


# What are the Different Types of Search Intent in SEO?



 Samyak Online™

## Informational Keyword Intent

How  
Why  
What  
When  
Tutorial/Guide  
Examples  
Tips

## Navigational Keyword Intent

Brand Name  
Company Name  
Product Name  
Service Name  
Website Name

## Commercial Keyword Intent

Best  
Review  
Compare  
Top  
Specific Location

## Transactional Keyword Intent

Buy/Purchase  
Order  
Price  
Coupon  
Download  
Sign-up/Register  
Quote

**Informational Keyword Intent:** People use informational keywords when they aim to gain new knowledge.

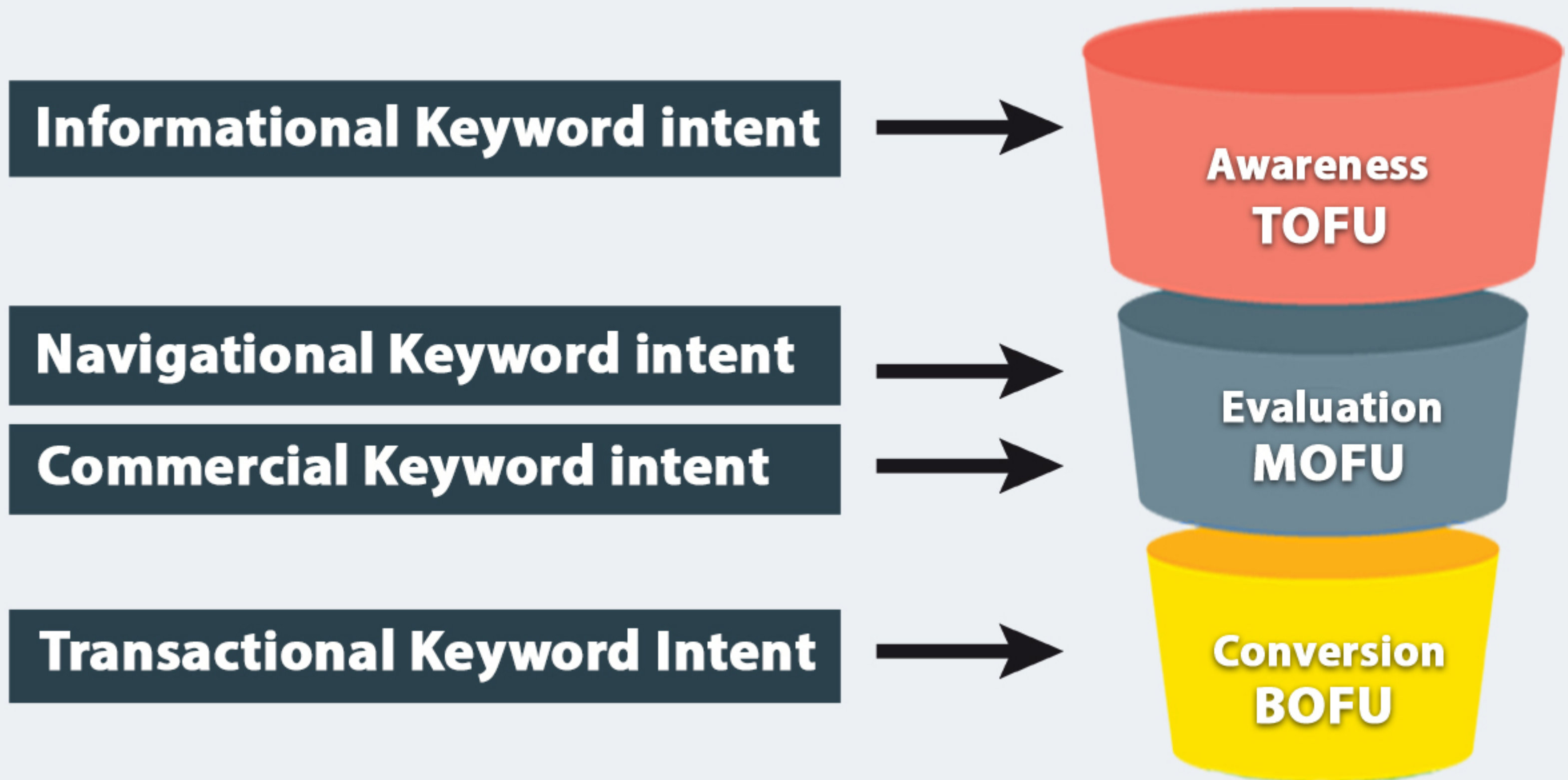
**Navigational Keyword Intent:** People use navigational keywords when they intend to directly access a specific web page or website or brand/company or specific product/service.

**Commercial Keyword Intent:** People use commercial keywords when they research before buying something.

**Transactional Keyword Intent:** People use transactional keywords when they are ready to buy or subscribe to any services.



# What is the Relationship Between Keyword Intent & Content Marketing Funnel?



**TOFU:** Top-of-the-funnel

**MOFU:** Middle-of-the-funnel

**BOFU:** Bottom-of-the-funnel

# What is the Conversion Probability of Search Intent?

