

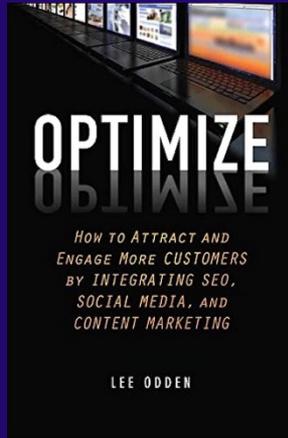
You're Doing SEO Content All Wrong

How to Optimize for Search Intent

Lee Odden @TopRank
TopRankMarketing.com



“Whatever can
be searched
can be optimized”



“Cloud Computing”

Paid Search

Google cloud computing

Images Examples Types Videos Definition Courses News Advantages Services All filters Tools

About 799,000,000 results (0.45 seconds)

Sponsored
Snowflake
<https://www.snowflake.com>
Data Cloud for Dummies Guide - Get your free copy
Remove data silos to enable secure data discovery, management, and sharing. Build and transform your business with the Snowflake Data Cloud. Start A 30-Day Free Trial. Encrypted & Secure. Consumption-Based Pricing. Free Live Product Demos. Eliminate Data Silos.

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Discover **Cloud Computing Solutions**. Get Deep Enterprise Expertise Across 20 Industries. **IBM® Cloud Pricing Plans - Mastering Hybrid Cloud - Claim Your \$200 Credit**

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What Is Cloud Computing? - A Guide To Cloud Computing
Learn How Cloud is Vital To Helping Businesses Reopen, Reinvent & Outmaneuver Uncertainty.

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<https://onlineexeced.mcombs.utexas.edu/cloud-certification>
Certificate from UT Austin - Master AWS, Azure & more
Cloud Computing online course. Learn Cloud Architecture, Migration & Security, Docker, etc

Images
A collage of images related to cloud computing, including diagrams of cloud networks, server racks, and abstract digital graphics.

Featured Snippet
Simply put, cloud computing is the delivery of computing services—including servers, storage, databases, networking, software, analytics, and intelligence—over the internet (“the cloud”) to offer faster innovation, flexible resources, and economies of scale.

Organic Listing
Microsoft Azure
<https://azure.microsoft.com/cloud-computing/dictionary>
What Is Cloud Computing? | Microsoft Azure

Wikipedia
https://en.wikipedia.org/wiki/Cloud_computing
Cloud computing
Cloud computing is the on-demand availability of computer system resources, especially data storage (cloud storage) and computing power, without direct...

Related Questions
Questions related to your search
What are the 4 main types of cloud computing systems?
What is cloud computing example?

Images

Featured Snippet

Organic Listing

#CMWorld

Cloud computing

About

Cloud computing is the on-demand availability of computer system resources, especially data storage and computing power, without direct active management by the user. Large clouds often have functions distributed over multiple locations, each of which is a data center.

Wikipedia

Creator: J. C. R. Licklider

Contents

- What is in the cloud
- Explanation
- How to use
- Name origin

More

Knowledge Panel

Cloud Technology Books

- Cloud Computing: Concepts...
- Cloud Computing: From...
- Cloud Computing: For...
- Architecting the Cloud: Design...

Books

People also search for

- SaaS
- Computer security
- Internet
- Enterprise

See more

Visual PAA

Related Questions

Videos
Video Moments
In SERP Videos

Videos

Cloud Computing In 6 Minutes | What is Cloud Computing ...
YouTube · Simplilearn
Jul 28, 2020

10 key moments in this video

- From 00:26 Scalability
- From 00:48 Server Storage
- From 01:26 Benefits of Cloud Computing
- From 01:59 What is Cloud Computing?
- From 02:38 Public Cloud

What is Cloud Computing? | Amazon Web Services
YouTube · Amazon Web Services
Jul 14, 2021

6 key moments in this video

What is Cloud Computing?
YouTube · Apna College
Aug 21, 2021

View all

Organic Listings

ZDNet
<https://www.zdnet.com/innovation/cloud>
What is cloud computing? Everything you need to know ...
Feb 25, 2022 — What is cloud computing. In simple terms? ... Cloud computing is the delivery of computing services—including servers, storage, databases, ...
What Is Cloud Computing, In... · Cloud-Computing Adoption · What is Public Cloud?

InfoWorld
<https://www.infoworld.com/cloud-computing>
What is cloud computing? Everything you need to know now
Jul 22, 2022 — Cloud computing is an abstraction of compute, storage, and network infrastructure assembled as a platform on which applications and systems can ...
Cloud Computing Has Become... | IaaS (Infrastructure As A...) · Private Cloud Definition

Oracle
<https://www.oracle.com/cloud/what-is-cloud-comp->
What is Cloud Computing?
In simple terms, cloud computing allows you to rent instead of buy your IT. Rather than investing heavily in databases, software, and hardware, companies opt to ...
Cloud Computing Benefits · Types Of Cloud Computing · Cloud Computing Services

Related Searches

Related searches

- what is cloud computing with example
- cloud computing: definition and types

8.5 Billion Searches on Google Daily



Google ✓
@Google



Fun fact: 15% of all Google searches have never been searched before.

3:20 PM · Feb 15, 2022 · Sprinklr



So Easy, Right?



Search is a Big Opportunity for B2B Customer Acquisition

89%

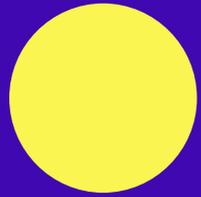
of B2B researchers gather information about potential purchases through the internet. Source: Think with Google

of B2B buyers say they're "definitely" more likely to buy from a brand once they've read their content.

