

**THE ROAD TO HELL  
IS PAVED WITH GOOD  
INTENTS**



# FULL-FUNNEL ORGANIC IS ON ITS WAY OUT.

Most sites need to diversify.

@THCapper



## ON THE AGENDA TODAY:

- **A brief history of search intent**
- Identifying intent
- What different intents look like
- Matching intent
- The future of the organic funnel



**MEET ANDREI  
BRODER.**

@THCapper



**Andrei Broder**

Distinguished Scientist at Google

## Experience



### Distinguished Scientist

Google

Apr 2012 - Present · 12 yrs 2 mos

Mountain View, California

Leader of an eclectic team within Google Research consisting of scientists ...see more



### Yahoo! Fellow & VP Computational Advertising

Yahoo!

Sep 2005 - Apr 2012 · 6 yrs 8 mos

Sunnyvale, California

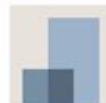
I had a dual role at Yahoo!: First, as one of the Yahoo! Labs leaders, I manag ...see more



### Distinguished Engineer

IBM

Jan 2002 - Sep 2005 · 3 yrs 9 mos



### VP for Research & Chief Scientist

AltaVista

1999 - Jan 2002 · 3 yrs 1 mo

**VP OF RESEARCH &  
CHIEF SCIENTIST AT  
ALTAVISTA FROM  
1999-2002.**

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# A taxonomy of web search

Andrei Broder  
IBM Research  
[broder@us.ibm.com](mailto:broder@us.ibm.com)

(Most of the work presented here was done while the author was with the AltaVista corporation.)

## Abstract:

Classic IR (information retrieval) is inherently predicated on users searching for information, the so-called "information need". But the need behind a web search is often not informational -- it might be navigational (give me the url of the site I want to reach) or transactional (show me sites where I can perform a certain transaction, e.g. shop, download a file, or find a map). We explore this taxonomy of web searches and discuss how global search engines evolved to deal with web-specific needs.

## 1 Introduction

A central tenet of classical information retrieval is that the user is driven by an information need. Schneiderman, Byrd, and Croft [SBC97] define information need as "the perceived need for information that leads to someone using an information retrieval system in the first place." But the intent behind a web search is often not informational -- it might be navigational (show me the url of the site I want to reach) or transactional (show me sites where I can perform a certain transaction, e.g., shop, download a file, or find a map). In fact as we show later, informational queries constitute less than 50% of web searches.

The main aim of this paper is to point out this difference and introduce and analyze a taxonomy of web searches. Secondly, we show how search engines evolved to deal with these web-specific needs.

The remainder of the paper is organized as follows: in section 2 we discuss the classic model for information retrieval; section 3 introduces a taxonomy of web searches; section 4 presents some statistics extracted from AltaVista surveys and logs regarding the prevalence of various types of searches; section 5 analyzes the evolution of search engines in light of this taxonomy; section 6 discusses some related work; finally, section 7 draws certain conclusions and points to some further directions for research.

**INFORMATION  
RETRIEVAL = THE  
DISCIPLINE THAT  
SPAWNED SEARCH  
ENGINES.**

@THCapper

# A taxonomy of web search

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## Abstract:

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@THCapper

# THIRD GENERATION SEARCH ENGINES ...SOUND FAMILIAR?

Third generation -- emerging now, attempts to blend data from multiple sources in order to try to answer ``the need behind the query". For instance on a query like San Francisco the engine might present direct links to a hotel reservation page for San Francisco, a map server, a weather server, etc.

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# San Francisco

City in California



Wikipedia

[https://en.wikipedia.org/wiki/San\\_Francisco](https://en.wikipedia.org/wiki/San_Francisco)

## San Francisco

**San Francisco**, officially the City and County of **San Francisco**, is a commercial, financial, and cultural center in Northern California. With a population of ...

[Bay Area](#) · [Francisco Bay](#) · [San Francisco \(disambiguation\)](#) · [Crime in San Francisco](#)



San Francisco Travel

<https://www.sftravel.com>

## San Francisco Travel | Official Visitor Information

Official site for planning a trip to **San Francisco** and Northern California. Find the latest on attractions, hotel rooms, restaurants, arts and culture, ...

[Things to Do](#) · [Iconic San Francisco](#) · [San Francisco Festivals and...](#) · [Visitor's Guide](#)

## People also ask

What is San Francisco best known for?



Is San Francisco expensive as a tourist?



Is San Francisco still worth visiting?



## About



San Francisco, officially the City and County of San Francisco, is a commercial, financial, and cultural center in Northern California. With a population of 808,437 residents as of 2022, San Francisco is the fourth most populous city in the U.S. state of California. [Wikipedia](#)

**Population:** 808,437 (2022)

**ZIP Codes:** List: 94102–94105; 94107–94112; 94114–94134; 94137; 94139–94147; 94151; 94158–94161; 94163–94164; 94172; 94177; 94188

**Area codes:** [415/628](#)

**CSA:** San Jose–San Francisco–Oakland

**Elevation:** 52 ft (16 m)

**Founded by:** [Juan Bautista de Anza](#); [José Joaquín Moraga](#); [Francisco Palóu](#)



**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**ADVOCACY**

**NO MENTION OF  
THIS OBVIOUS  
PARALLEL.**

@THCapper

# THESE CONCEPTS HAVE LONG-STANDING TRACTION IN SEO.



By: [Rand Fishkin](#)

May 13, 2007

3 min read

## Segmenting Search Intent

[Keyword Research](#)

The author's views are entirely their own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.

Today I'd like to take a deep look inside the minds of the billion worldwide search engine users and share a more comprehensive understanding of their motivations. This pseudo-psychological perspective can help us gain perspective on targeting, click-through rates, ad-serving and even relative value.



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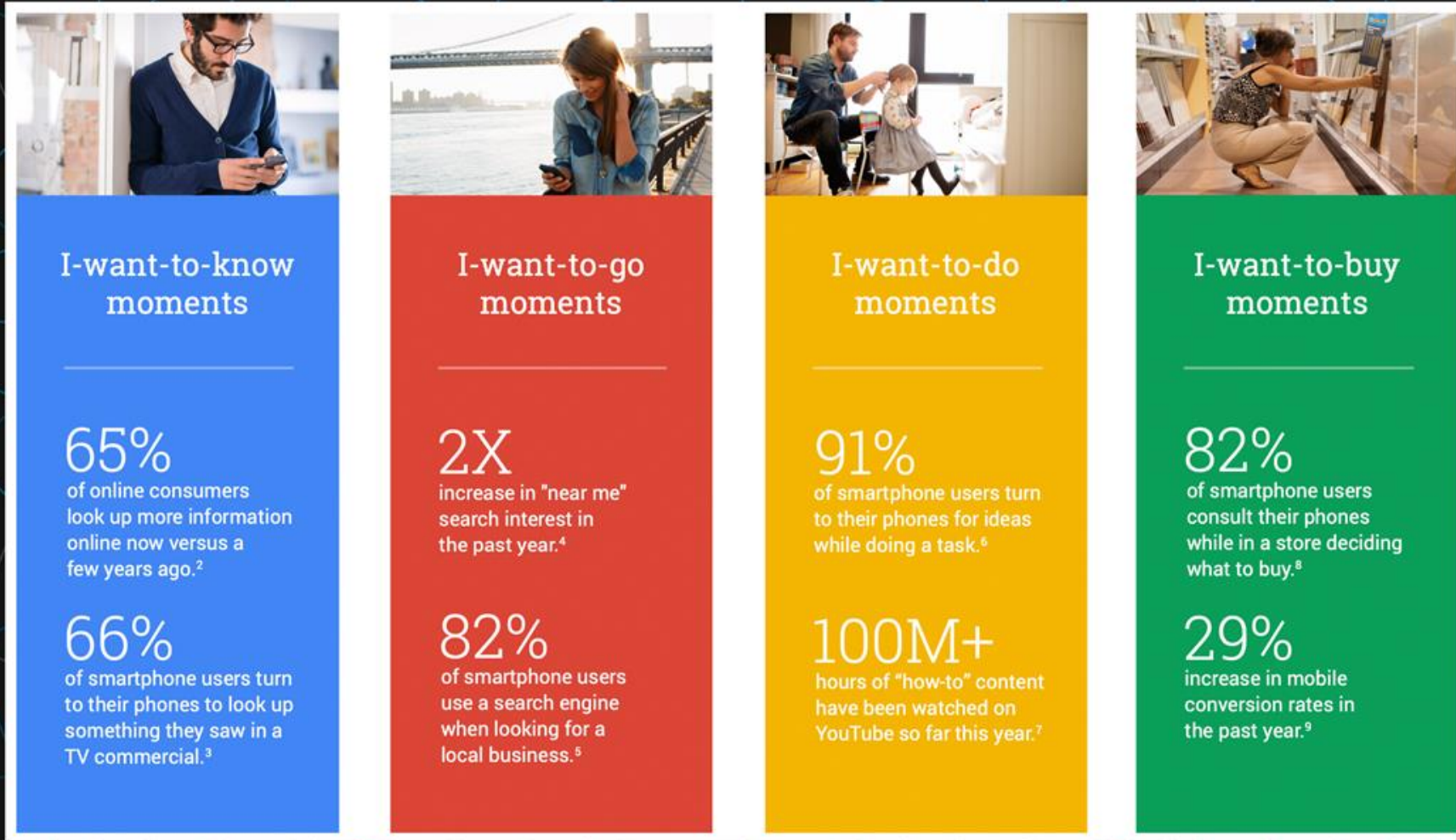
AltaVista

1999 - Jan 2002 · 3 yrs 1 mo

**BRODER HAS BEEN  
A DISTINGUISHED  
SCIENTIST AT  
GOOGLE SINCE 2012.**

@THCapper

# GOOGLE'S KNOW, GO, DO, BUY.



## I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.<sup>2</sup>

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.<sup>3</sup>

## I-want-to-go moments

2X

increase in "near me" search interest in the past year.<sup>4</sup>

82%

of smartphone users use a search engine when looking for a local business.<sup>5</sup>

## I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.<sup>5</sup>

100M+

hours of "how-to" content have been watched on YouTube so far this year.<sup>7</sup>

## I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.<sup>8</sup>

29%

increase in mobile conversion rates in the past year.<sup>9</sup>

# THESE INTENTS WERE ALSO MENTIONED IN THE FIRST QRC IN 2012.

## 2.4 Classification of User Intent: Action, Information, and Navigation – “Do-Know-Go”

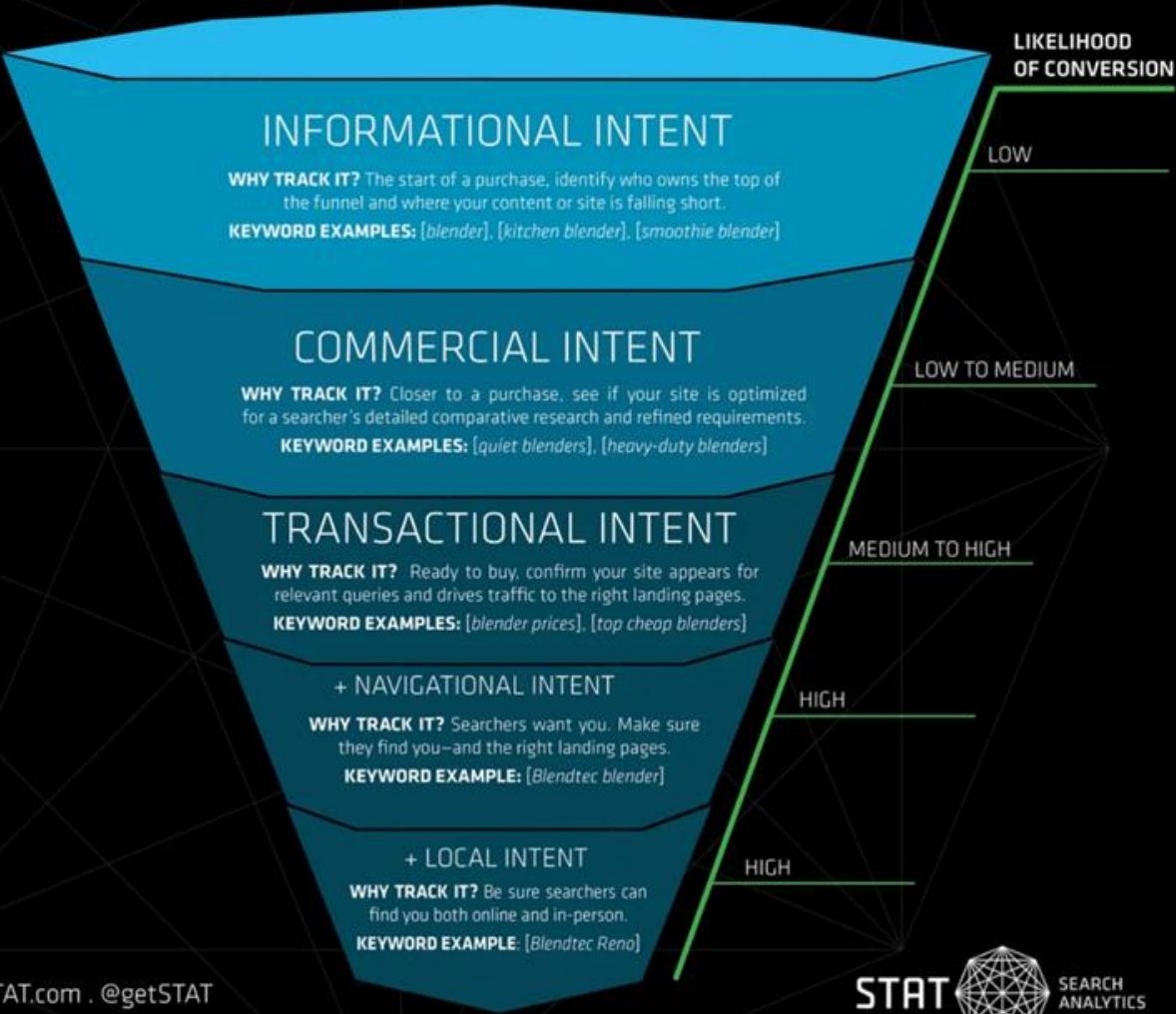
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Sometimes it is helpful to classify user intent for a query in one or more of these three categories:

- **Action intent** – Users want to accomplish a goal or engage in an activity, such as download software, play a game online, send flowers, find entertaining videos, etc. These are “**do**” queries: users want to do something.
- **Information intent** – Users want to find information. These are “**know**” queries: users want to know something.
- **Navigation intent** – Users want to navigate to a website or webpage. These are “**go**” queries: users want to go to a specific page.

An easy way to remember this is **Do-Know-Go**. Classifying queries this way can help you figure out how to rate a webpage. Please note that many queries fit into more than one type of user intent.

# TRACKING THE SEO FUNNEL



**MANY SEOS DID SEE THE LINK WITH A TRADITIONAL MARKETING FUNNEL.**

This STAT graphic is from 2016.

