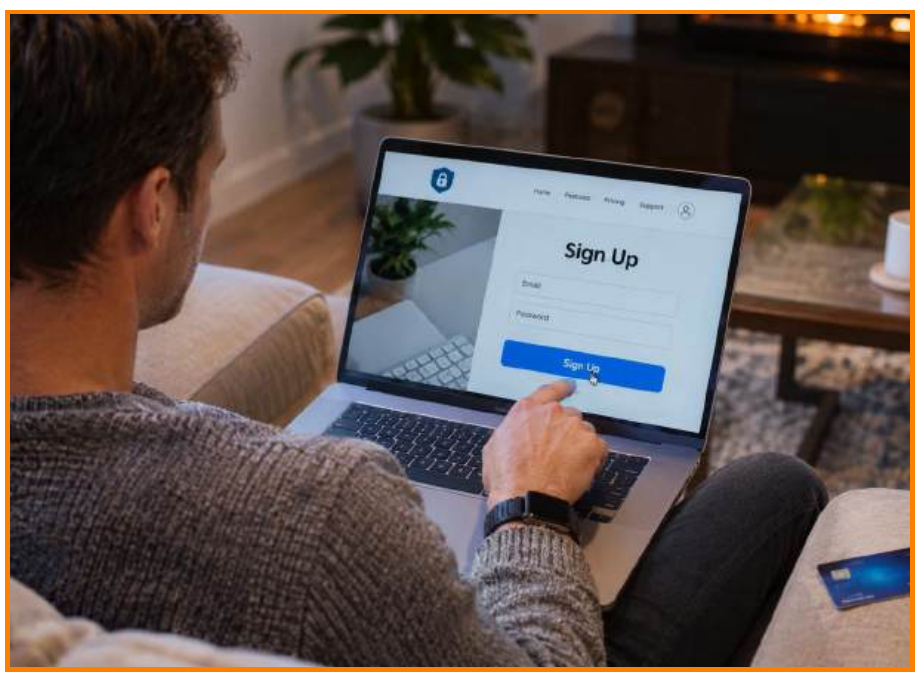
2. Navigational

The person knows where they want to go and is using search to get there. "Google Search Console login" or "Moz dashboard" are navigational searches. The person isn't browsing. A blog post won't serve them well here because they're not looking to read.

3. Commercial

The person is researching before making a decision. They're comparing options or looking for recommendations. Searches like "best SEO tools for small businesses" signal commercial intent. The right content here is a comparison, a roundup, or a detailed review, not a how-to guide.





4. Transactional

The person is ready to take action. They want to buy, sign up, or download something right now. Searches like "buy SEO book" are transactional. A long blog post explaining the basics won't serve this person. They want a clear path to a decision.

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