Source: MarketingCharts FocusVision

52%





B2B Content Marketers Are Investing in Organic Search

46% of content marketers implement SEO

Source: Semrush State of Content Marketing: 2023 Global Report

46%

81%

81% of B2B marketers say that SEO provides better quality leads than PPC

Source: Databox



The Challenge: Rankings & Traffic Are Not Always Translating to Customers



[All](#) [Images](#) [Videos](#) [News](#) [Maps](#) [More](#)

About 608,000,000 results (0.54 seconds)

toprankmarketing.com

EEAT - Google Quality Rater Guidelines

Aug 20, 2022 - Experience, Expertise, Authoritativeness and Trustworthiness are key factors in scoring content quality as defined in Google's Quality Ratings Guide

toprankmarketing.com

Core Web Vitals

Aug 20, 2022 - The **Core Web Vitals** report shows URL performance grouped by status (Poor, Need improvement, Good), metric type (CLS, FID, INP, and LCP), and URL

toprankmarketing.com

Algorithm Changes

Aug 20, 2022 - Several times a year, Google makes significant, broad **changes** to their search **algorithms** and systems. Google refers to these as core updates.

toprankmarketing.com

Mobile First Indexing

Aug 20, 2022 - Mobile-first **indexing** means that Google's algorithms are using the content from your site's **mobile** site when ranking your pages.

toprankmarketing.com

SGE - Search Generative Experience

Aug 20, 2022 - Browse web pages with generative AI-powered tools. With Search Generative Experience (SGE) you can: Quickly find the web page's key points.

Content: Quality, Length, Quantity, Frequency



Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online. [Wikipedia](#)

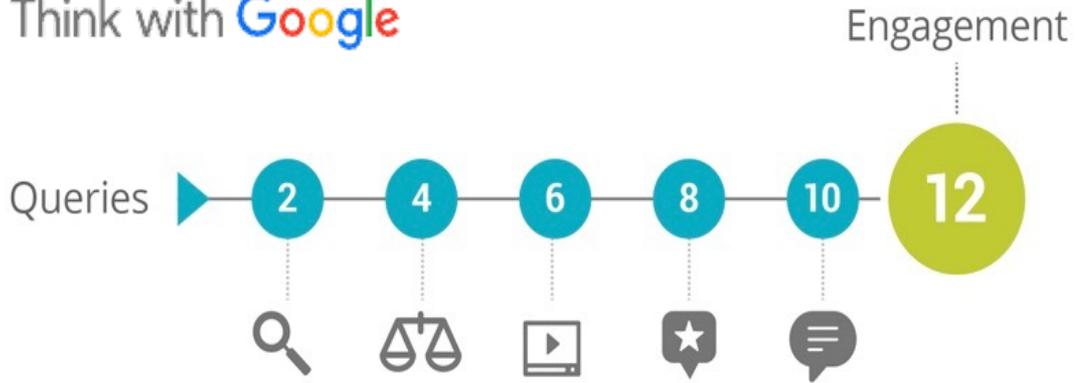
Search Intent



User intent, otherwise known as query intent or search intent, is the identification and categorization of what a user online intended or wanted to find. [Wikipedia](#)

**Before
Interacting with
a website, the
average buyer
conducts 12
different
searches**

Think with Google



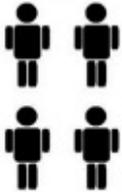
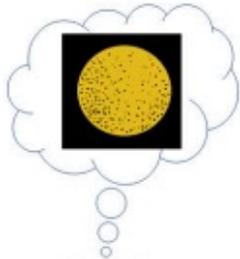
What is Search Intent?

Search (User) Intent is the primary goal or purpose a user has in mind when typing a query into a search engine.

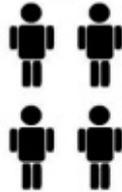
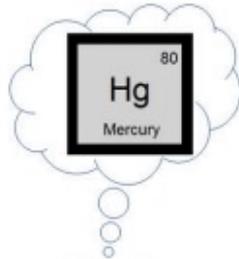
Using Search Intent is Essential to Be the Best Answer

Query: [mercury]
Locale: English (US)

Planet



Chemical element



Car brand



Insurance company



Boat engine company



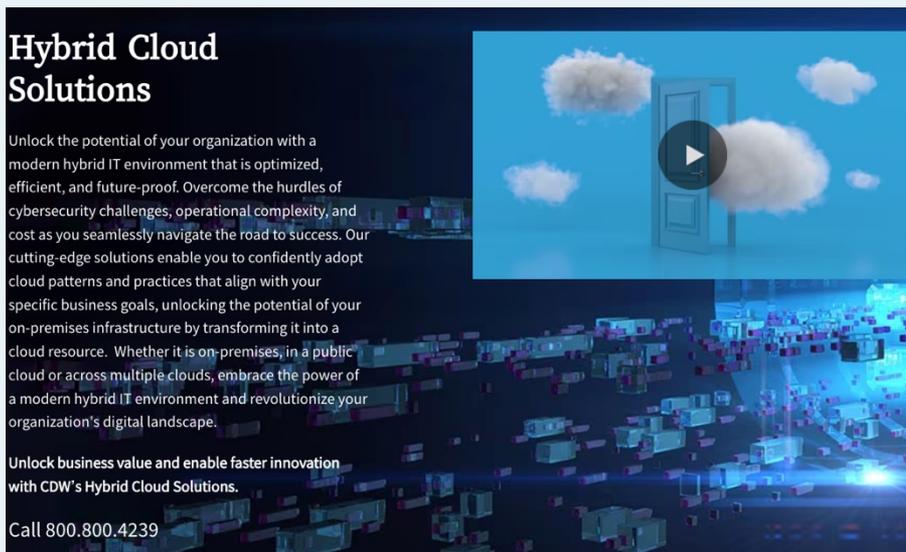
Common Interpretations

Minor Interpretations

Source: Google Search Quality Rating Guidelines

Search Intent Disconnects: Looking for Learning and Getting SOLD

"What is hybrid cloud?"