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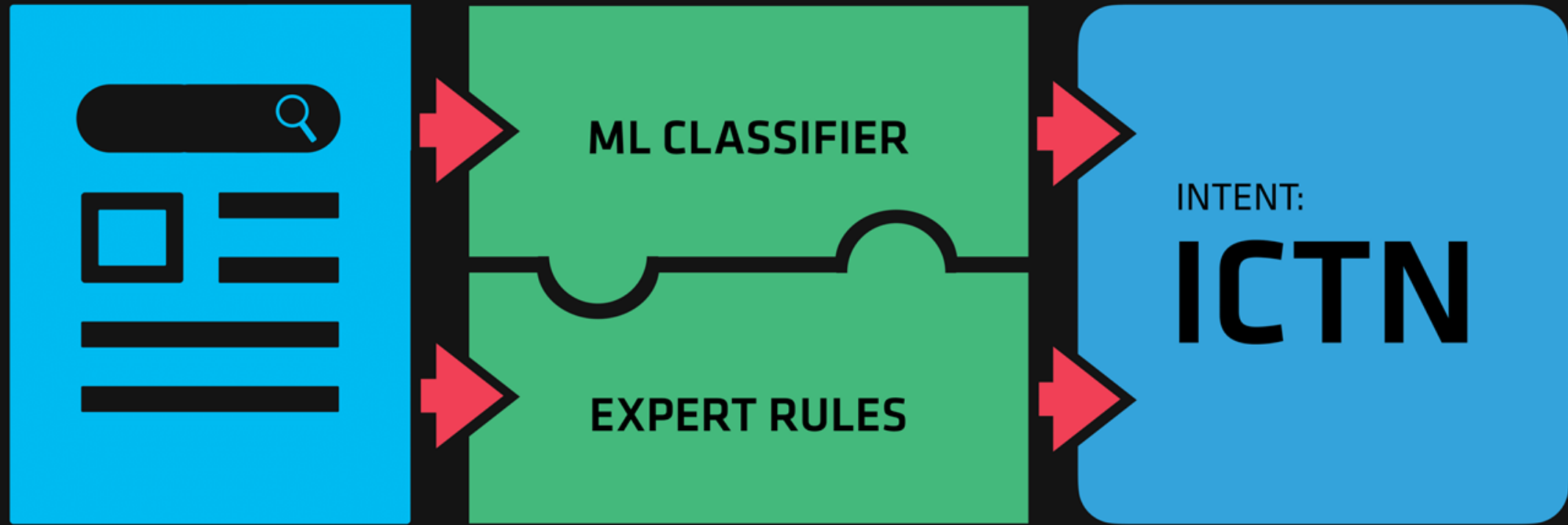


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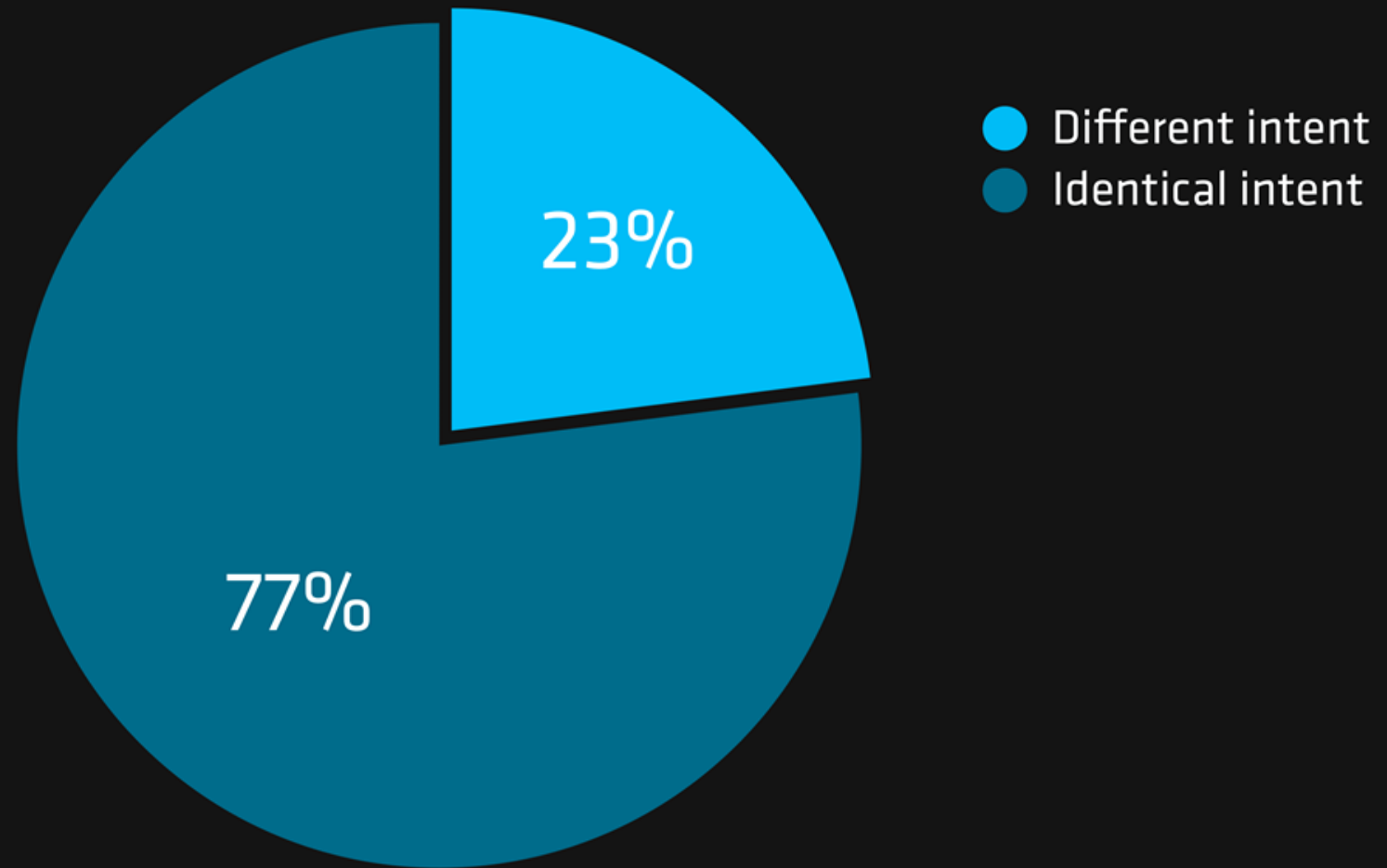


# MOZ SEARCH INTENT MODEL



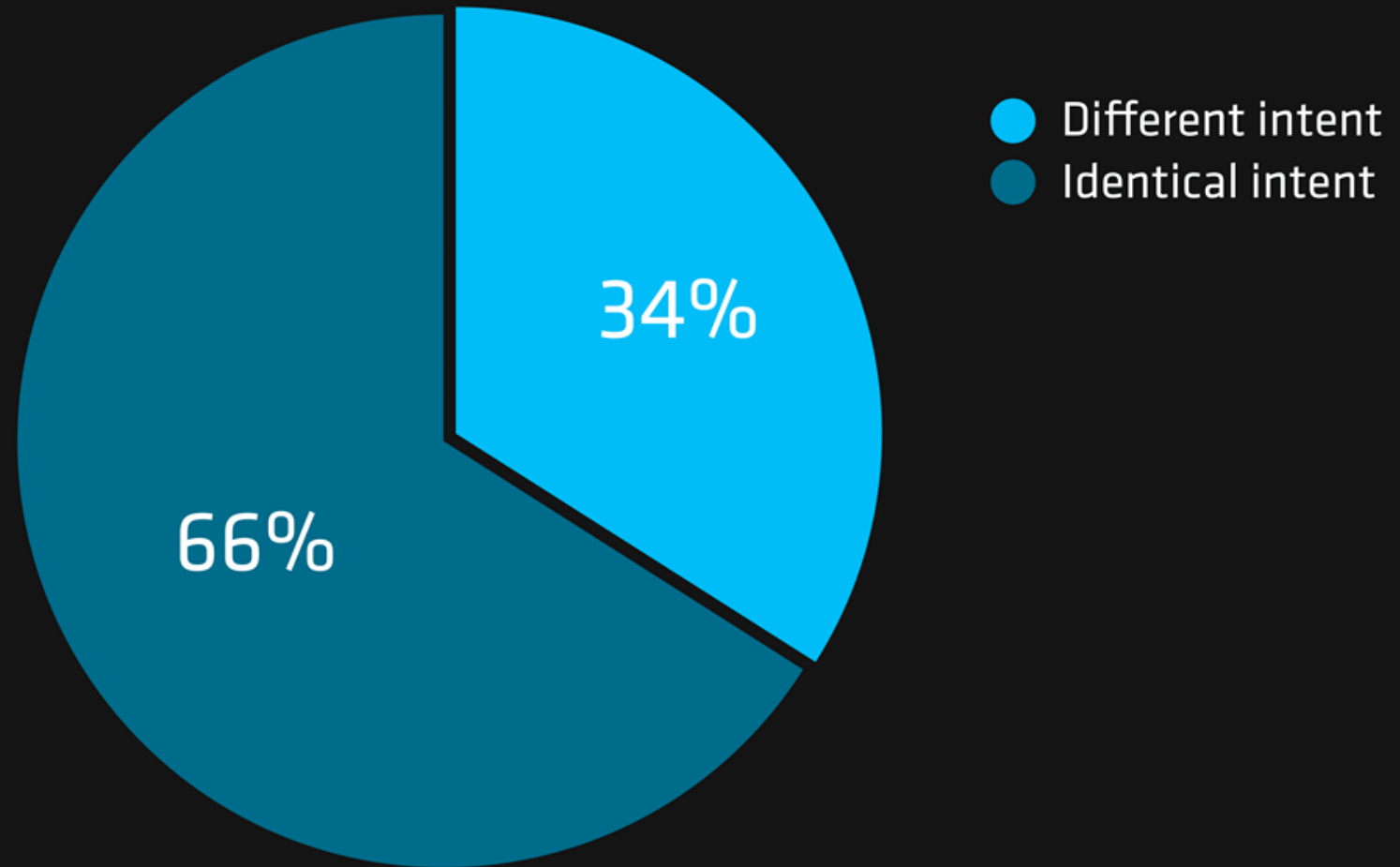
@getSTAT

# ONE KEYWORD, ONE INTENT?



Desktop vs. mobile keywords

# ONE KEYWORD, ONE INTENT?



US vs. UK keywords



**MIXED INTENT**

 **Wikipedia**  
<https://en.wikipedia.org/wiki/Ramen>

## Ramen

It consists of Chinese-style wheat noodles (中華麵, chūkamen) served in a broth; common flavors are soy sauce and miso, with typical toppings including sliced ...



 **Pinch of Yum**  
<https://pinchofyum.com/Recipes/Vegetarian>

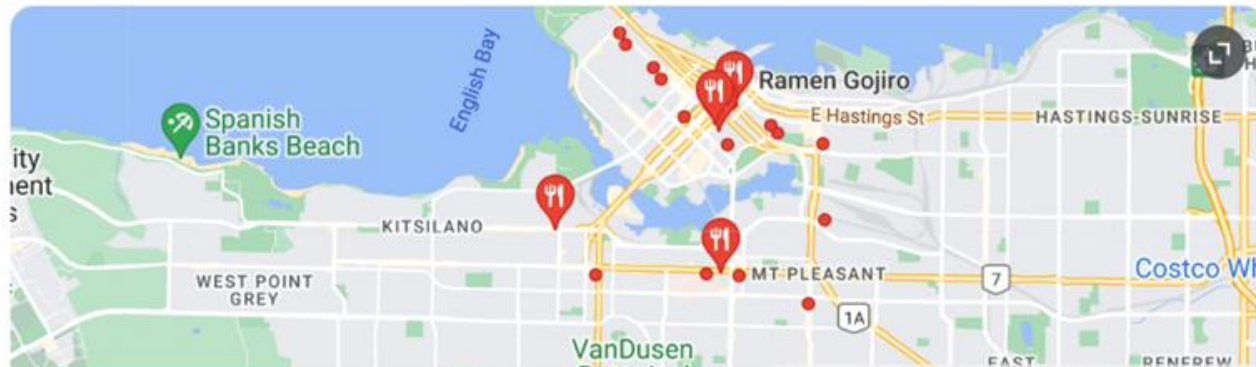
## Quick Homemade Ramen Recipe


This quick homemade ramen is a delicious way to make ramen a little more healthy! Fresh veggies and herbs take the usual ramen up a notch.



★★★★★ Rating: 4.6 · 94 reviews · 25 mins

## Places :



 More images

## Ramen

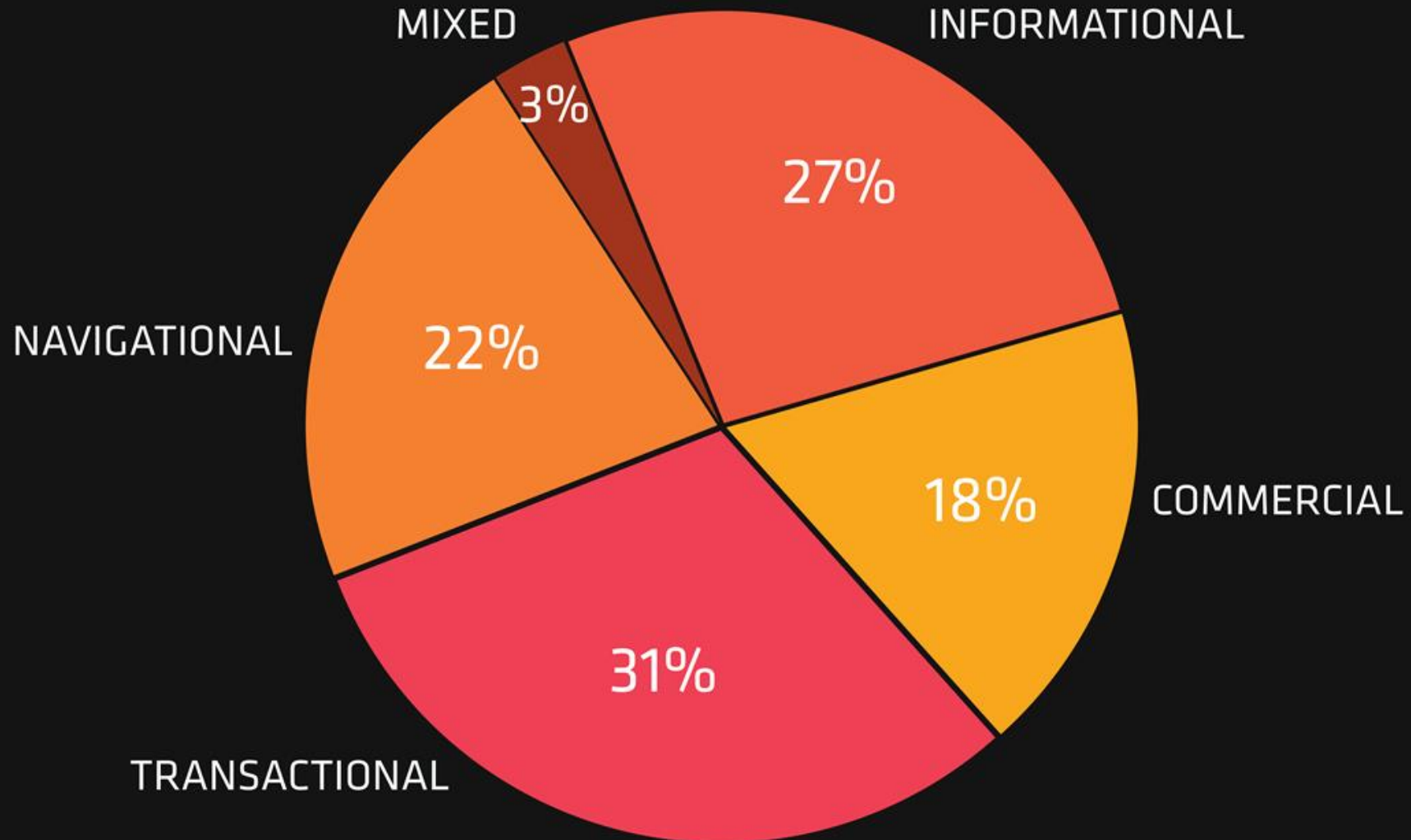
Dish :

Ramen is a Japanese noodle dish of Chinese origin. It consists of Chinese-style wheat noodles served in a broth; common flavors are soy sauce and miso, with typical toppings including sliced pork, nori, menma, and scallions. Ramen has its roots in Chinese noodle dishes and is a part of Japanese Chinese cuisine.

[Wikipedia](#)

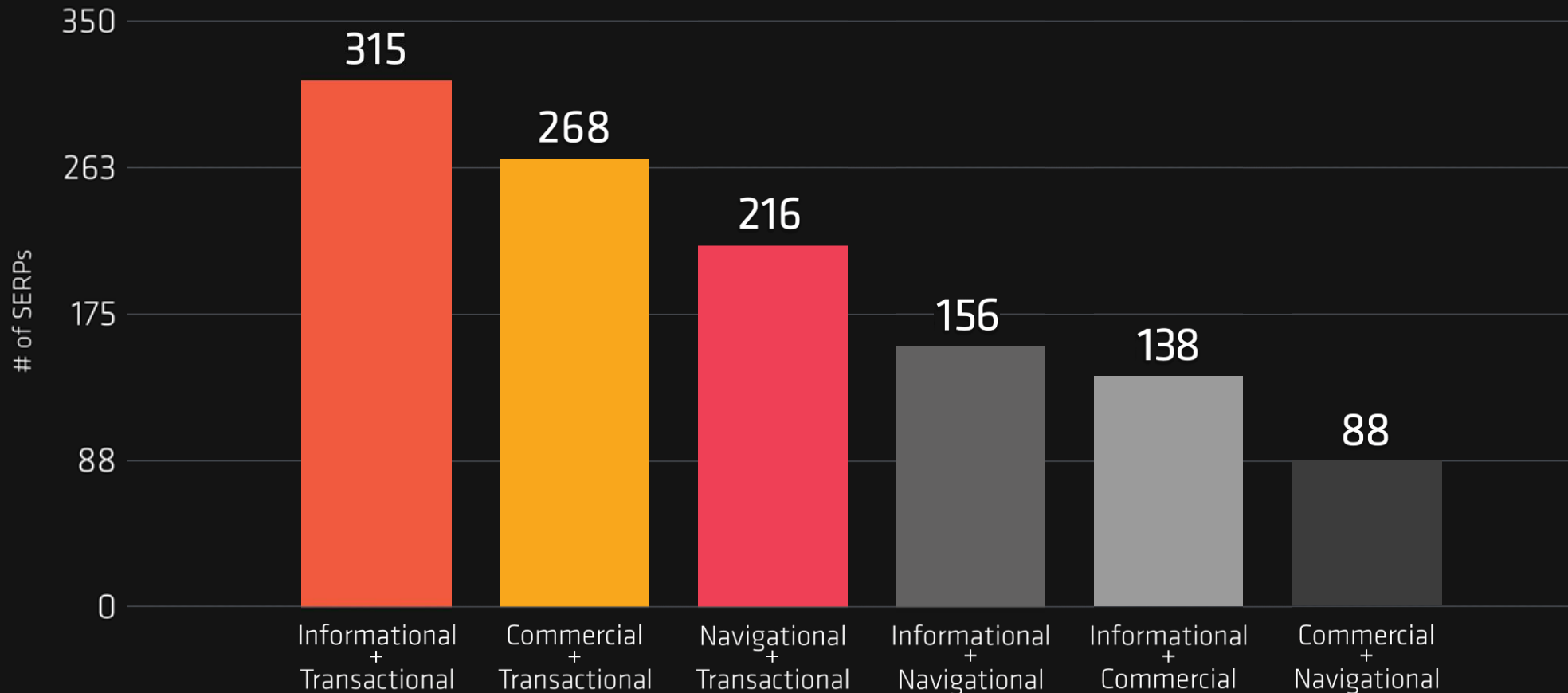
**Origins:** [Japan](#), [China](#)

# INTENTS IN THIS DATA



# TOP 3 INTENT MIXES

## TRANSACTIONAL IS A COMMON THEME



# MIXED INTENT SERPS HAVE LESS OPPORTUNITY.

commercialScore (type: number(), default: nil) - A measure of commerciality of the document Score > 0 indicates document is commercial (i.e. sells something)

Computed by repository/pageclassifiers/[parsehandler-commercial.cc](https://github.com/parsehandler-commercial)



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Twiddlers can offer category constraints, meaning diversity can be promoted by specifically limiting the type of results. For instance the author may decide to only allow 3 blog posts in a given SERP. This can clarify when ranking is a lost cause based on your page format.



