

EXPLORE SEO

BUYER

INTENT KEYWORDS

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EXPLORE BUYER INTENT

It makes sense that a person who types words like **“buy,” “cheap,”** or **“review”** into a search engine is likely up to more than just casual browsing, **right?**

Your prosopect intends to make a purchase, and these are key signals you want to capitalise on with your SEO strategy for your brand or business.

If you’re targeting “broad keyword”s that are only vaguely relevant to what you’re offering rather than specific keywords that mark buyer intent, you’re undoubtedly missing out on sales and lead generation... the following document is designed to ensure that this does not happen.

BUYER
INTENT

Achieve
Alleviate
Auction
Avoid
Bargain
Bargain [product name]
Benefit
Best
Best [product name] (online)
Best [product name] site
Best [product name] website
Best + product type + in year.
Best of [product name]
Best price for [product name]
Best savings for [product name]
Big [product name]
Biggest [product name]
Bonus
Brand name [product name]
Brand names
Brand new [product name]
Budget
Budget [product name]
Build
Buy
Buy [product name] (online)
Buy [product name] with credit card
Buy [product name] with paypal
Buy one get one for 1 cent
Buy one get one free
Buy one get one half-off
Buying
Cash back for [product name]
Cheap
Cheap [product name] (online)
Cheapest
Cheapest [product name] (online)
Cheapest price for [product name]
Clearance
Clearance [product name]
Closeout
Closeout [product name]
Code with
Compare
Compare [product name]
Comparison
Computer tutorial
Coupon
Coupon code for [product name]
Coupon for [product name]
Cure
Deal with
Deals
Dependable
Direct
Directions
Discontinued [product name]
Discount
Discount [product name]
Discount code
Easily
Easy
Economical
Eliminate
End
Expensive [product name]
Explain
Explaining
Fast
Faster
Find a [product name]
Fix
For children
For couples
For girls
For guys
For kids
For men
For newbies
For sale
For seniors
For students
For women
Free
Free shipping
Free tutorial
Free tutorials

BUYER
INTENT

Frugal
Gain
Get [product name] (online)
Get a [product name]
Get rid of
Good price for [product name]
Great buy
Guide
Guide (s)
Guide to
Heal
Healthy
High price [product name]
High priced [product name]
How
How can
How do
How do i
How do you
How to
How to ... with [product name]
How to build
How to get rid of
How to make
Immediately
Improve
Improving
Increase
Inexpensive
Inexpensive [product name]
Install
Instruction
Instructions
Internet tutorial
Learn
Learning
Lease
Low cost
Low cost [product name]
Low priced
Low priced [product name]
Lowest price for [product name]
Luxury
Luxury [product name]
Method (s)
Model numbers
Need
New
New [product name]
Now
Offer
On sale
Online
Online tutorial
Order
Overcome
Password
Personalized
Personalized
Plan (s)
Prevent
Program(s)
Protect
Purchase
Quick
Quicker
Quickly
Rebuild
Recover
Reduce
Reduced
Reduced [product name]
Refurbished [product name]
Relieve
Remedy
Rent
Repair
Resonable priced
Restore
Review
Reviews (s)
Sales-priced
Sales-priced [product name]
Save
Savings
Scam
Second hand [product name]
Secret
Secret code
Secret codes
Secrets
Simple
Software
Solution
Solution
Solve

BUYER
INTENT

Step by step
Study
Technique
That works
Tips
Top
Top 10 + product type + in year
Top of the line [product name]
Training
Treat
Tutorial
Tutorials
Unique
Unlock
Used
Used [product name]
Value
Video
Videos
Where can
Where can i
Where can i buy [product name]
Where to buy [product name] (online)
Where to find [product name] (online)
Where to shop for [product name] (online)
Wholesale
[product name] coupon
[product name] coupon code
[product name] discount
[product name] for cheap
[product name] in stock
[product name] on sale
[product name] overstock
[product name] pre-owned
[product name] promo
[product name] promo code
[product name] review
[product name] special