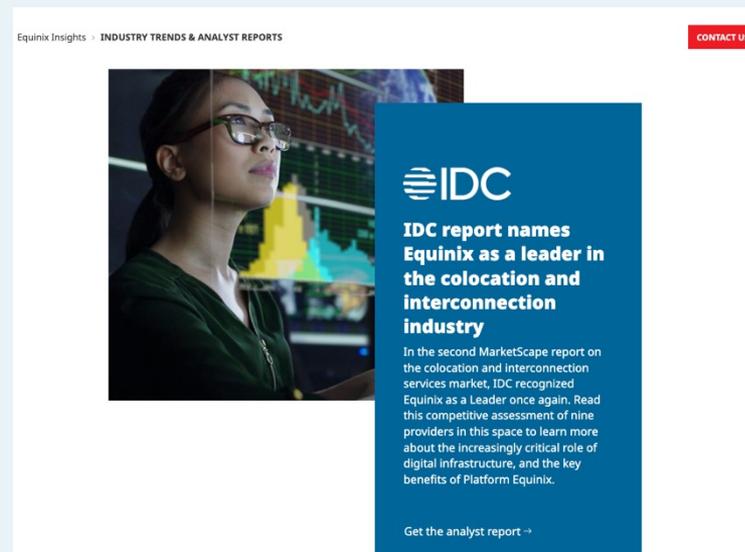
Hybrid Cloud Solutions

Unlock the potential of your organization with a modern hybrid IT environment that is optimized, efficient, and future-proof. Overcome the hurdles of cybersecurity challenges, operational complexity, and cost as you seamlessly navigate the road to success. Our cutting-edge solutions enable you to confidently adopt cloud patterns and practices that align with your specific business goals, unlocking the potential of your on-premises infrastructure by transforming it into a cloud resource. Whether it is on-premises, in a public cloud or across multiple clouds, embrace the power of a modern hybrid IT environment and revolutionize your organization's digital landscape.

Unlock business value and enable faster innovation with CDW's Hybrid Cloud Solutions.

Call 800.800.4239

The advertisement features a background image of a server room with glowing blue lights and a play button icon in the center. The text is white and black, providing a clear contrast against the dark background.



Equinix Insights | INDUSTRY TRENDS & ANALYST REPORTS

CONTACT US

IDC

IDC report names Equinix as a leader in the colocation and interconnection industry

In the second MarketScape report on the colocation and interconnection services market, IDC recognized Equinix as a Leader once again. Read this competitive assessment of nine providers in this space to learn more about the increasingly critical role of digital infrastructure, and the key benefits of Platform Equinix.

Get the analyst report →

The advertisement features a background image of a woman wearing glasses looking at a screen displaying data charts. The text is white and black, providing a clear contrast against the dark background.

Search Intent Disconnects: Looking to Buy and Getting TMI

"Buy enterprise-level network security software"

Network Security Benefits Types of Network Security Protection Check Point Solution Resources

Network Security Articles

- Network Management
- Network Security Architecture
- Network Security Best Practices
- Top Network Security Issues
- Network Security vs Application Security

Get Started

- Check Point Network Security
- Check Point Infinity
- Next Generation Firewall
- Cyber Security Management
- Harmony Connect
- Advanced Network Threat Prevention
- Gen V Cyber Security

Related Topics

- What is Cybersecurity?
- What is SASE?
- Firewall Security
- SD-WAN Explained
- What is Quality of Service (QoS)?
- What is Zero Trust Network Access

Benefits of Network Security

Network Security is vital in protecting client data and information, keeping shared data secure and ensuring reliable access and network performance as well as protection from cyber threats. A well designed network security solution reduces overhead expenses and safeguards organizations from costly losses that occur from a data breach or other security incident. Ensuring legitimate access to systems, applications and data enables business operations and delivery of services and products to customers.

Types of Network Security Protections

Firewall

Firewalls control incoming and outgoing traffic on networks, with predetermined security rules. Firewalls keep out unfriendly traffic and is a necessary part of daily computing. Network Security relies heavily on Firewalls, and especially **Next Generation Firewalls**, which focus on blocking malware and application-layer attacks.

Network Segmentation

Network segmentation defines boundaries between network segments where assets within the group have a common function, risk or role within an organization. For instance, the perimeter gateway segments a company network from the Internet. Potential threats outside the network are prevented, ensuring that an organization's sensitive data remains inside. Organizations can go further by defining additional internal boundaries within their network, which can provide improved security and access control.

What is Access Control?

In this article you will learn:

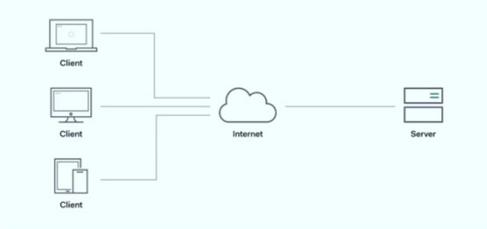
- What is a network?
- What is network monitoring?
- What is network security and why is it important?
- The main types of network security
- Network security controls
- Understanding the CIA triad model
- Network security tools
- Find the right network security mix

You will learn:

- Network security vs. application security: which to choose?
- Network security audit checklist
- What is micro-segmentation?
- What is macro-segmentation?
- Network Segmentation best practices & implementation
- What is a network gateway?
- Network encryption: what it is and how does it work?
- Network security threats and vulnerabilities
- Network security best practices
- Network security implementation
- Different types of network security

What is a network?