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## THE RESEARCH DETAILS:

- 10,000 queries from Keyword Planner across 20 different sectors
- Tracked on smartphone and desktop, in Portland, Oregon and Brighton, England = 40,000 total SERPs
- Categorized using Moz's search intent model

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**UP FIRST, THE TOP OF THE  
FUNNEL.**

@THCapper



**INFORMATIONAL**

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**ADVOCACY**

**← WE ARE HERE**

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2024

Livescore

And fixtures

Championship

Today top 10

Women

And Goal Difference

Stats

Injury



## Premier League standings

MATCHES

NEWS

STANDINGS

STATS

PLAYERS

Season

2023-24

Club	MP	W	D	L	GF	GA	GD	Pts	Last 5
1  Man City	38	28	7	3	96	34	62	91	✓✓✓✓✓
2  Arsenal	38	28	5	5	91	29	62	89	✓✓✓✓✓
3  Liverpool	38	24	10	4	86	41	45	82	✓-✓-×
4  Aston Villa	38	20	8	10	76	61	15	68	×-×-✓
5  Tottenham	38	20	6	12	74	61	13	66	✓×✓××

Feedback



See more

### People also ask :

Who has won the most Premier League titles in history?



Treatments

Symptoms

Vaccine

Types

Causes

Contagious

In children

Medication

Diagnosis

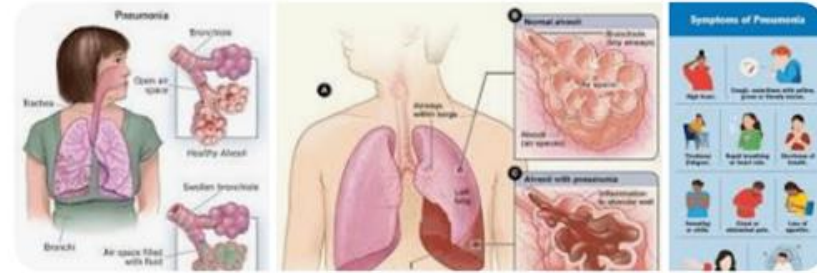
What is pneumonia? Pneumonia is an infection of one or both of the lungs caused by bacteria, viruses, or fungi. It is a serious infection in which the air sacs fill with pus and other liquid. Lobar pneumonia affects one or more sections (lobes) of the lungs.



Johns Hopkins Medicine

https://www.hopkinsmedicine.org > health > pneumonia

Pneumonia | Johns Hopkins Medicine



About featured snippets • Feedback

People also ask

What are the first warning signs of pneumonia?



Can pneumonia heal on its own?



What are the 4 stages of pneumonia?



What triggers pneumonia?



Feedback

Main cause

What is the main cause of pneumonia



Duration

How long does pneumonia last?



Diagnosis

Pneumonia diagnosis



Feedback



Mayo Clinic

https://www.mayoclinic.org > ... > Diseases & Conditions





Treatments

Symptoms

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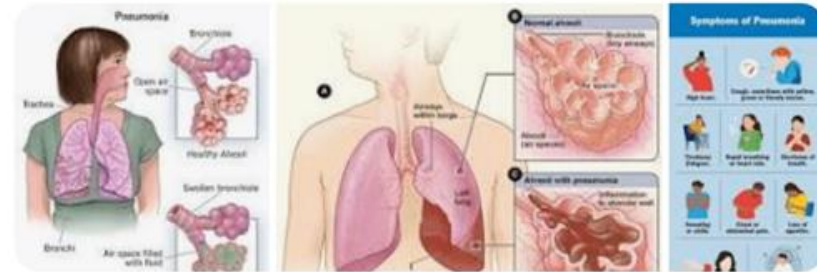
What is pneumonia? Pneumonia is an infection of one or both of the lungs caused by bacteria, viruses, or fungi. It is a serious infection in which the air sacs fill with pus and other liquid. Lobar pneumonia affects one or more sections (lobes) of the lungs.



Johns Hopkins Medicine

<https://www.hopkinsmedicine.org> > health > pneumonia

[Pneumonia | Johns Hopkins Medicine](#)



About featured snippets • Feedback

### People also ask

What are the first warning signs of pneumonia?



Can pneumonia heal on its own?



What are the 4 stages of pneumonia?



What triggers pneumonia?



Feedback

### Main cause

What is the main cause of pneumonia



### Duration

How long does pneumonia last?



### Diagnosis

Pneumonia diagnosis



Feedback



Mayo Clinic

<https://www.mayoclinic.org> > ... > Diseases & Conditions

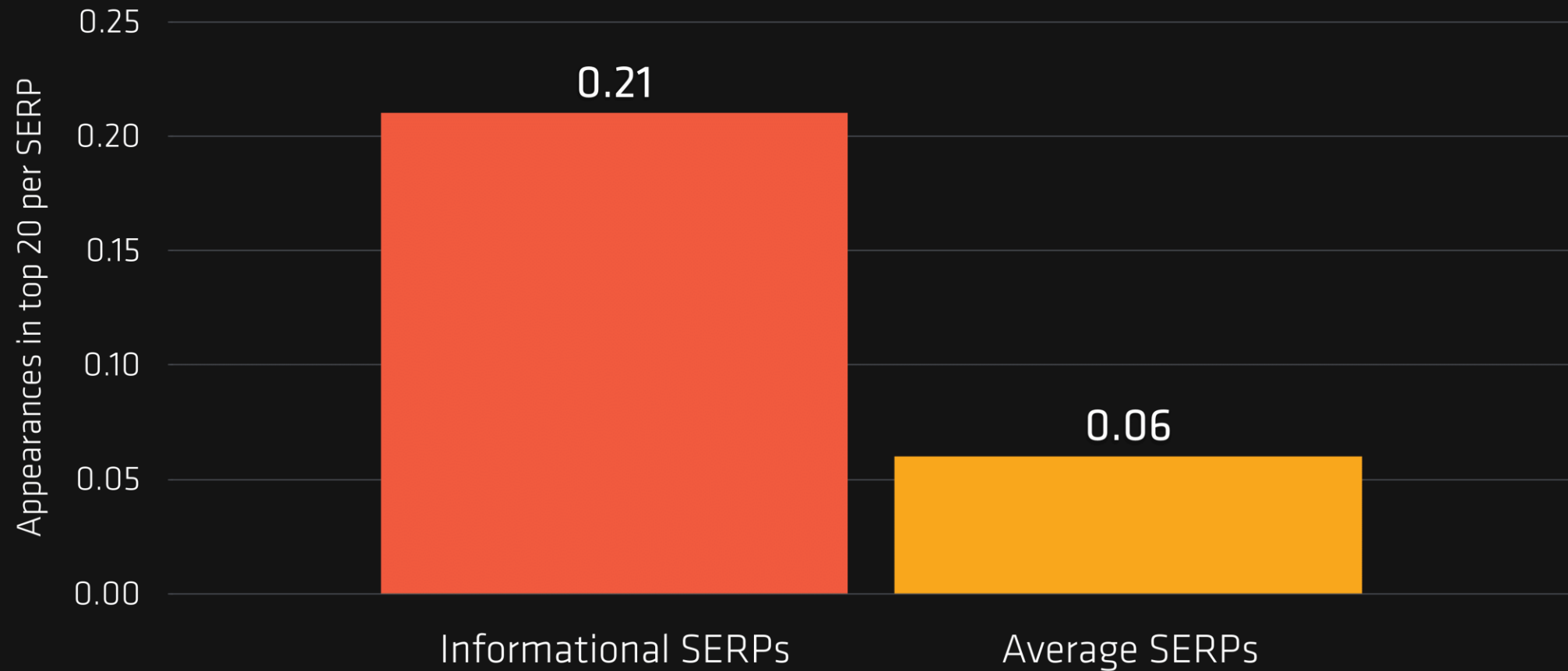


# FEATURED SNIPPETS ARE CLOSELY ASSOCIATED WITH INFORMATIONAL INTENT.

So much so we included them in our intent heuristic.

@THCapper

# FEATURED SNIPPETS & INFORMATIONAL SERPS



# KNOWLEDGE GRAPH



## Premier League standings

MATCHES

NEWS

STANDINGS

STATS

PLAYERS

Season

2023-24 ▾

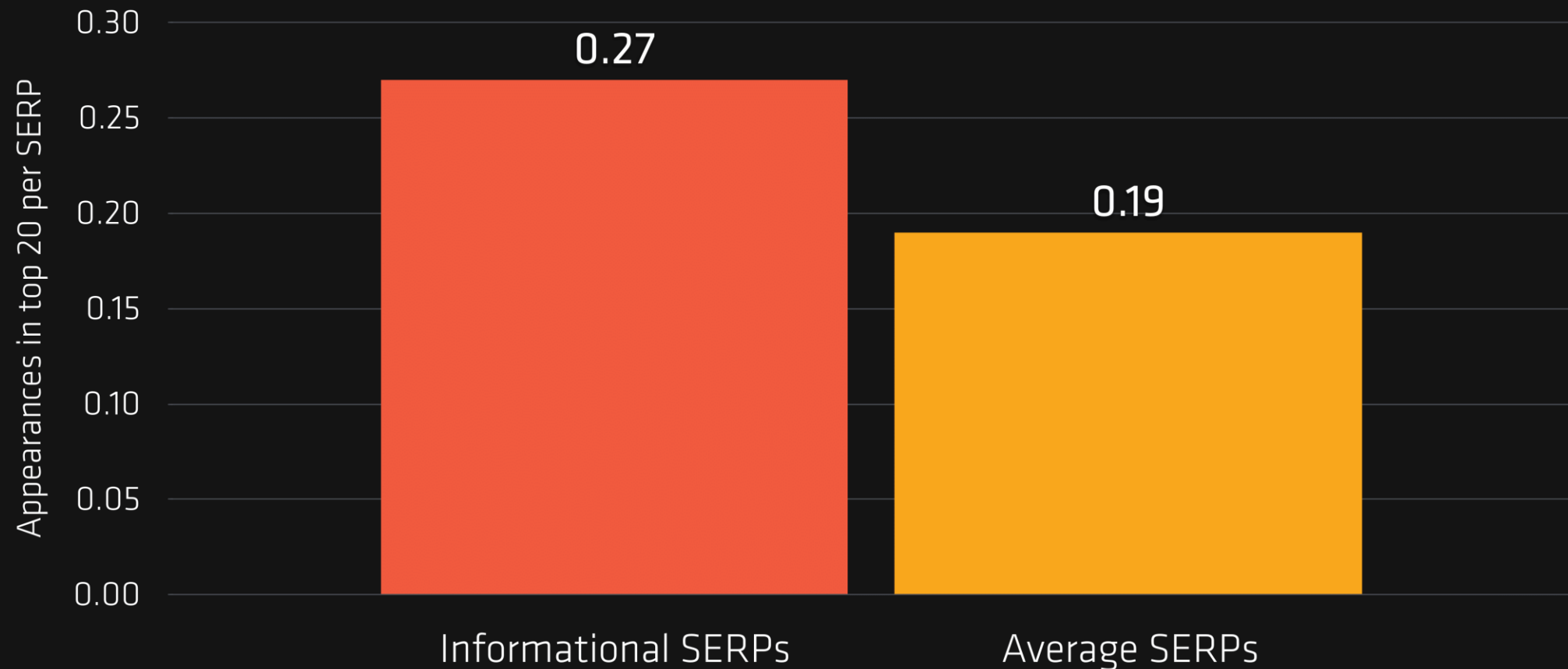
Club	MP	W	D	L	GF	GA	GD	Pts	Last 5
1  Man City	38	28	7	3	96	34	62	91	✓✓✓✓✓
2  Arsenal	38	28	5	5	91	29	62	89	✓✓✓✓✓
3  Liverpool	38	24	10	4	86	41	45	82	✓-✓-✗
4  Aston Villa	38	20	8	10	76	61	15	68	✗-✗-✓
5  Tottenham	38	20	6	12	74	61	13	66	✓✗✓✗✗

Feedback



See more

# KNOWLEDGE GRAPHS & INFORMATIONAL SERP



# “PEOPLE ALSO ASK”

People also ask :

---

How much is \$1000 dollar in India currency?

---



What was the highest USD to INR rate?

---



What is the best remit rate to India?

---



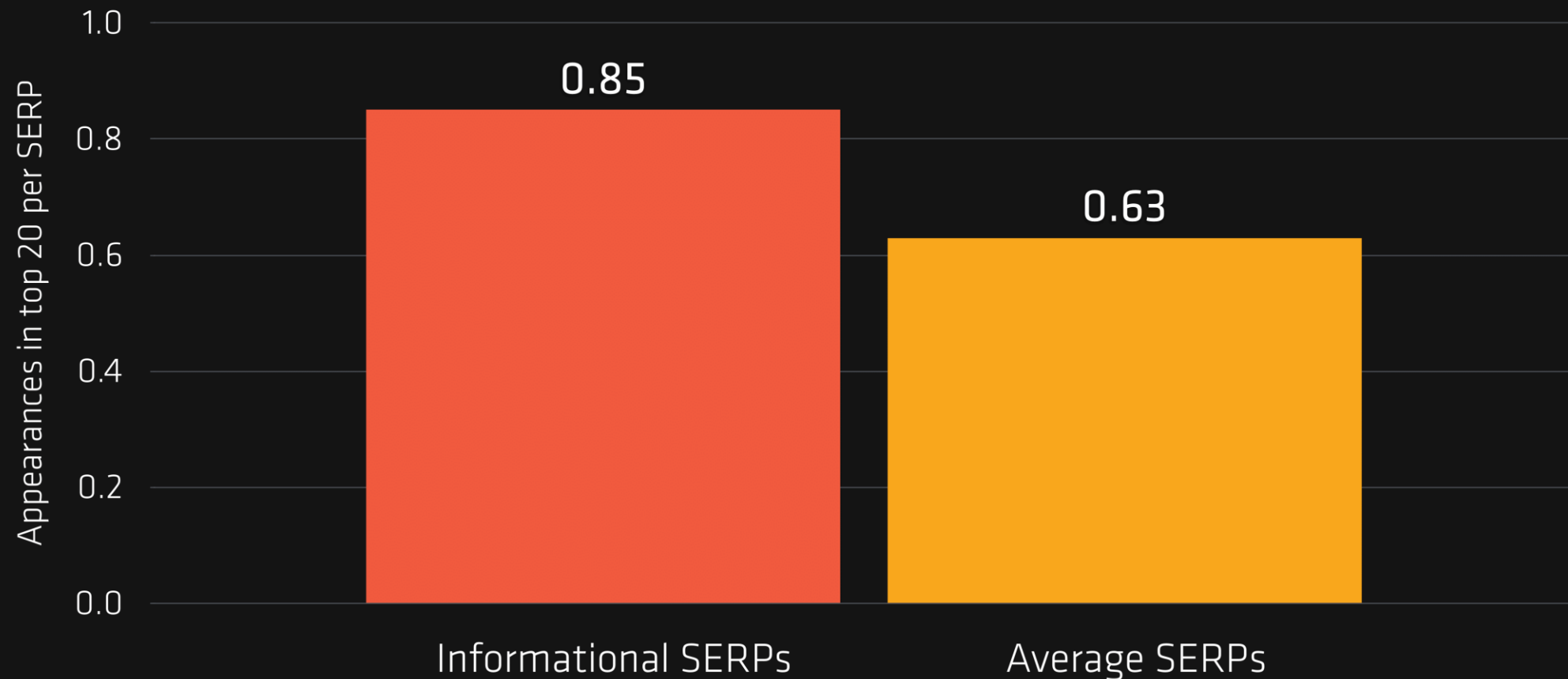
What is the future rate of dollar in India?

---



[Feedback](#)

# “PEOPLE ALSO ASK” & INFORMATIONAL SERP



# PAA & ANOTHER FEATURE IS ENOUGH TO FILL MOST SCREENS.

Google search for "epl table" results in a Premier League standings page. The page features a purple header with navigation tabs for MATCHES, NEWS, STANDINGS, STATS, and PLAYERS. Below the header, the current season is listed as 2023-24. A table displays the top five clubs: Man City, Arsenal, Liverpool, Aston Villa, and Tottenham, with columns for matches played (MP), wins (W), draws (D), losses (L), goals for (GF), goals against (GA), goal difference (GD), points (Pts), and a Last 5 performance indicator. A 'People also ask' section is visible at the bottom of the page.

Club	MP	W	D	L	GF	GA	GD	Pts	Last 5
1 Man City	38	28	7	3	96	34	62	91	✓✓✓✓✓
2 Arsenal	38	28	5	5	91	29	62	89	✓✓✓✓✓
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4 Aston Villa	38	20	8	10	76	61	15	68	✗-✗-✗-✓
5 Tottenham	38	20	6	12	74	61	13	66	✓✗✓✓✗✗

Google search for "pneumonia" results in a definition from Johns Hopkins Medicine. The definition states: "Pneumonia is an infection of one or both of the lungs caused by bacteria, viruses, or fungi. It is a serious infection in which the air sacs fill with pus and other liquid. Lobar pneumonia affects one or more sections (lobes) of the lungs." Below the definition, there is a 'People also ask' section with several questions: "What are the first warning signs of pneumonia?", "Can pneumonia heal on its own?", "What are the 4 stages of pneumonia?", and "What triggers pneumonia?". A 'Feedback' link is located at the bottom right of the page.



# INFORMATIONAL SERPS ARE GETTING EVEN BUSIER.

The screenshot shows a Google search for "what is seo". The search bar contains the text "what is seo" and the Google logo is on the left. Below the search bar, there are tabs for "All", "Images", "Videos", "Shopping", "News", and "More". The search results show "About 919,000,000 results (0.29 seconds)". An AI overview is displayed, stating "AI overviews are experimental. Learn more" and providing a definition of SEO: "Search Engine Optimization (SEO) is the process of improving a website's technical configuration, content relevance, and link popularity so that search engines rank its pages better. SEO increases the quality and quantity of traffic to a website through organic search results, as opposed to other channels like direct, referral, and paid advertising." Below the overview, there are two search results: "Mailchimp: What is SEO? - Mailchimp" and "huckabuy.com: SEO For Dummies | Beginners Guide To The Organic Channel". A "Show more" button is visible. On the right side, there is a "Search engine optimization" section with a definition and a "People also search for" section with suggestions like "Digital Marketing", "Social Media", and "Marketing".

Google

what is seo

All Images Videos Shopping News More Tools

About 919,000,000 results (0.29 seconds)

AI overviews are experimental. Learn more

Search Engine Optimization (SEO) is the process of improving a website's technical configuration, content relevance, and link popularity so that search engines rank its pages better. SEO increases the quality and quantity of traffic to a website through organic search results, as opposed to other channels like direct, referral, and paid advertising.

Mailchimp  
What is SEO? - Mailchimp  
SEO means Search Engine Optimization and is the process used...

huckabuy.com  
SEO For Dummies | Beginners Guide To The Organic Channel  
What is Search Engine Optimization?  
Search Engine Optimization (SEO) is...

Show more

Search Engine Land  
https://searchengineland.com/guide/what-is-seo  
What Is SEO - Search Engine Optimization?  
SEO stands for "search engine optimization." In simple terms, SEO means the process of improving your website to increase its visibility in Google, ...

Search engine optimization  
Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic. Wikipedia

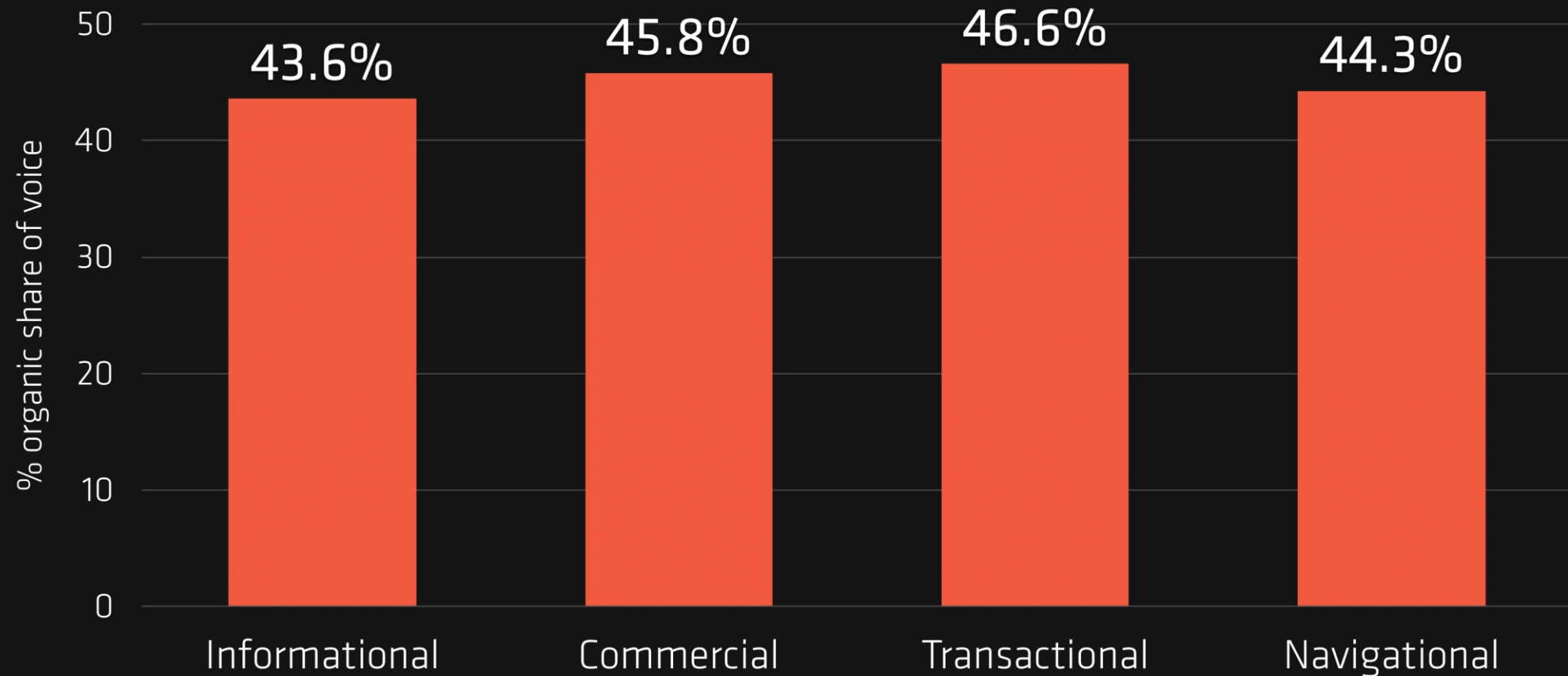
People also ask

What is SEO and how does it work?

How can I start SEO as a beginner?

People also search for  
Digital Marketing  
Social Media  
Marketing

# REGULAR ORGANIC IS A TOUGH GAME FOR INFORMATIONAL SERP'S.





**COMMERCIAL**

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**ADVOCACY**

**← WE ARE HERE**

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- Compare
- For sale
- In stock
- Open now
- Within 0.5 mi
- Online appointments
- Refurbished
- ASUS
- Lenovo

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Best Buy Carries The Brands You Love at the Prices You Want. Shop Online...  
 📍 Vancouver · 7 locations nearby



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 Lenovo  
<https://www.lenovo.com> › officialsite

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### HP® Official Site | Intel® Core™ Ultra 9 Processor

Stunning design & powerful performance with the HP Spectre x360 with Intel® Core™ Ultra 9.

Sponsored

 <p><b>Lenovo Legion Slim...</b>  <b>\$1,322.99</b> 4...        Lenovo        ★★★★★ (25)</p>	 <p><b>Dell Inspiron 15 Laptop - ...</b>  <b>\$449.99</b> \$550        Dell Canada        ★★★★★ (9k+)</p>	 <p><b>Lenovo ThinkPad L...</b>  <b>\$884.12</b>        Lenovo        ★★★★★ (2k+)</p>
 <p><b>Lenovo ThinkBook ...</b>  <b>\$799.00</b>        Lenovo        ★★★★★ (559)</p>	 <p><b>Lenovo ThinkPad X...</b>  <b>\$1,939.25</b> 4...        Lenovo        ★★★★★ (227)</p>	 <p><b>Dell Inspiron 16 Laptop - ...</b>  <b>\$699.99</b> \$850        Dell Canada        ★★★★★ (804)</p>
 <p><b>6ES7718-...</b></p>	 <p><b>Lenovo</b></p>	 <p><b>Acer Nitro V</b></p>

Open now Within 1 mi Identification List Fertilizer Low light Online Full sun Top 10

The Spruce https://www.thespruce.com › houseplants-4127735

### Houseplants: Care & Growing Guides

Not everyone has room for a garden but anyone can grow houseplants! There are even benefits to growing plants indoors and we'll help you pick the best ...

42 Most Popular Houseplants · 30 Best Houseplants for... · Types of Houseplants



Fronly Plants https://fronlyplants.com › collections › plants

### Indoor Plants, Houseplants | Vancouver Plant Delivery

Our plants are sourced from local BC greenhouses and are carefully inspected and selected for the best quality, size, and health.



GH Good Housekeeping https://www.goodhousekeeping.com › ... › Gardening

### 22 Best Indoor Plants: Low-Light and Easy Houseplants

Mar 19, 2023 — 22 Best Indoor Plants for Any Room · Money Tree · Philodendron · Chinese Evergreen · Spider Plant · String of Pearls · Staghorn Fern · Orchid.

US\$65.00 · In stock



#### Sponsored



Monstera Deliciosa... \$25.00 Fronly Pla...



Chinese Evergreen,... \$9.00 \$13 Fronly Pla...



Philodendron Pink Prince... \$42.00 Planteia ★★★★★ (24)



Ficus Audrey Plant |... \$139.00 Fronly Pla... Free by 0...



Snake Plant | Vancouver... \$26.00 \$29 Fronly Pla...



Potted Faux Triangle Fic... \$749.00 Crate and B...

More on Google →

#### People also ask

What is the best indoor plant for home?



# POPULAR PRODUCTS



Indoor Plant Mix 3  
Plants...

£22.99

B&Q, 5+

4.6 ★★★★★ (86)



Thompson&morgar  
Air Purifying Pla...

£27.99

Amazon.co.u..., 3+

3.0 ★★★★★ (2)



Wilko Mix  
Houseplants 6  
Pack

£34.50

Wilko



9 x 9cm Mixed  
Houseplants Box

£24.99

Plants For All Se...

4.4 ★★★★★ (10)



GardenersDream  
Indoor Plant Mix...

£22.99

Gardeners D..., 2+

4.8 ★★★★★ (93)



Collection Of  
Small Baby  
Evergreen Mixe...

£19.99

B&Q, 4+



5 Succulent  
Starter Plant...

£12.99

Amazon.co.u..., 1+

4.7 ★★★★★ (55)



YouGarden Ficus  
Benjamina...

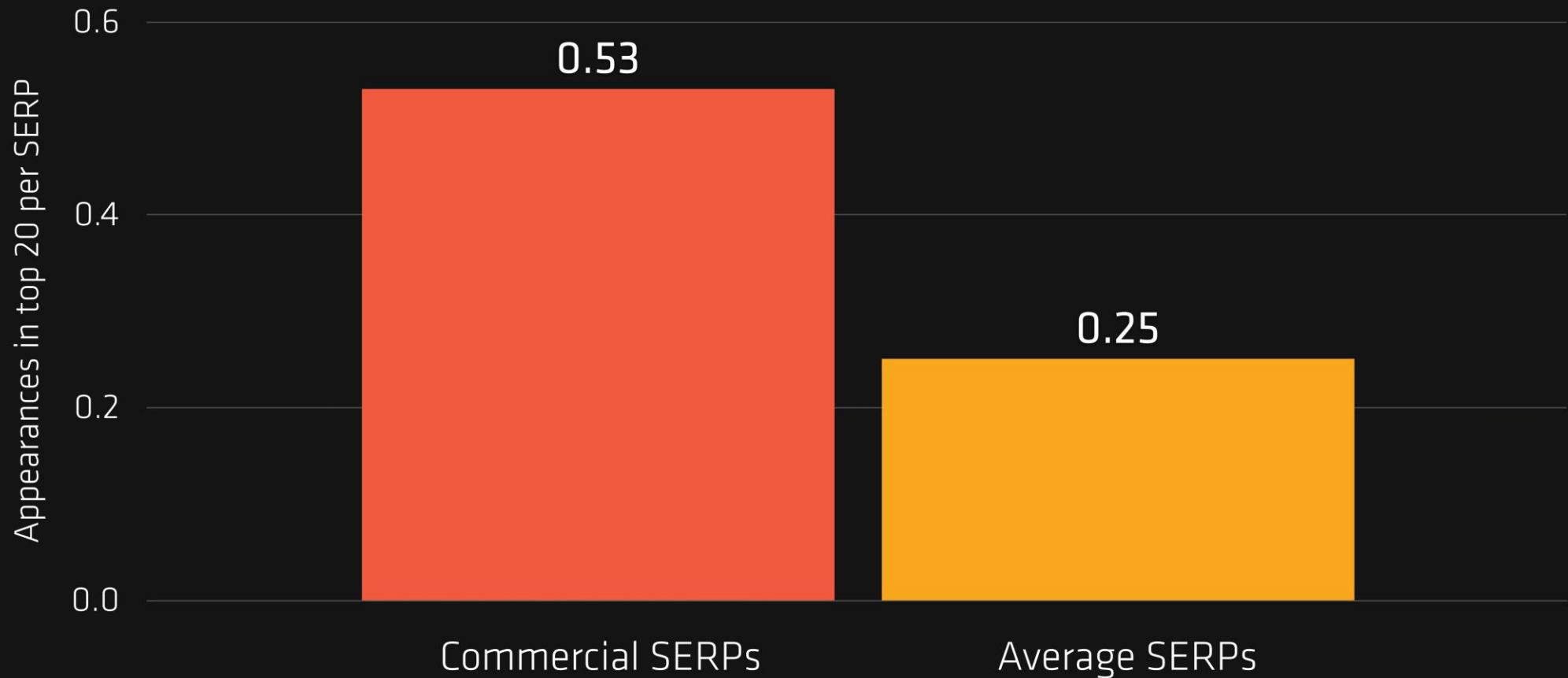
£29.50

PriceRunner, 10+

4.6 ★★★★★ (92)

[View more products →](#)

# POPULAR PRODUCTS & COMMERCIAL SERPS





# IMAGES

Images :



cactus



indoor



potted



colorful



Succulents: Unleash your cre...

Gardenia.net



The Best Indoor Succulent Pla...

Martha Stewart



How to Grow Succulents fro...

GardenTech



Types of succulents to grow ...

Gardens Illustrated



The 10 Easiest Types of Succ...

Better Homes & Gardens



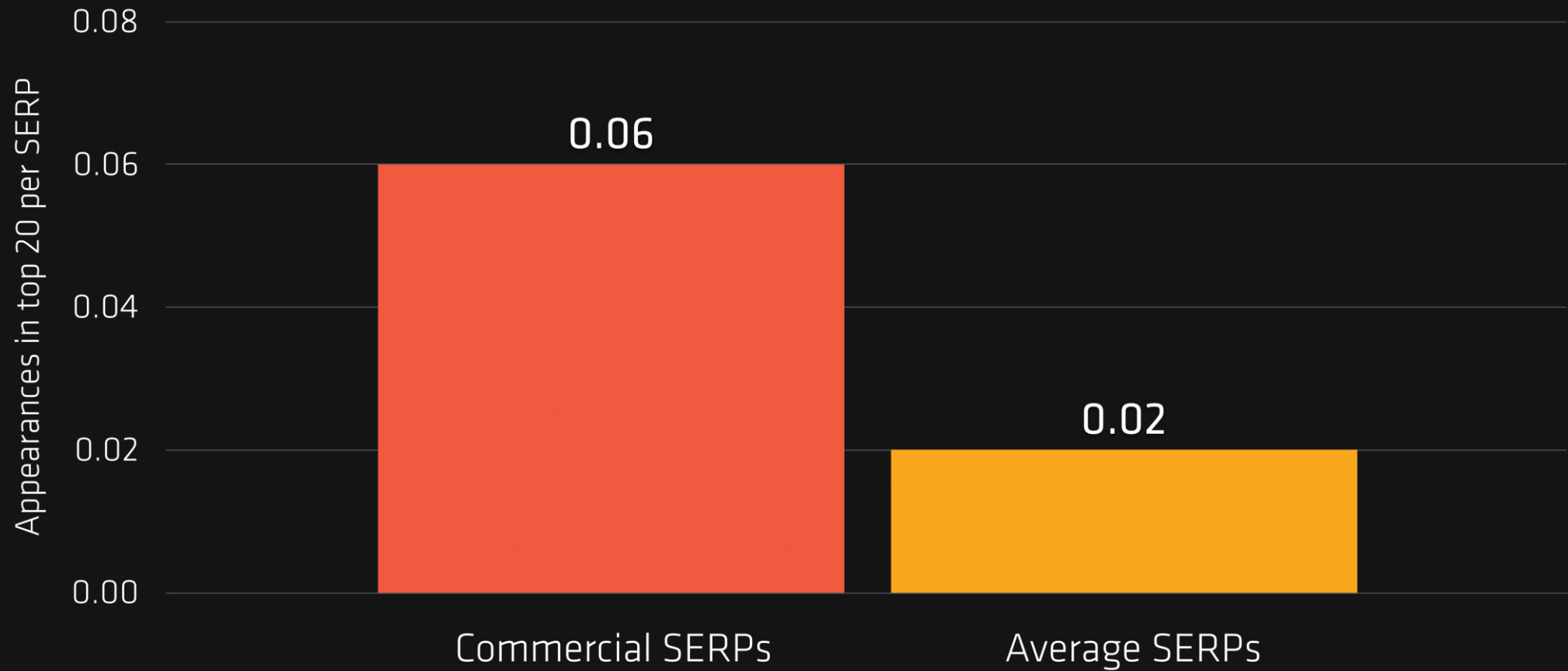
Cacti & Succulent Care Tips | ...