Networks are collections of devices and applications. When linked together, these assets serve core business functions. Network managers can place devices on different network segments, while they may also be geographically distant. But they are all **part of the same community** of workstations, servers, switches, and SaaS gateways.

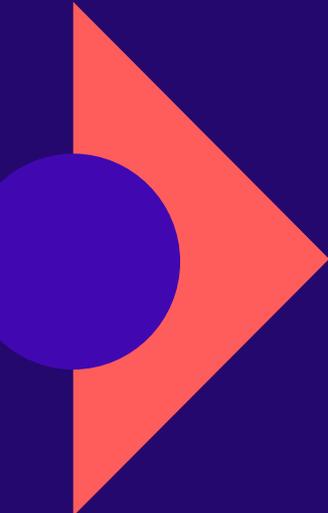


```
graph LR; C1[Client] --- I((Internet)); C2[Client] --- I; C3[Client] --- I; I --- S[Server]
```

Networks meet the internet at the perimeter. This point is the network edge. It could be a web browser, a mobile phone, or the API on a third-party app. Security is a crucial issue wherever internal networks meet the external world. The edge encompasses digital connections. But it also includes physical connectors such as USB ports.

What are the main network types?

Networks come in a variety of types. Security measures required vary depending on network configurations. Common variants include:



Types of Search Intent



Types of Search Intent

INFORMATIONAL	NAVIGATIONAL	COMMERCIAL	TRANSACTIONAL
<p>“What is cloud computing”</p> <p>“How does machine learning work?”</p> <p>“Benefits of data encryption for businesses”</p>	<p>"Microsoft Azure login page"</p> <p>"Cisco support forum"</p> <p>"SAP user guide"</p>	<p>"Best B2B marketing automation tools 2023"</p> <p>"Salesforce vs. HubSpot CRM comparison"</p> <p>"Top enterprise cybersecurity solutions reviews"</p>	<p>"Buy business antivirus software"</p> <p>"Enterprise CRM software subscription"</p> <p>"Order Dell server rack"</p>

Types of Search Intent

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Types of Search Intent

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Types of Search Intent

INFORMATIONAL	NAVIGATIONAL	COMMERCIAL	TRANSACTIONAL
<p>GOAL: To gain knowledge or understand a concept.</p>	<p>GOAL: To navigate directly to a specific website or page, often because the user already has the brand or source in mind.</p>	<p>GOAL: To research and compare products, services, or solutions before making a purchase decision.</p>	<p>GOAL: To perform an action, usually leading to a transaction or specific activity related to purchasing or obtaining a service.</p>

We Must Also Consider Information About WHO is Making These Queries

Target Account

Firmographic

Buying Committee

Demographic
Behavioral
Influence

Roles

Researcher
Evaluator
Influencer
Decision Maker



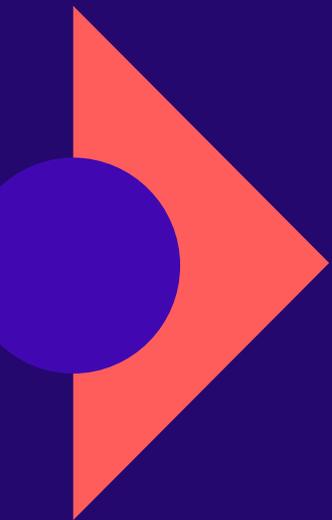
Where Are They in The Buying Journey?

Awareness

Consideration

Decision

**Most Importantly,
What Are They
Trying to
Do?**



What Happens if We Don't Account for Search Intent?

Big Mistakes with SEO Content



Trying to Rank for All Keywords

The Problem:

SEO best practices call for an optimized web page for each unique target search phrase.

Impact on User Experience

Unique web pages for each keyword phrase creates confusion

Do you really need different pages for:

“Workforce management software”

”Employee management software”

“Personnel management software”

Impact on Content & SEO

Without aligning content with search intent, marketers attract visitors who aren't their target audience. This often leads to high bounce rates and low conversion. PLUS content volume is impractical.



Letting Keyword Volume Rule

The Problem:

Keyword popularity is often used to determine which topics drive content creation and optimization.

Impact on User Experience

High search volume doesn't mean a keyword aligns with the goals of a user visiting your specific site.

Impact on Content & SEO

Focusing primarily on popularity leads to overemphasis on top of funnel and can neglect mid to bottom of funnel topics that better align with stronger intent and lead to higher conversion rates.

Target Keyword	Average Monthly Search Volume
api integration	4400
api calls	2900
api management	2900
apim	2400
api call	1600
api full form	1300
api service	1000
api software	1000
api platform	880
api programming	880
api request	720
api architecture	590
api code	590
api data	590
api for dummies	590
api integration meaning	590
api interface	590
apim azure	590
api integration platform	480
api java	480
api list	480
api manufacturing	480

Insufficient Topic Coverage

The Problem:

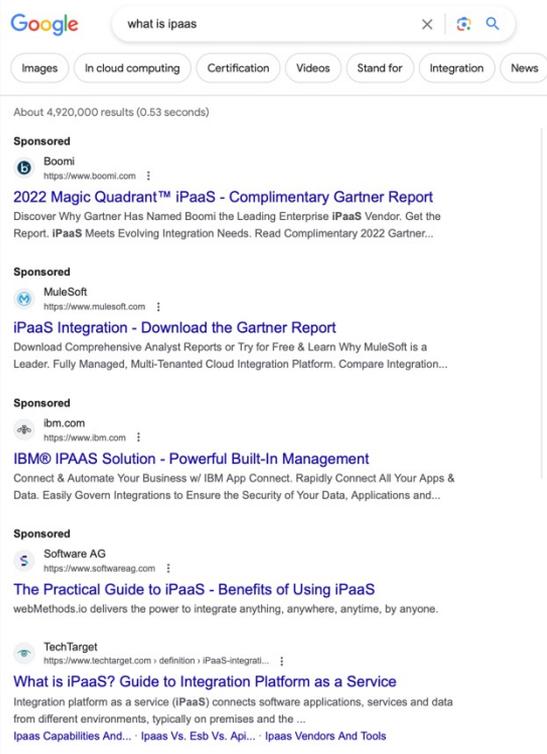
In reaction to directives to drive results asap, many marketers focus on mid to bottom funnel topics and not to the full scope of the topic.