Hicks Nurseries

[Feedback](#)

6 more images

# IMAGES & COMMERCIAL SERPS



# “DISCUSSIONS AND FORUMS”

## Discussions and forums

---

[Tomato cage/support recommendations? : r/vegetablegardening](#)

 Reddit · [r/vegetablegardening](#) · 10+ comments · 2y ago · 

---

[Round tomato cages or square tomato cages? and/or ... - Reddit](#)

 Reddit · [r/vegetablegardening](#) · 10+ comments · 1mo ago · 

---

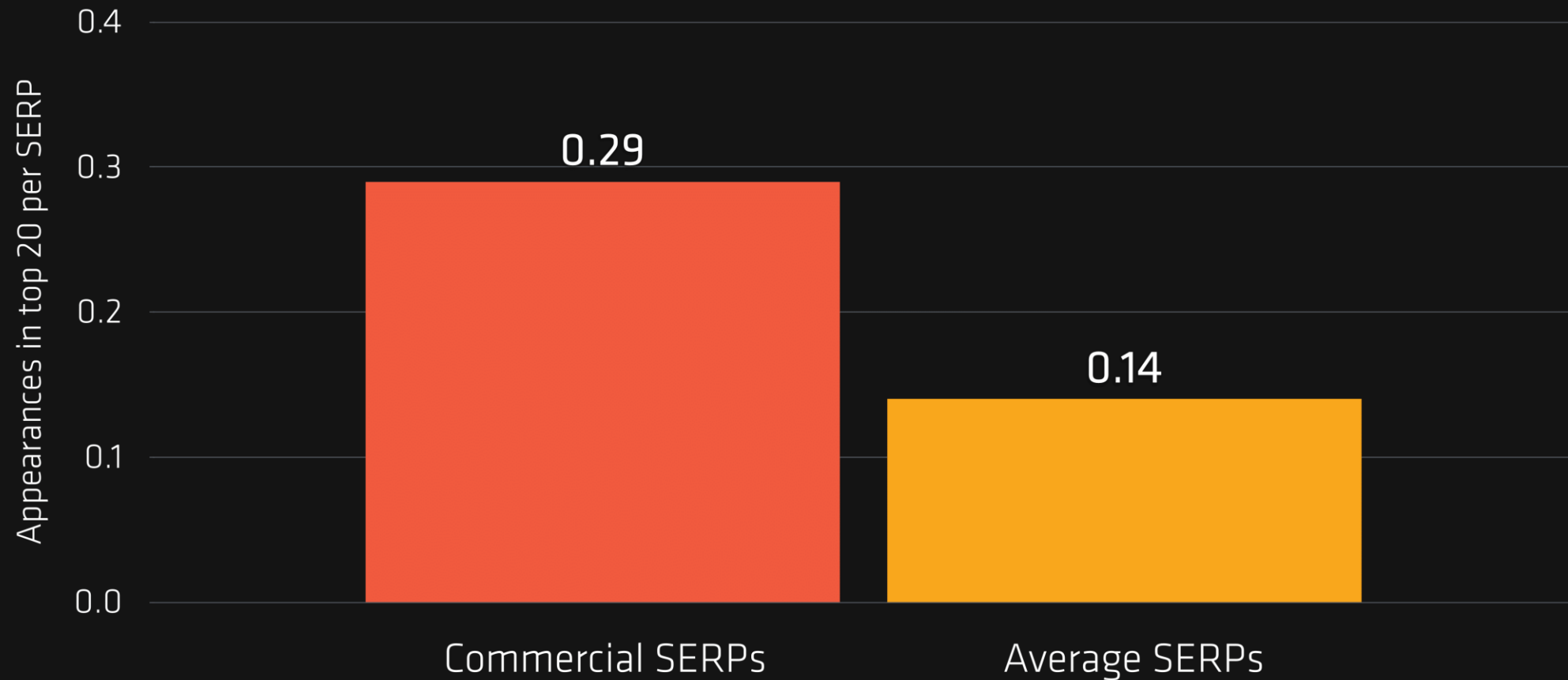
[How to choose between tomato stakes and tomato cages](#)

 Quora · 5 answers · 4y ago · 

---

See more →

# “DISCUSSIONS AND FORUMS” & COMMERCIAL SERPS

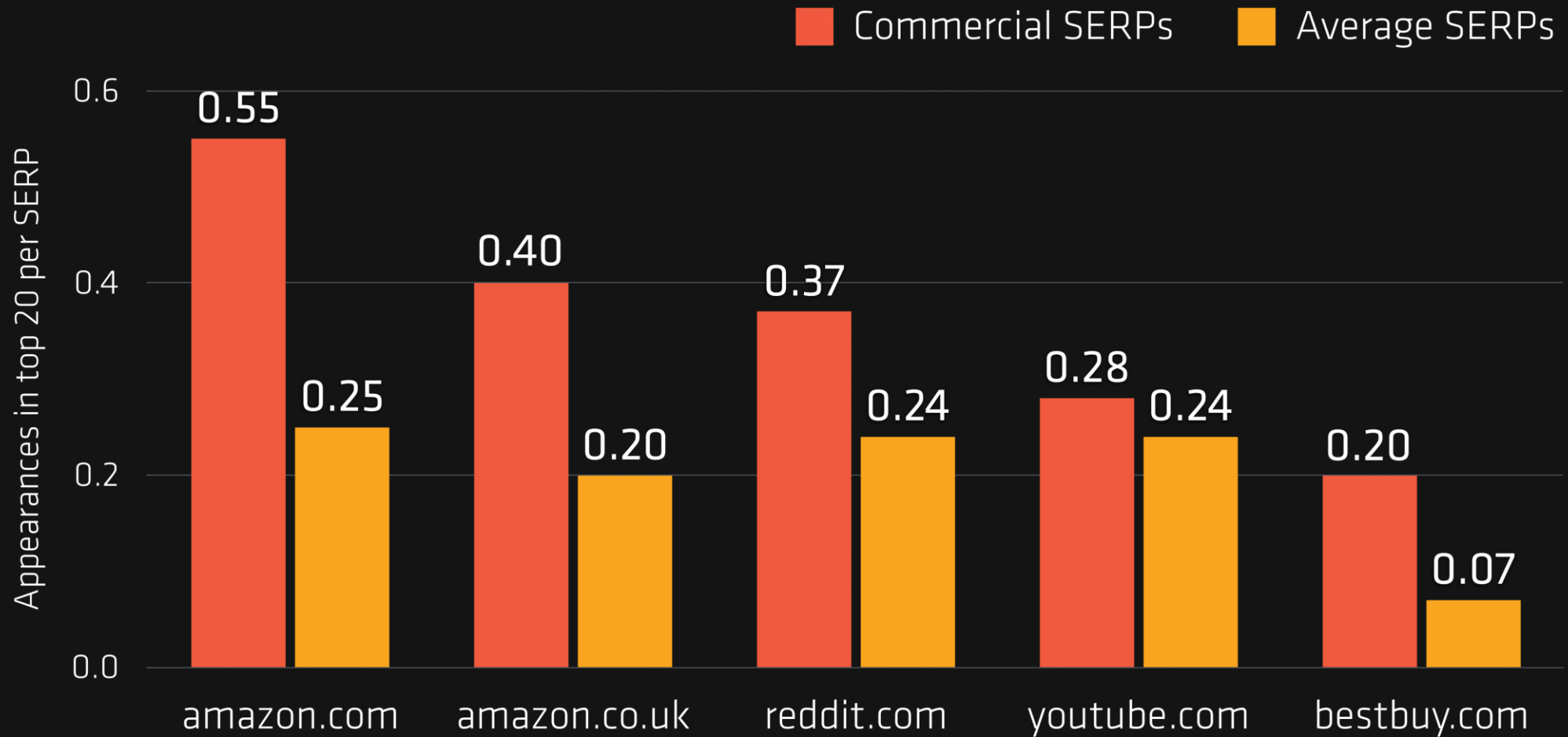


# THIS IS A DIVERSE RANGE OF SERP FEATURES.

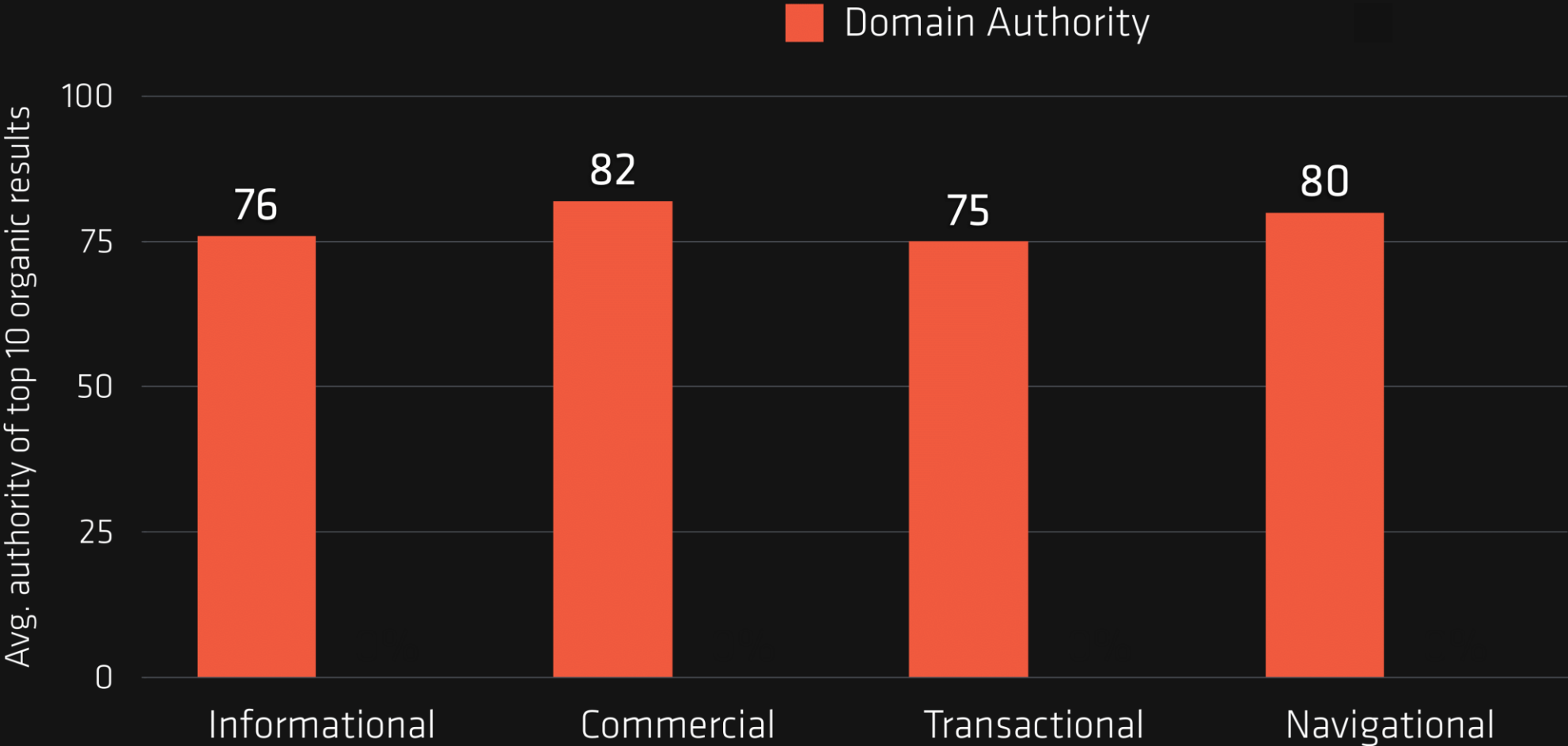
But what about organic?

@THCapper

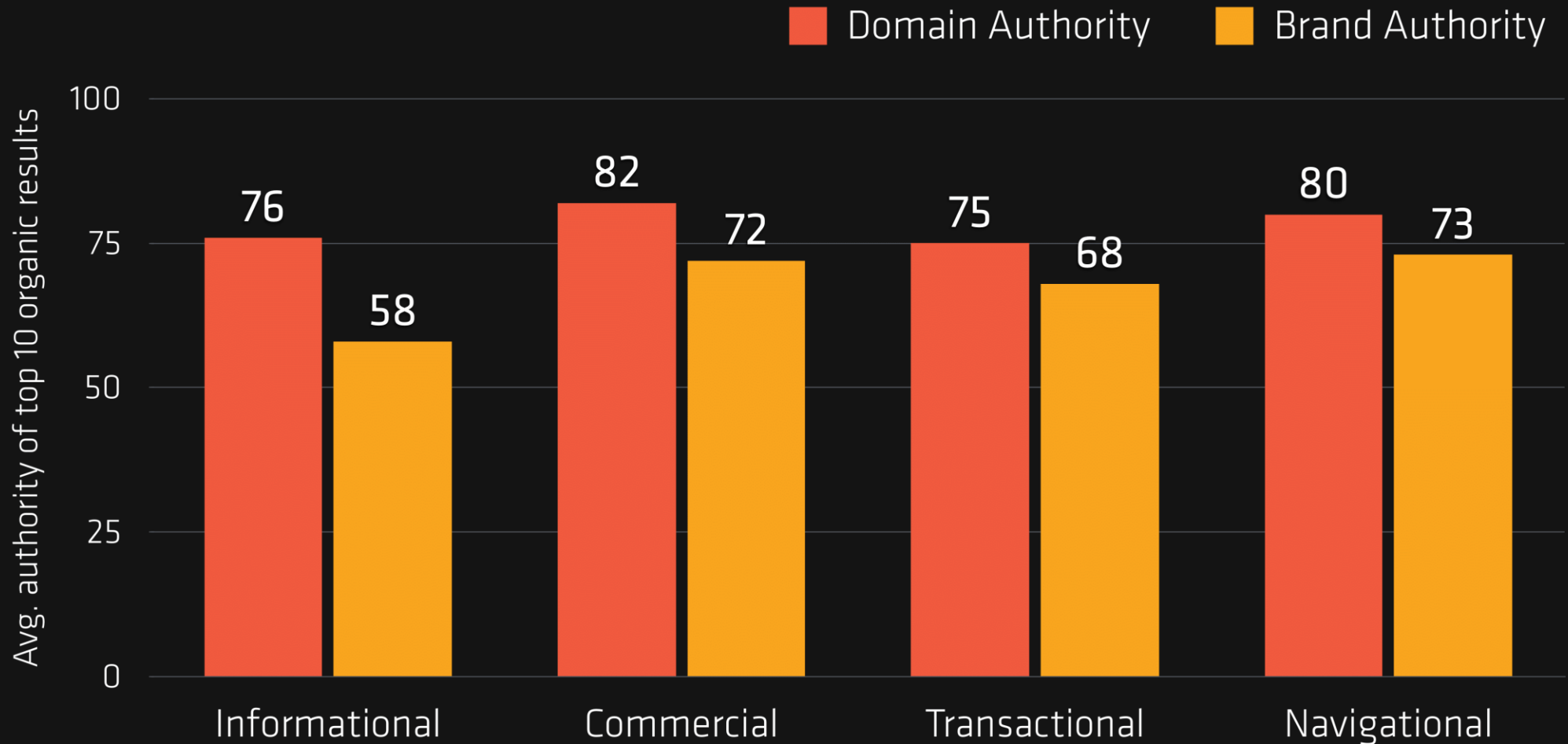
# TOP ORGANIC RANKING SITES FOR COMMERCIAL INTENT



# COMMERCIAL SERPS HAVE THE TOUGHEST ORGANIC COMPETITION.



# COMMERCIAL SERPS HAVE THE TOUGHEST ORGANIC COMPETITION.







**TRANSACTIONAL**

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**ADVOCACY**









**← WE ARE HERE**

@THCapper

**TRANSACTIONAL INTENT IS  
SEARCHERS WHO ARE READY TO  
BUY.**

@THCapper

Sponsored :

 <p>3-Tier Bamboo Fruit Basket Bo...  <b>£33.49</b>        Amazon.co.uk        Free delivery        Wicker · Food        By Google</p>	 <p>2-Tier Metal Wire Fruit Basket wit...  <b>£28.79</b>        Temu        ★★★★★ (3)        Wire · Food · Round        By Google</p>	 <p>Dunelm Cream Steel 2 Tier Fru...  <b>£16.00</b>        Dunelm        ★★★★★ (10)        Wire · Food · Square        By Genie</p>	 <p>1pc Sea Shipping European 2/3...  <b>£33.99</b>        Temu        Free delivery        Wicker · Storage        By Google</p>	 <p>ANTOPY 3 Tier Fruit Basket wit...  <b>£28.99</b>        Amazon.co.uk        Free delivery        Wire · Food        By Google</p>	 <p>35cm Long Teak Root Bowl /...  <b>£28.34</b>        Etsy        ★★★★★ (32)        Fruit        By Google</p>	 <p>ProCook Tableware -...  <b>£22.00</b>        ProCook        ★★★★★ (19)        Salad, Fruit        By Vendably</p>	 <p>Fruity Seasons Bouquet (Prod...  <b>£33.00</b>        Berry Bouquets        30-day returns ...        Fruit · Bouquet        By Crowd Sho...</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



- Near me
- Within 1 mi
- Open now
- UK
- Newbury
- Top rated
- Reading
- Ni
- Swindon



The AA

<https://www.theaa.com> > Locations > Berkshire

### Used Cars for sale in Newbury, Berkshire

AA Cars have 396 **used cars** for sale in Newbury, Berkshire. Find huge range of cars from Trusted Dealers only.