Impact on User Experience

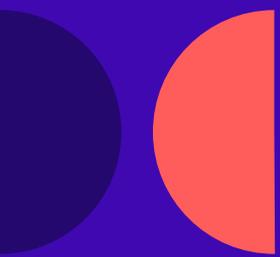
While Consideration and Decision topics and Commercial and Transactional intent are important, exclusive emphasis there leaves out content for future buyers and those looking for comprehensive leadership in an area – basics to advanced.

Impact on Content & SEO

Some content serves a quieter purpose to support related content and support EEAT quality and comprehensive knowledge on a topic.



The image shows a Google search results page for the query "what is ipaas". The search bar at the top shows the query and the Google logo. Below the search bar, there are tabs for "Images", "In cloud computing", "Certification", "Videos", "Stand for", "Integration", and "News". The search results show "About 4,920,000 results (0.53 seconds)". The first result is a sponsored link from Boomli, titled "2022 Magic Quadrant™ iPaaS - Complimentary Gartner Report". The second result is a sponsored link from MuleSoft, titled "iPaaS Integration - Download the Gartner Report". The third result is a sponsored link from IBM, titled "IBM® IPAAAS Solution - Powerful Built-In Management". The fourth result is a sponsored link from Software AG, titled "The Practical Guide to iPaaS - Benefits of Using iPaaS". The fifth result is a sponsored link from TechTarget, titled "What is iPaaS? Guide to Integration Platform as a Service".



To be the best answer in search
Your content needs to be
the best answer for your customers



The Search Intent Content Matrix

	Awareness	Consideration	Decision	Post Purchase
Informational				
Commercial				
Transactional				
Navigational				

The Search Intent Content Matrix

	Awareness	Consideration	Decision	Post Purchase
Informational	"What is cloud infrastructure?"			
Commercial				
Transactional				
Navigational				

The Search Intent Content Matrix

	Awareness	Consideration	Decision	Post Purchase
Informational	Content: Blog posts, educational videos, eBooks, webinars, tutorial			
Commercial				
Transactional				
Navigational				

The Search Intent Content Matrix

	Awareness	Consideration	Decision	Post Purchase
Informational				
Commercial		"AWS vs Azure pricing comparison"		
Transactional				
Navigational				

The Search Intent Content Matrix

	Awareness	Consideration	Decision	Post Purchase
Informational				
Commercial		Content: Product demos, client switch testimonials, competitor comparisons		
Transactional				
Navigational				

The Search Intent Content Matrix

	Awareness	Consideration	Decision	Post Purchase
Informational				
Commercial				
Transactional			"Buy AWS enterprise package"	
Navigational				

The Search Intent Content Matrix

	Awareness	Consideration	Decision	Post Purchase
Informational				
Commercial				
Transactional			Content: Purchase/checkout pages, contract sign-up forms, add-to-cart options	
Navigational				

The Search Intent Content Matrix

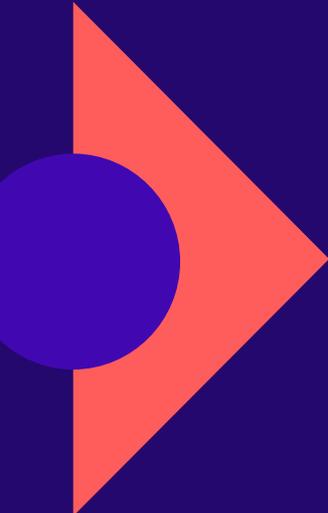
	Awareness	Consideration	Decision	Post Purchase
Informational	"What is cloud infrastructure?"	"Difference between AWS and Azure"	"How to implement AWS in enterprise?"	"AWS setup tutorial"
Commercial	"Top cloud service providers in 2023"	"AWS vs Azure pricing comparison"	"AWS enterprise package discounts"	"Upgrade your AWS package at 20% off"
Transactional	"Download beginner's guide to cloud infrastructure"	"Try AWS free for one month"	"Buy AWS enterprise package"	"Renew AWS enterprise license"
Navigational	"[Company name] origin story"	"AWS Summit 2023 details"	"AWS customer support center"	"AWS user community forums"