Lookers

<https://www.lookers.co.uk> > used-cars

### Used Cars For Sale | Buy Second Hand Cars Online

Search **used cars** for sale at Lookers. Whatever **second-hand car** you're looking for, you can browse, reserve, and buy online, or in-store. Shop **used cars** ...  
[Gateshead](#) · [Used Renault Cars](#) · [Used Škoda Cars](#) · [Used SEAT Cars](#)



Evans Halshaw

<https://www.evanshalshaw.com> > used-cars

### Used Cars for Sale

Browse thousands of **used cars** in stock nationwide with great deals and car finance available. Evans Halshaw are the UKs largest **used car** retailer.

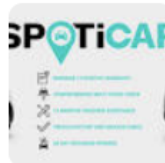


snows.co.uk

<https://www.snows.co.uk> > Peugeot > Used Cars





### Used Peugeot Cars | Newbury - Snows

View the Used Peugeot cars available from Snows Peugeot in Newbury. Explore the vehicle on our website and discover the affordable **used car** offers available ...



- Open now
- Within 0.5 mi
- Delivery
- 24 hours
- Cuisine ▾
- Best
- Top rated
- Cheap
- Upscale

Find results on

- 
[Tripadvisor](#)  
 THE 10 BEST Restaurants &...
 
- 
[Just Eat](#)  
 Fast Food Takeaways and...
 

Places :



**McDonald's**  
 3.7 ★★★★★ (1.8K) · £1–10 · Fast food  
 Newbury  
 Iconic fast-food burger & fries chain



**Rio's burgers**  
 4.6 ★★★★★ (596) · £1–10 · Hamburger



**MANY TRANSACTIONAL  
KEYWORDS COULD ALSO BE  
CALLED LOCAL.**

@THCapper

# LOCAL PACKS

Places :

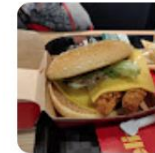


## McDonald's

3.7 ★★★★★ (1.8K) · £1–10 · Fast food

Newbury

Iconic fast-food burger & fries chain



## Rio's burgers

4.6 ★★★★★ (596) · £1–10 · Hamburger

Newbury

**Closed** · Opens 4 pm Wed

Dine-in · Takeaway · Delivery



## KFC Newbury - Wharf Road

3.3 ★★★★★ (1K) · £1–20 · Fast food

Newbury

**Closes soon** · 11 pm

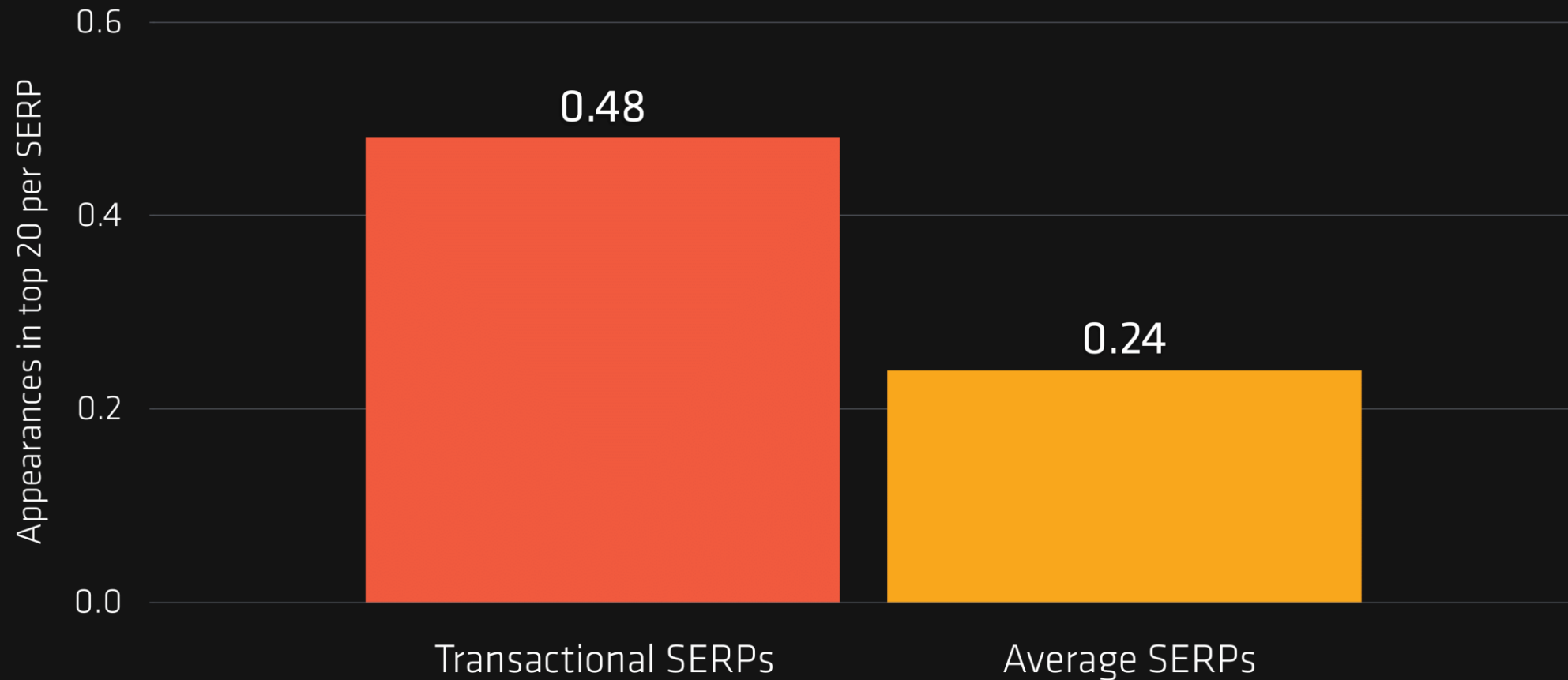
Fried chicken restaurant chain



More places →



# LOCAL PACKS OFTEN INDICATE TRANSACTIONAL INTENT.



# “FIND RESULTS ON” = EUROPEAN LEGAL SHENANIGANS

Find results on



Tripadvisor

[THE 10 BEST Restaurants &...](#)



Just Eat

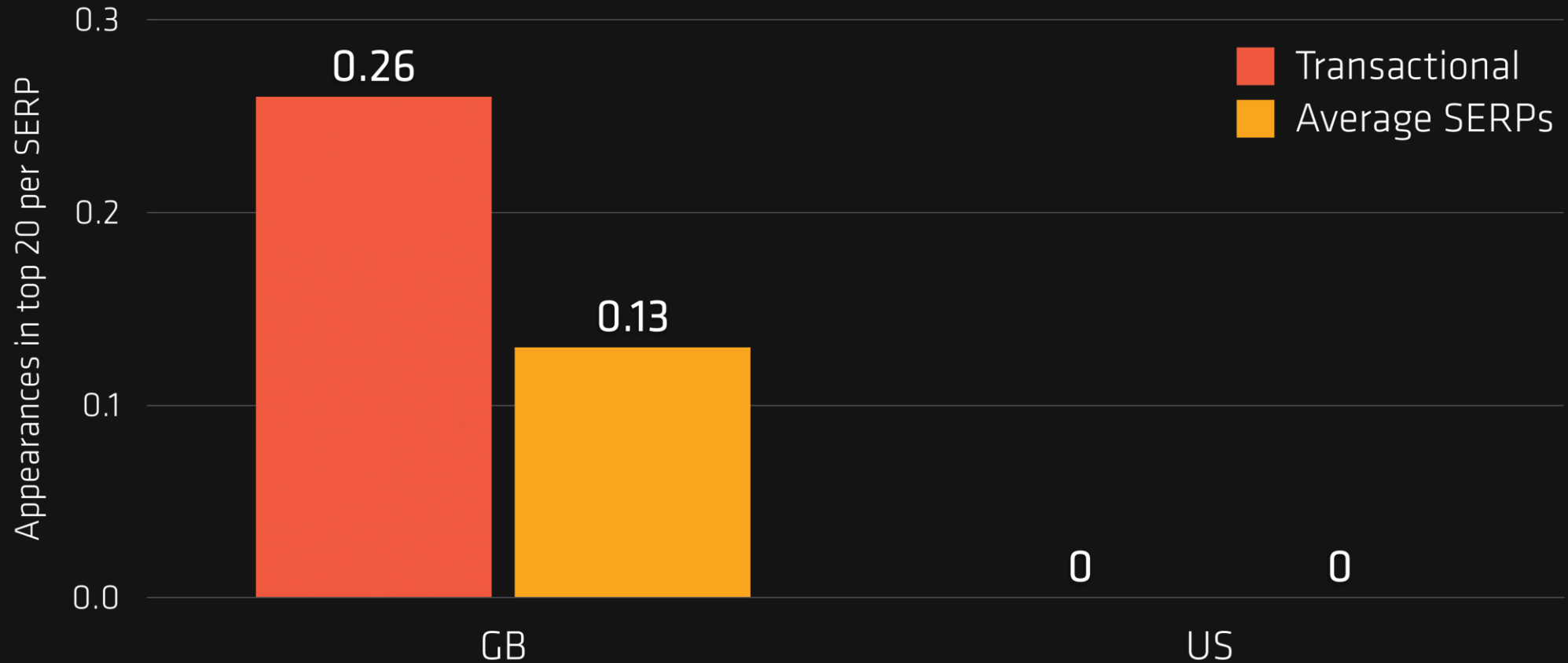
[Fast Food Takeaways and...](#)



[Bes](#)

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# “FIND RESULTS ON” APPEAR WITH LOCAL PACKS IN EUROPEAN MARKETS.



**LOCAL PACKS & “FIND RESULTS ON” ARE THE ONLY FEATURES OVER-REPRESENTED ON TRANSACTIONAL SERPS – WHY?**

@THCapper

# LOCAL PACKS & “FIND RESULTS ON” ARE THE ONLY FEATURES OVER-REPRESENTED ON TRANSACTIONAL SERPS – WHY?

Ads.

@THCapper



**NAVIGATIONAL**

**AWARENESS**

**CONSIDERATION**

**CONVERSION**

**ADVOCACY**

**← WE HAVE  
ARRIVED**

@THCapper

**NAVIGATIONAL AKA... BRANDED?**

@THCapper



Buy

Free

Online

Usa

Price

Digital

Man

Store

Nearby



Amazon UK

https://www.amazon.co.uk › Amazon-Gift-Voucher-Gr... ⋮

### Amazon.co.uk | Gift Cards

Buy gift cards for all occasions from a range of brands including Amazon.co.uk, Google Play, Apple, Netflix, and Spotify—or add to...  
E-Mail · Birthday - For Occasions · Amazon Incentives



Help others shop by writing a review ⋮



Have you made an online purchase from amazon.co.uk before?

Yes

No

You've visited this website before. [Manage your activity](#)

### People also ask ⋮

Where do I buy Amazon gift cards? ⌵

Who sells Amazon gift cards in the UK? ⌵

How can I use Amazon gift card? ⌵

How do Amazon gift cards work UK? ⌵

Feedback



Amazon UK

https://www.amazon.co.uk › gift-card › k=gift+card ⋮

Amazon.co.uk: Gift Card

amazon



Homeland Security (.gov)

<https://www.dhs.gov>

## Homeland Security: Home

U.S. Department of Homeland Security: With honor and integrity, we will safeguard the American people, our homeland, and our values.

### For Travelers

[Trusted Traveler Programs](#) - [Cross U.S. Borders](#) - [Travel Overseas](#)

### Contact Us

[DHS Mailing Address](#) - [Media Contacts](#) - [Report Incidents](#) - ...

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### Citizenship and Immigration

[Results](#) - [Overview](#) - [Immigration](#) - [More News & Updates](#) - [ImmVets](#)

[More results from dhs.gov »](#)

## People also ask

What is the role of the Department of Homeland Security?



What does homeland security do in Canada?



What does homeland security investigate?



What is the difference between NSA and Homeland Security?



[Feedback](#)



## Department of Homeland Security

[Website](#)

[Save](#)

[Call](#)

3.5 79 Google reviews

Federal government office in Tukwila, Washington

Map location is approximate.

[Can you help us improve it?](#)

**Located in:** USCIS Application Support Center (ASC)

**Address:** 12500 Tukwila International Blvd, Tukwila, WA 98168, United States

**Hours:** Closed · Opens 8 a.m. Mon ▾

**Phone:** +1 800-375-5283

[Suggest an edit](#) · [Own this business?](#)

### Questions and answers

[See all questions \(51\)](#)

[Ask a question](#)

[Send to your phone](#)

[Send](#)

### Reviews

[Write a review](#)

[Add a photo](#)

"People were very kind and took time to talk to



Homeland Security (.gov)

<https://www.dhs.gov>

## Homeland Security: Home

U.S. Department of Homeland Security: With honor and integrity, we will safeguard the American people, our homeland, and our values.

### For Travelers

[Trusted Traveler Programs](#) - [Cross U.S. Borders](#) - [Travel Overseas](#)

### Contact Us

[DHS Mailing Address](#) - [Media Contacts](#) - [Report Incidents](#) - ...

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[More results from dhs.gov »](#)

## People also ask

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What is the difference between NSA and Homeland Security?



[Feedback](#)



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[Website](#)

[Save](#)

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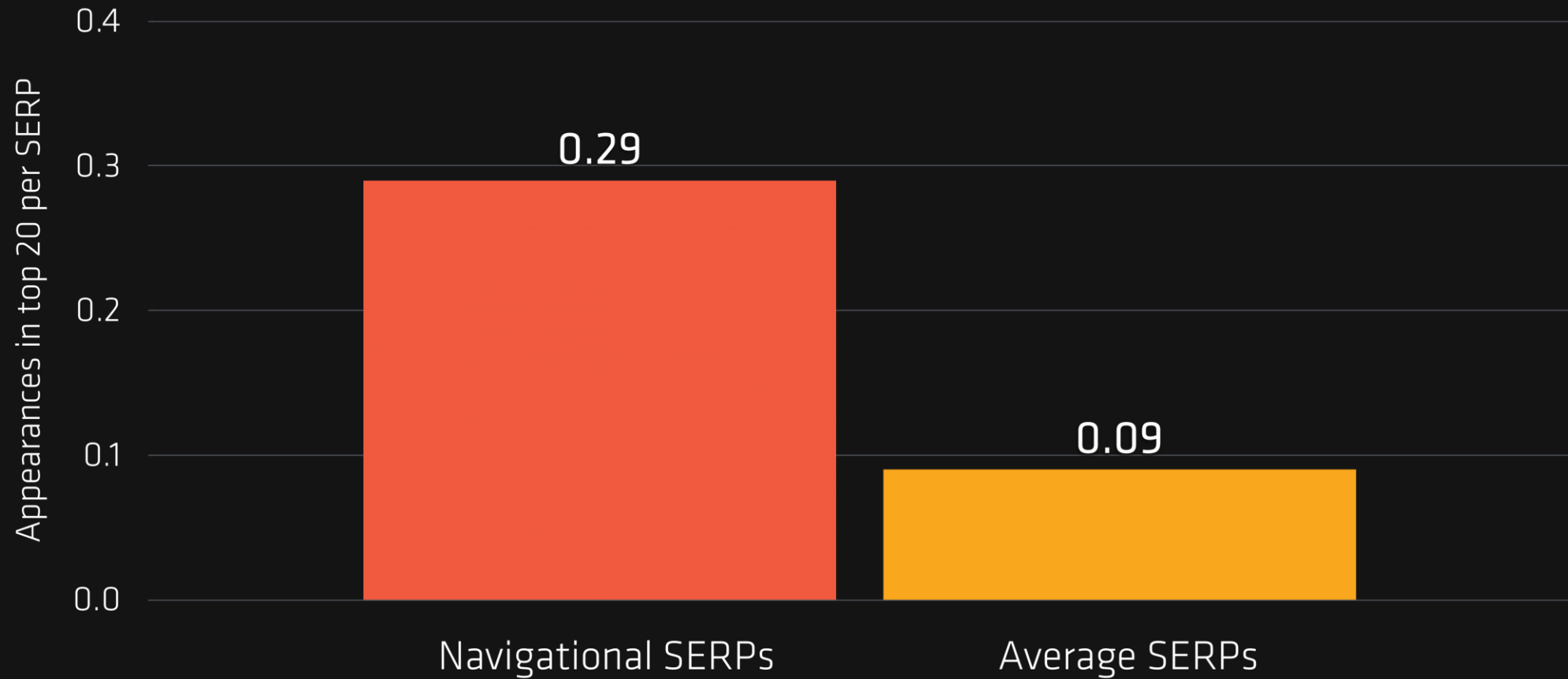
### Reviews

[Write a review](#)

[Add a photo](#)

"People were very kind and took time to talk to

# FULL SITELINKS & NAVIGATIONAL SERPS



# TWITTER BOX



X (Twitter)

<https://twitter.com/getSTAT>

## STAT Search Analytics (@getSTAT) · X

We're serving up tips on how to leverage data to break free from your content strategy slump.

Dig in: [bit.ly/3SmMoiJ](https://bit.ly/3SmMoiJ) 🍌

Posted on X · 2 hours ago



A muffin is a small, sweet quick bread that is baked in a cup-shaped pan. Muffins are made with baking soda or baking powder instead of yeast. They can be sweet or savory and often contain milk, nuts, and spices. The word muffin may come from the Low German word *muffin* which means "fluffy cake". The first ... [MuffinClass](#), +3 more  
Reviewed on September 1, 2024

New SGE type spotted on the SERP 🗿

Could this be the more realistic SGE rollout we've been waiting for? What do you think?