Search Intent Keyword Glossary

Pillar	Topics (Pillar Qualifiers - Aggregated)	Search Intent	Funnel Stage	Target Keyword	Average Monthly Search Volume	Average Rank	Ranking URLs
APIM	Benefits	Undefined	Middle	benefits of api based architecture	20		
APIM	Benefits	Informational	Middle	benefits of api management	50	19	https://resources.boomi.com/resources/hor
APIM	Benefits	Informational	Middle	benefits of application modernization	30		
Jnassigned	Benefits + Cloud	Informational	Middle	benefits of cloud migration	260		
Data	Benefits	Informational	Middle	benefits of data dictionary	90		
ntegration	Benefits	informational	Bottom	benefits of data integration	90	31	https://resources.boomi.com/resources/hor
EDI	Benefits	Informational	Middle	benefits of edi	260	25	https://resources.boomi.com/resources/hor
ntegration	Benefits + Solutions	Undefined	Middle	benefits of fully integrated ecommerce platforms	20		
Paas	Benefits	Informational	Middle	benefits of ipaas	70	32	https://boomi.com/platform/what-is-ipaas/
Data	Automation + Benefits	Informational	Middle	benefits of low code	70	59	https://resources.boomi.com/resources/hor
Data	Automation + Benefits + Solutic	Informational	Middle	benefits of low code platform	20		
EDI	Benefits	Informational	Middle	benefits of predictive analytics	70		
EDI	Benefits	Informational	Middle	benefits of predictive maintenance	50		
APIM	Automation + Benefits	Informational	Middle	benefits of robotic process automation	210		
ntegration	Benefits + Industry	Informational	Bottom	benefits of supply chain integration	20		
Paas	Solutions	Commercial	Bottom	best api integration platform	70	43	https://boomi.com/platform/api-managemer
APIM		Commercial	Bottom	best apis for projects	40		
APIM	Solutions	Undefined	Bottom	best application development platform	20		
Jnassigned	Cloud + Solutions	Undefined	Bottom	best cloud development platform	20		
Paas	Solutions	Commercial	Bottom	best data integration platform	20		
Jnassigned	Solutions	Commercial	Bottom	best developer platforms	20		
Data	Automation	Commercial	Bottom	best free low code development	0		
ntegration	Solutions	Commercial	Bottom	best integration tools	30		
Paas		Commercial	Bottom	best ipaas	110	26	https://resources.boomi.com/resources/hor
Paas		commercial	Bottom	best ipaas software	70	41	https://boomi.com/content/report/gartner-m

Content Pillars & Topics Definitions Matrix

Pillar & Topic Logic													
	PILLAR/TOPIC MATRIX	TOPICS	TOPICS										
			A/MML	Automation	Benefits	Comparison	Cloud	Definitions	Instructional	Solutions	Industry		
	PILLARS		machine learning artificial intelligence	workflow automation process efficiency intelligent RPA no code / low code	benefits of why when	vs which is better	cloud	what is define explain	how to who roles	platforms solutions tools cost examples reviews (gartner, forrester) vendors case studies	Healthcare Life Sciences Manufacturing Supply chain / Logistics Financial Services Retail Public Sector Higher Ed		
	Brand	boomi (and spelling variations) dell boomi flow boomiverse atmosphere unifi			X	X			X	X			
<i>terms containing competitor name</i>	Competitor	competitor brand names including mulesoft etc.				X					X		
<i>terms containing app names should</i>	Connectors	terms that contain the names of applications listed on Boomi connector pages salesforce netsuite sap workday amazon aws servicenow slack						X	X				
	APIM (API Management)	API API Management Manage APIs API led connectivity Native Integration	X	X	X	X	X	X	X	X	X		
<i>"integration platform" falls to "iPaaS"</i>	iPaaS	iPaaS Integration Platforms Platform as a Service	X	X	X	X	X	X	X	X	X		
<i>"integration" takes precedence over "data integration" terms live in "integration"</i>	Integration	API integration Application integration Middleware data integration	X	X	X	X	X	X	X	X	X		
<i>Master data management</i>		governance clean / cleanliness quality											



Intent Based SEO Content in Action: LinkedIn

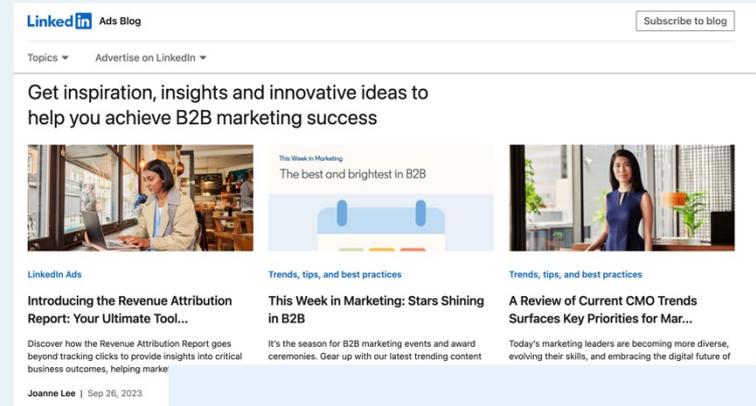
LinkedIn Ads Blog



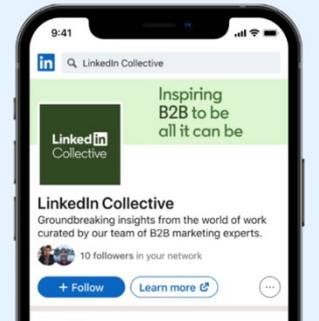
Intent Based SEO Content in Action: LinkedIn

Situation

With content promotion budgets reallocated to the newly launched LinkedIn Collective, the LinkedIn Ads Blog needed to organically reach their audience -- made up marketing execs and leaders, as well as practitioners.



Presenting
LinkedIn
Collective — A
Community Built
for B2B Marketers

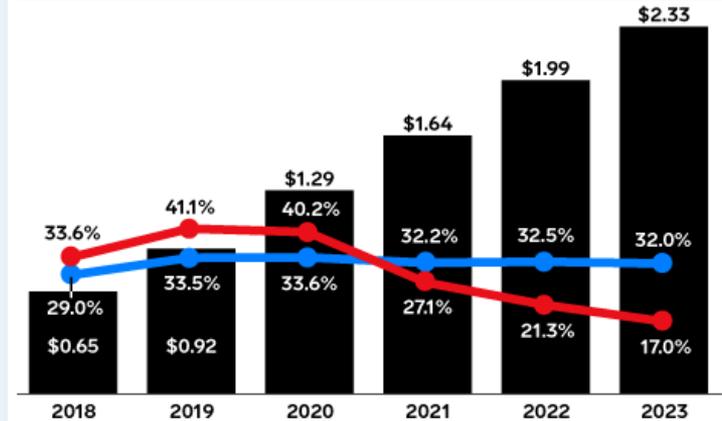


The Search Experience Didn't Match Reality

Google search results for "linkedin display ads". The search bar shows "linkedin display ads". The results include:

- Dynamic Ads**: Learn about LinkedIn ad targeting. Automatically personalize ads.
- Ad Targeting**: Learn about LinkedIn ad targeting. B2B targeting using LinkedIn data.
- Ad · https://www.redditforbusiness.com/**: Advertise on Reddit - Get \$100 in free ad credits. Reddit Ads are effective, no matter your budget or objectives. Sign up today! Terms Apply.
- Ad · https://www.metrictheory.com/**: Top-Tier LI Marketing Agency - We Manage Top #15 Spenders. Clients Rave About Us: "Tremendous Growth in our Business." Free Account Review!
- https://business.linkedin.com › pdf › product-sheets**: **LinkedIn Display Ads**. Simple to implement, our standard **display ads** give advertisers fantastic share-of-voice as, unlike other digital publishers, **LinkedIn** only serves two visual ... 2 pages
- https://www.linkedin.com › help › lms › answer › linke...**: **LinkedIn Display Ads – No Longer Available**. Jan 28, 2021 — We no longer offer programmatic **display ads** on the **LinkedIn** desktop experience. We continue to offer native **ad** solutions like Sponsored ...

US B2B LinkedIn Display Ad Spending, 2018-2023 billions, % change, and % of B2B display ad spending



■ B2B LinkedIn display ad spending
■ % change ■ % of B2B display ad spending

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; includes banners, rich media, sponsorships, video, and ads such as LinkedIn's Sponsored Content; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; data after 2015 is included under ad revenue for Microsoft
Source: eMarketer, July 2021

Search Intent Applied to Keyword Glossary

Pillar	Topic (Pillar Qualifiers - Aggregated)	Search Intent	Target Keyword	Average Monthly Search Volume	Current Ranking
B2B	Display Advertising	Informational	display advertising trends	30	11
B2B	Display Advertising	Informational, Commercial	digital display advertising	880	20
B2B	Display Advertising	Informational, Commercial	online display advertising	390	8
B2B	Display Advertising	Informational	display advertising.	170	34
B2B	Display Advertising	Informational	in what way can display advertising be effective	110	42
B2B	Display Advertising	Informational	what is digital display advertising	90	27
B2B	Display Advertising	Informational	display advertising campaigns	70	46
B2B	Display Advertising	Informational	examples of display advertising	70	46
B2B	Display Advertising	Informational	digital display advertising examples	50	52
B2B	Display Advertising	Informational	display advertising example	50	42
B2B	Display Advertising	Informational	display advertising online	50	6
B2B	Display Advertising	Informational, Commercial	internet display advertising	50	11
B2B	Display Advertising	Informational	what is online display advertising	50	19
B2B	Display Advertising	Commercial	advertising digital display	40	69
B2B	Display Advertising	Informational, Commercial	display advertising solutions	40	17
B2B	Display Advertising	Informational, Commercial	display advertising strategy	30	19
B2B	Display Advertising	Informational, Commercial	web display advertising	30	11
B2B	Display Advertising	Informational	what is display advertising in digital marketing	30	32
B2B	Display Advertising	Informational	why use display advertising	30	87
B2B	Display Advertising	Informational	digital marketing display advertising	20	16
B2B	Display Advertising		display advertising business	20	14
B2B	Display Advertising	Informational	display advertising in digital marketing	20	21
B2B	Display Advertising	Informational, Commercial	display advertising targeting	20	33
B2B	Display Advertising	Informational	display digital advertising	20	24
B2B	Display Advertising		display for advertising	20	91
B2B	Display Advertising		how to make a display advertisement	20	13
B2B	Display Advertising	Informational	what is display advertising examples	20	73
B2B	Display Advertising		what is targeted display advertising	20	41
B2B	Display Advertising	Informational	what is display advertising	880	
B2B	Display Advertising	Informational	display advertisements	720	

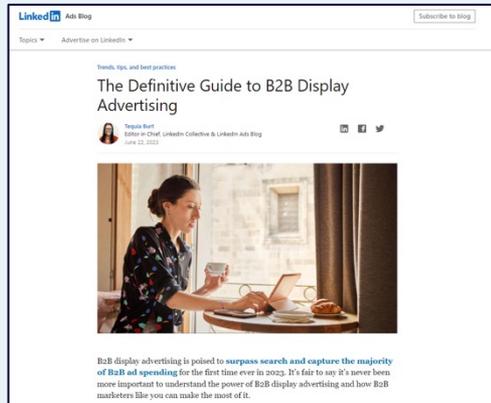
Objective:

Become the best answer for “B2B display advertising” by answering all the search intent questions the audience has about the topic.