Posted on X · 2 days ago

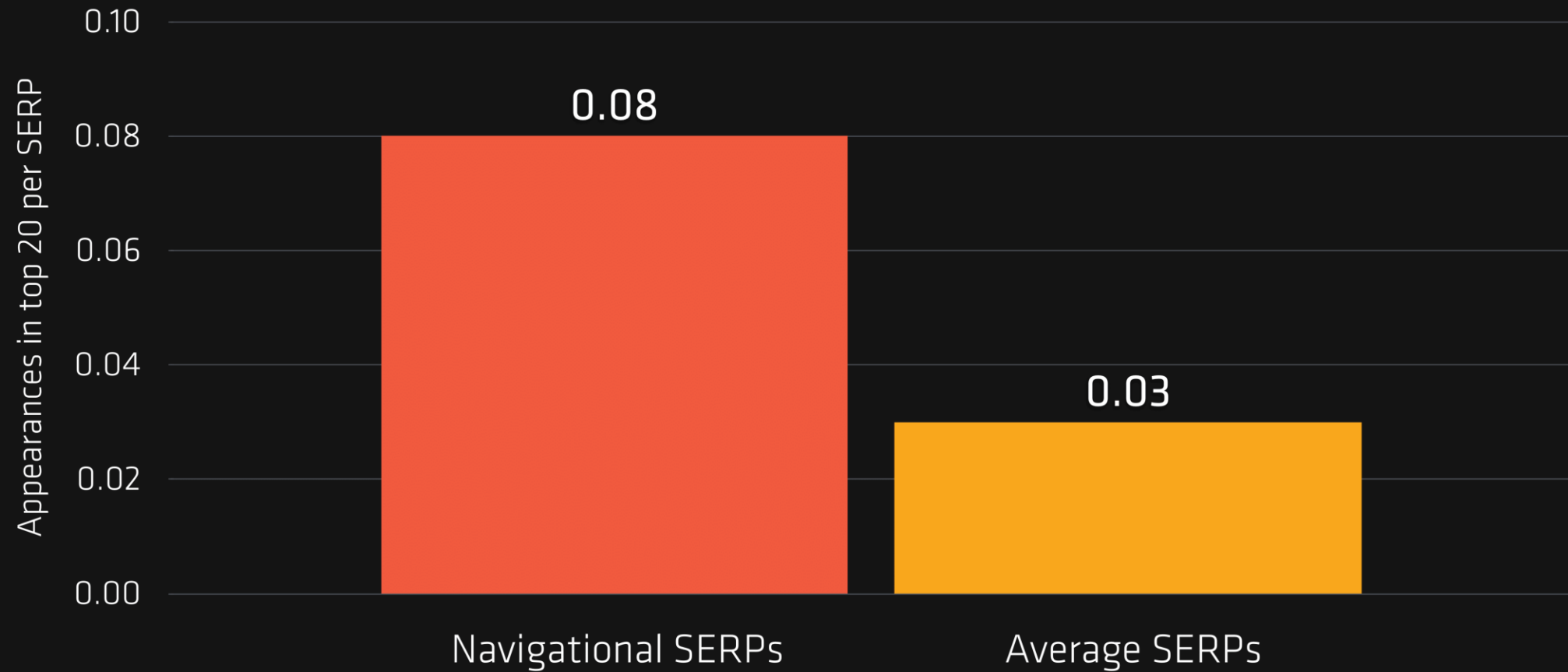
Raise your hand if you're feeling a bit lost in the ever-changing flux of SERP features 🙋

We've been busy digging into the data to uncover the behavior of SERP features across different platforms and markets in 2024.

Here's our findings: [bit.ly/3vBOlQU](https://bit.ly/3vBOlQU) 🗿

Posted on X · 2 days ago

# TWITTER BOXES & NAVIGATIONAL SERPS



# VIDEOS

## Videos



The ABSOLUTE BEST way to get Amazon gift cards!

Amazon  
Dec 22, 2023



Nice way to send a gift card!

Amazon.com  
Jan 2, 2024



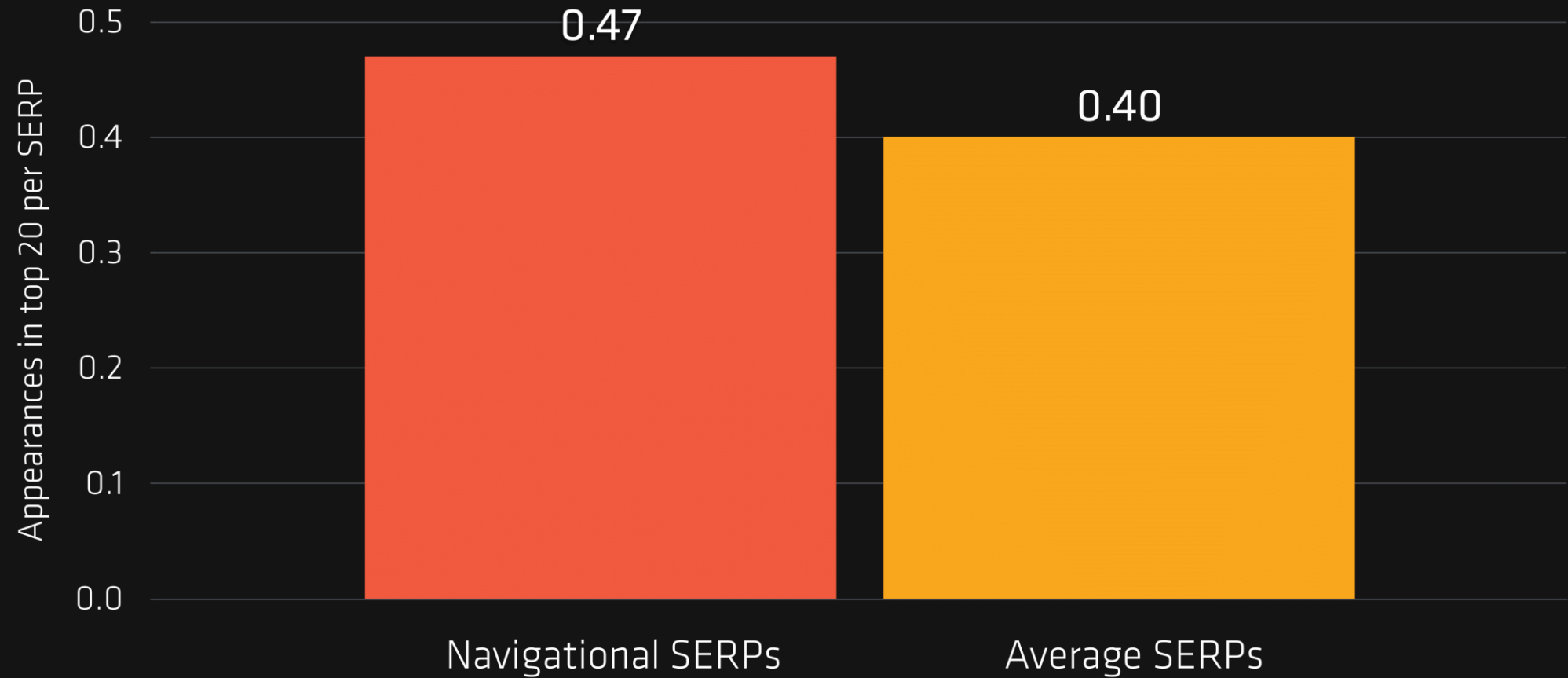
The truth about the color of this amazon gift card

Amazon.com  
3 weeks ago

[Feedback](#)

[View all](#) →

# VIDEOS & NAVIGATIONAL SERPS



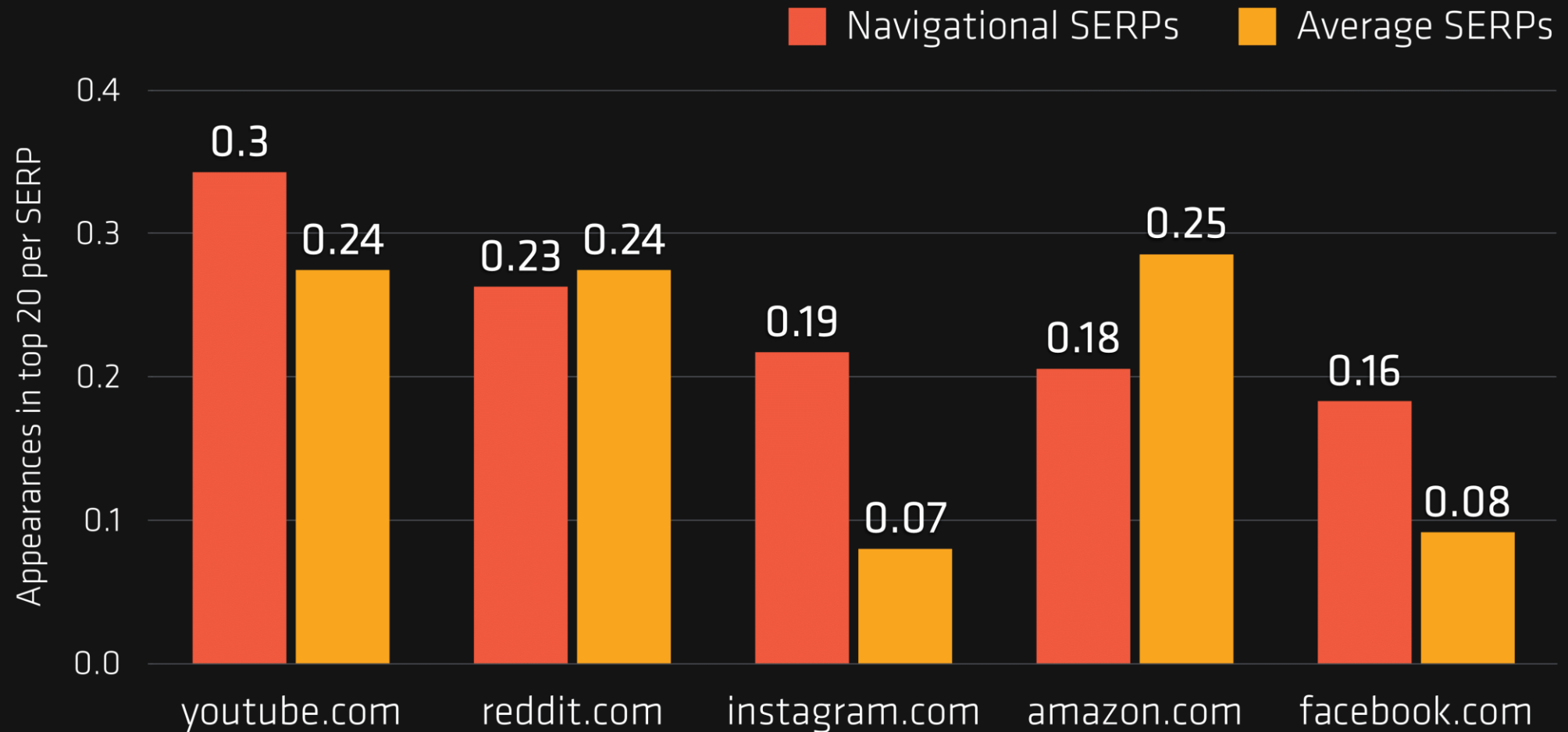


**SITELINKS, TWITTER BOXES, &  
VIDEOS ARE THE KIND OF  
FEATURES WE'D EXPECT TO SEE  
ON A GOOD BRANDED SERP.**

And the kind you should try to own for your own brand.

@THCapper

# TOP ORGANIC RANKING SITES FOR NAVIGATIONAL SERPS





## ON THE AGENDA TODAY:

- A brief history of search intent
- Identifying intent
- What different intents look like
- **Matching intent**
- The future of the organic funnel

**INFORMATIONAL IS FULL OF  
FEATURES ABOVE THE FOLD.**

@THCapper

**COMMERCIAL HAS TOUGH AND  
WELL OPTIMIZED ORGANIC  
OPPOSITION.**

@THCapper

**TRANSACTIONAL IS PAY TO PLAY.**

(Unless you're a brick-and-mortar business.)

@THCapper

# **FULL-FUNNEL ORGANIC IS HARD.**

For many or most sites, at least one step in their funnel needs to involve other channels. This is probably not news.

@THCapper

**IT'S MORE IMPORTANT THAN  
EVER TO USE MULTIPLE CHANNELS  
TO FILL OUT YOUR FUNNEL.**

@THCapper



# **BUT THERE ARE POINTS OF VULNERABILITY.**

Depending on your vertical and strengths, there are opportunities.

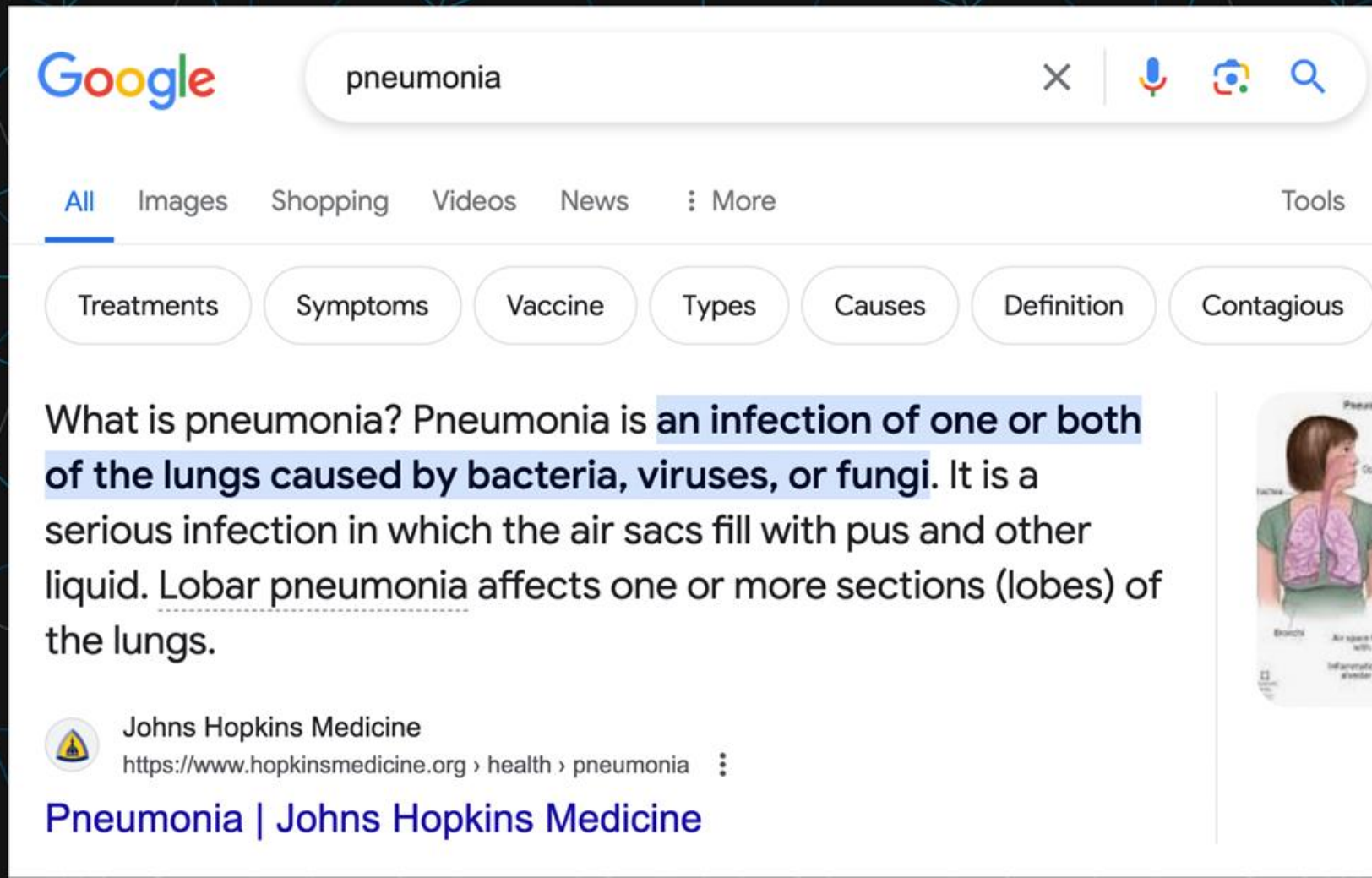
@THCapper

# TOP OF FUNNEL ORGANIC IS STILL VIABLE – IN SOME VERTICALS.

Especially when it's less crowded with ads.

@THCapper

# YOU CAN APPEAR IN FEATURED SNIPPETS.



The image shows a Google search interface for the term "pneumonia". The search bar contains the word "pneumonia" and includes icons for voice search, image search, and a magnifying glass. Below the search bar are navigation tabs for "All", "Images", "Shopping", "Videos", "News", "More", and "Tools". A row of filter buttons includes "Treatments", "Symptoms", "Vaccine", "Types", "Causes", "Definition", and "Contagious".

The featured snippet text reads: "What is pneumonia? Pneumonia is **an infection of one or both of the lungs caused by bacteria, viruses, or fungi**. It is a serious infection in which the air sacs fill with pus and other liquid. Lobar pneumonia affects one or more sections (lobes) of the lungs."

The source is identified as "Johns Hopkins Medicine" with the URL "https://www.hopkinsmedicine.org > health > pneumonia". The title of the snippet is "Pneumonia | Johns Hopkins Medicine".

On the right side of the snippet, there is a partial view of an anatomical diagram of the human respiratory system, showing the trachea, bronchi, and lungs. Labels include "Trachea", "Bronchi", and "Lungs".