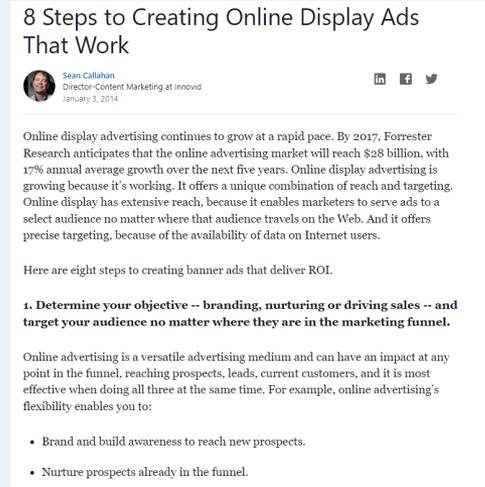
Search Intent Driven Content & SEO Strategy

“b2b display advertising”

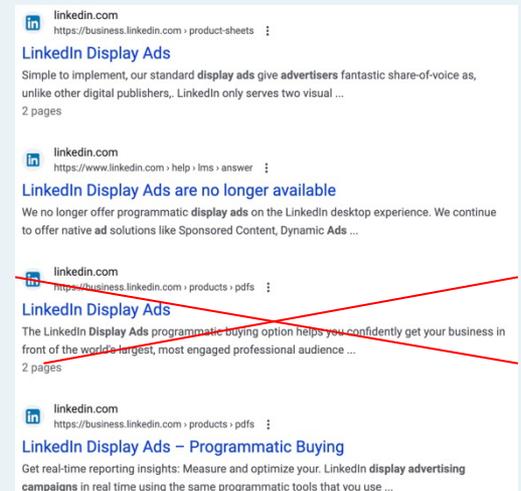
1. Address whitespace with net new content addressing search intent of target audience



2. Refresh & optimize existing content to align with intent, buyer stage



3. Clean Up Cannibalization



Results: The Best Answer for B2B Display Advertising

Google search for "b2b display advertising" showing search results and filters. The search results include a link to a LinkedIn article titled "The Definitive Guide to B2B Display Advertising" and a snippet from Neil Patel's article "How B2B SaaS Companies Can Drive Sales With Display ...".

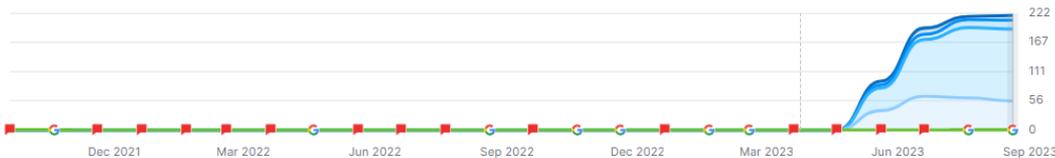
Search results include:

- LinkedIn**
https://www.linkedin.com › marketing › blog › trends-tips
The Definitive Guide to B2B Display Advertising
Jun 22, 2023 — B2B display advertising is only going to become more essential in 2023 and beyond, so there's no time to master it like the present.
What is B2b Display... · What Are The Different Types... · B2b Display Ad Types
- People also ask**
 - Does display advertising work for B2B?
 - What is an example of B2B advertising?
 - What is B2B in advertising?
 - How do B2B companies advertise?
- Neil Patel**
https://neilpatel.com › sales-with-display-advertising
How B2B SaaS Companies Can Drive Sales With Display ...
This post outlines the 5 key components to designing an effective Display advertising campaign. Step #1: Find the best traffic sources – Ad Networks. The first ...
Step #1: Find The Best... · Step #2: Find Your Best... · Step #3: Get Them To Click...
- ZoomInfo Blog**
https://pipeline.zoominfo.com › marketing › b2b-displ...
B2B Display Advertising: Don't Make These Mistakes
Jun 14, 2022 — 01 Top Display Advertising Targeting Mistakes 02 Top Creative Mistakes on B2B Display Ads03 Top Display Ad Optimization Mistakes04 So, ...
Top Display Advertising... · Top Creative Mistakes on B2B...

5X more ranking content on Google for target terms on the topic of display advertising

Organic Keywords 218

Top 3 4-10 11-20 21-50 51-100 SERP features



Dec 2021 Mar 2022 Jun 2022 Sep 2022 Dec 2022 Mar 2023 Jun 2023 Sep

TopRank Marketing: Optimized Marketing for B2B



boomi



smartsheet

LinkedIn



ORACLE®



cherwell

3M

DocuSign®



5 Steps to Evaluate B2B Content for Search Intent Opportunities

Audit Existing Content

Map to buyer journey stage

Analyze Search Query Data

Understand queries and questions

Map Content to Searcher Intent

Informational, Navigational, Transactional, Commercial

Identify Opportunities & Gaps

Find content/intent mismatches or net new opportunities

Implement and Iterate

Adjust and create SEO intent content and optimize performance

“Focusing on SEO intent means content marketers can target audiences based on what they’re trying to accomplish, not just who they are.”

Nick Nelson, TopRank Marketing



Takeaways

Optimize for customers before search engines – actually, it's the same thing today

Popularity is not the same as relevance or intent for keyword targeting

Yes, you can have too much content and not enough at the same time!

Plot your customers' search intent to determine the right mix of content topics, types



Thank You!



Download: Marketing with Intent
tprk.us/intentcmw23

Lee Odden
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TopRankMarketing.com



The LinkedIn logo, consisting of the word "LinkedIn" in a white sans-serif font, with the "in" part enclosed in a blue square.

How to Grow Your Blog by 30X or More

LinkedIn Shares the Tactics That
Grew Its Blog at Hyperspeed

A large, thick blue arrow pointing diagonally upwards and to the right, overlaid on the background image of hands typing on a laptop keyboard.

With some help from **TopRank Marketing**, our content optimization efforts have played a big role in growing our blog subscribers by 31 times in just 18 months. Wondering

<https://tprk.us/growblog30x>

#CMWorld

@toprank