Google  X Voice Search Images


All Images Shopping Videos News More Tools

**D** Downshiftology  
<https://downshiftology.com> > ... > Appetizers and Snacks

### Best Ever Guacamole (Fresh, Easy & Authentic)

Jan 5, 2024 — This is the best **guacamole** recipe as it's simple to make and uses fresh, high-quality ingredients. An authentic **guacamole** that you'll love!

★★★★★ Rating: 5 · 642 votes · 10 mins




**L** Love and Lemons  
<https://www.loveandlemons.com> > Recipes

### Best Guacamole Recipe

The BEST **guacamole** recipe! It's easy to make with simple, fresh ingredients like ripe avocados and lime. Great with chips, tacos, and more!

★★★★★ Rating: 5 · 32 votes · 10 mins



People also ask :

- What is traditional guacamole made of?
- Is guacamole just avocado?
- What is the secret to good guacamole?
- Is guacamole healthy or fattening?

Feedback

OR FIND  
INFORMATIONAL  
KEYWORDS  
WITHOUT THEM.

Look for information  
keywords where regular  
organic is in position 1.

@THCapper

# **INTENT ADDS ANOTHER LAYER TO KEYWORD RESEARCH.**

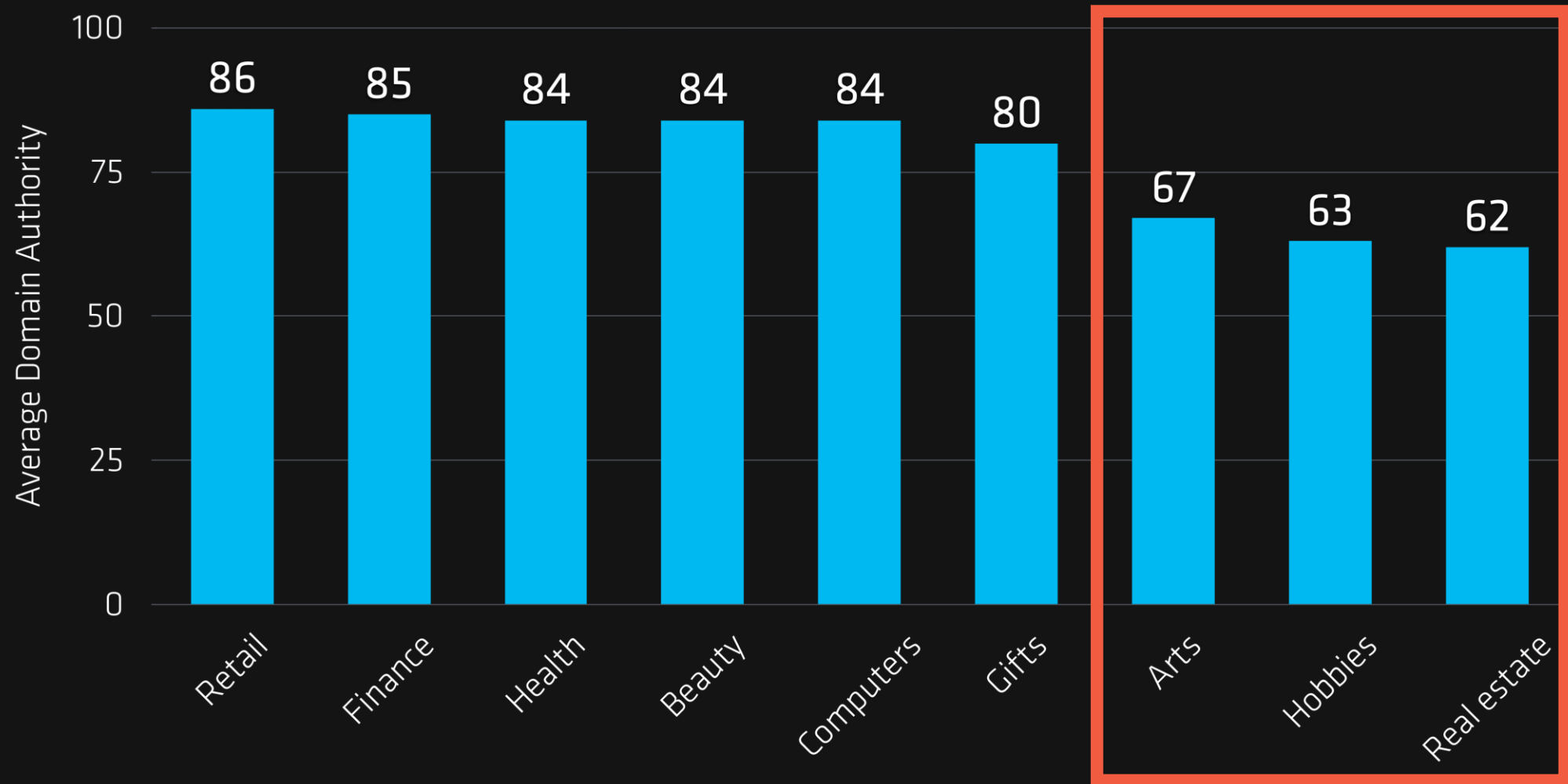
Especially when combined with SERP features.

@THCapper

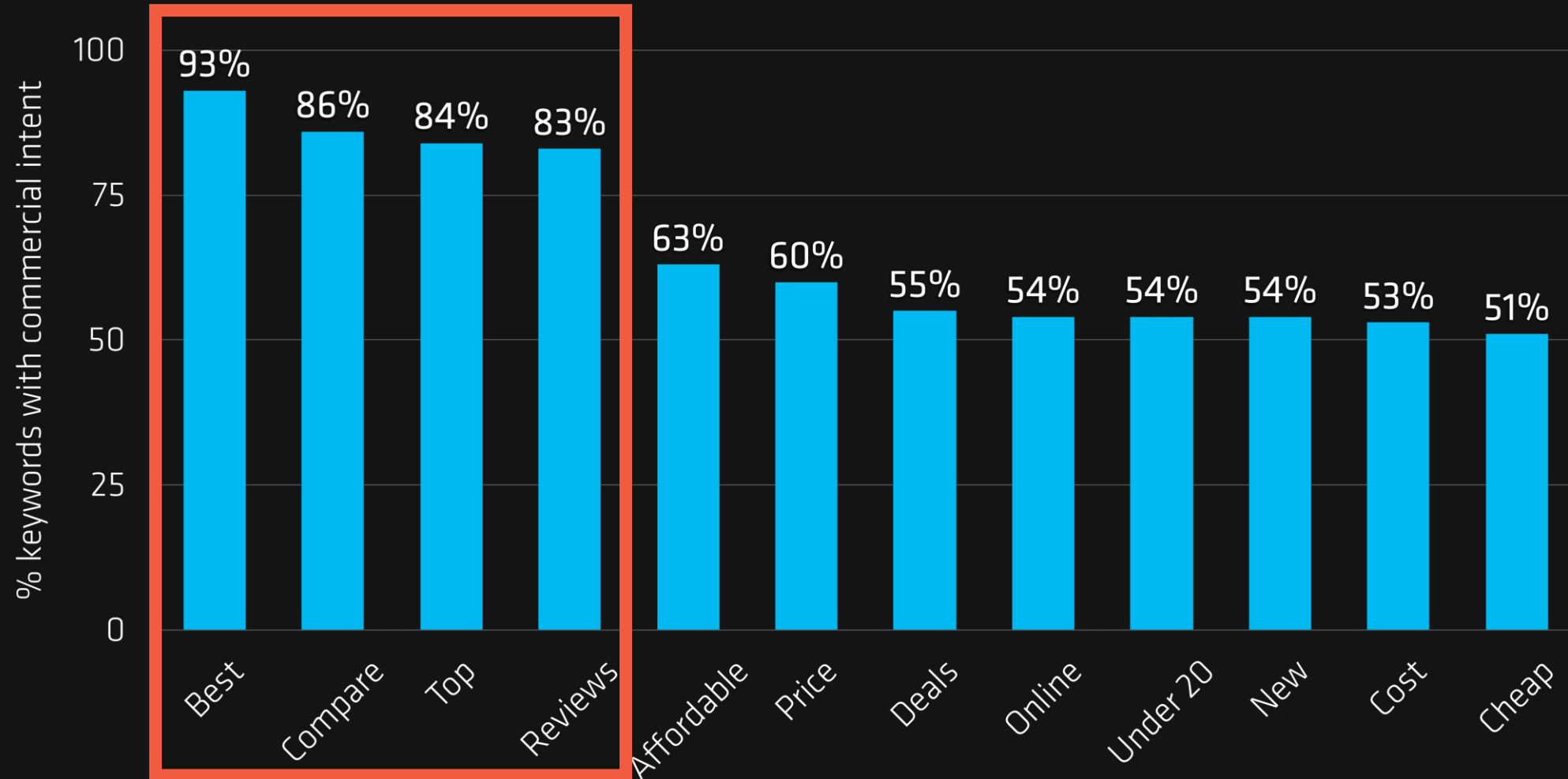
**NOT EVERY COMMERCIAL SERP IS  
HIGHLY CONTESTED.**

@THCapper

# NOT EVERY VERTICAL HAS FORMIDABLE COMMERCIAL SERP'S.



# KEYWORD MODIFIERS WITH MOSTLY COMMERCIAL INTENT

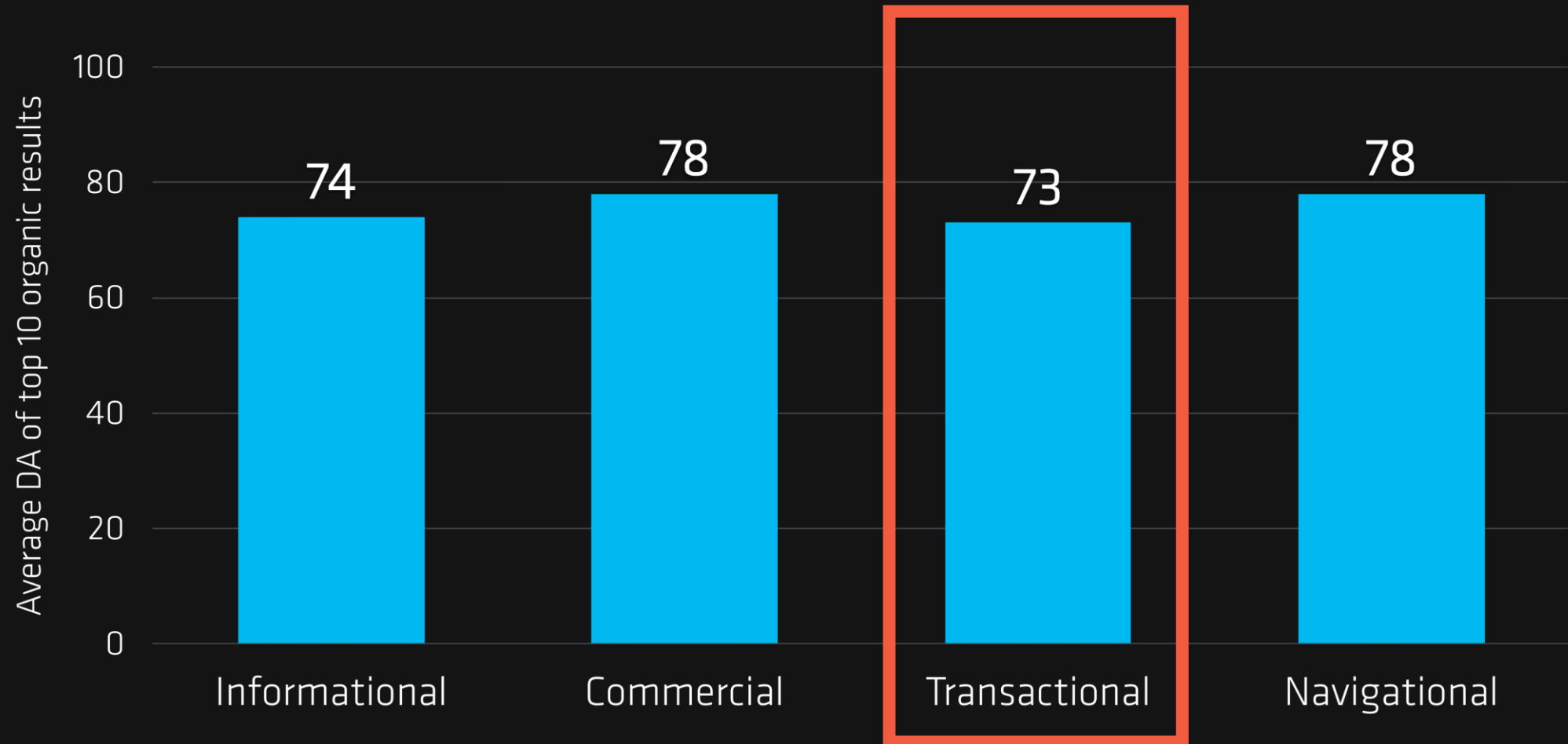




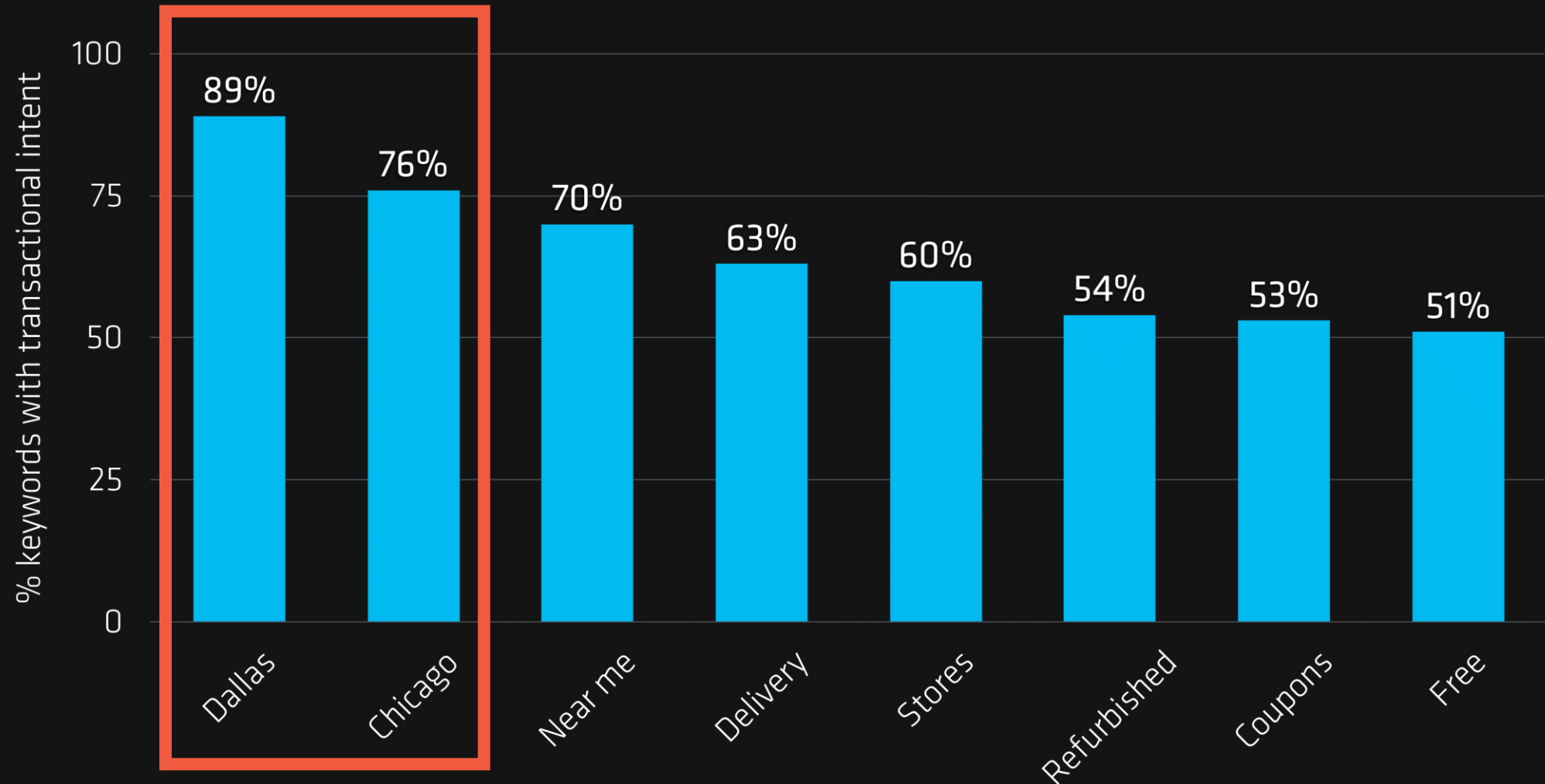
**TRANSACTIONAL IS LOCAL OR  
ADS – SO PLAY LOCAL.**

@THCapper

# LOCAL TRANSACTIONAL SERPS ARE A LONG-TAIL KEYWORD OPPORTUNITY.



# KEYWORD MODIFIERS WITH MOSTLY TRANSACTIONAL INTENT





## ON THE AGENDA TODAY:

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# INFORMATIONAL: AI OVERVIEWS & THE EVER-RISING BAR

“How old is Vin Diesel?”

Featured snippets



# INFORMATIONAL: AI OVERVIEWS & THE EVER-RISING BAR

Weather, conversions, etc

Knowledge graph results

“How old is Vin Diesel?”

Featured snippets



# INFORMATIONAL: AI OVERVIEWS & THE EVER-RISING BAR

“Explain this concept”

AI Overviews

Weather, conversions, etc

Knowledge graph results

“How old is Vin Diesel?”

Featured snippets



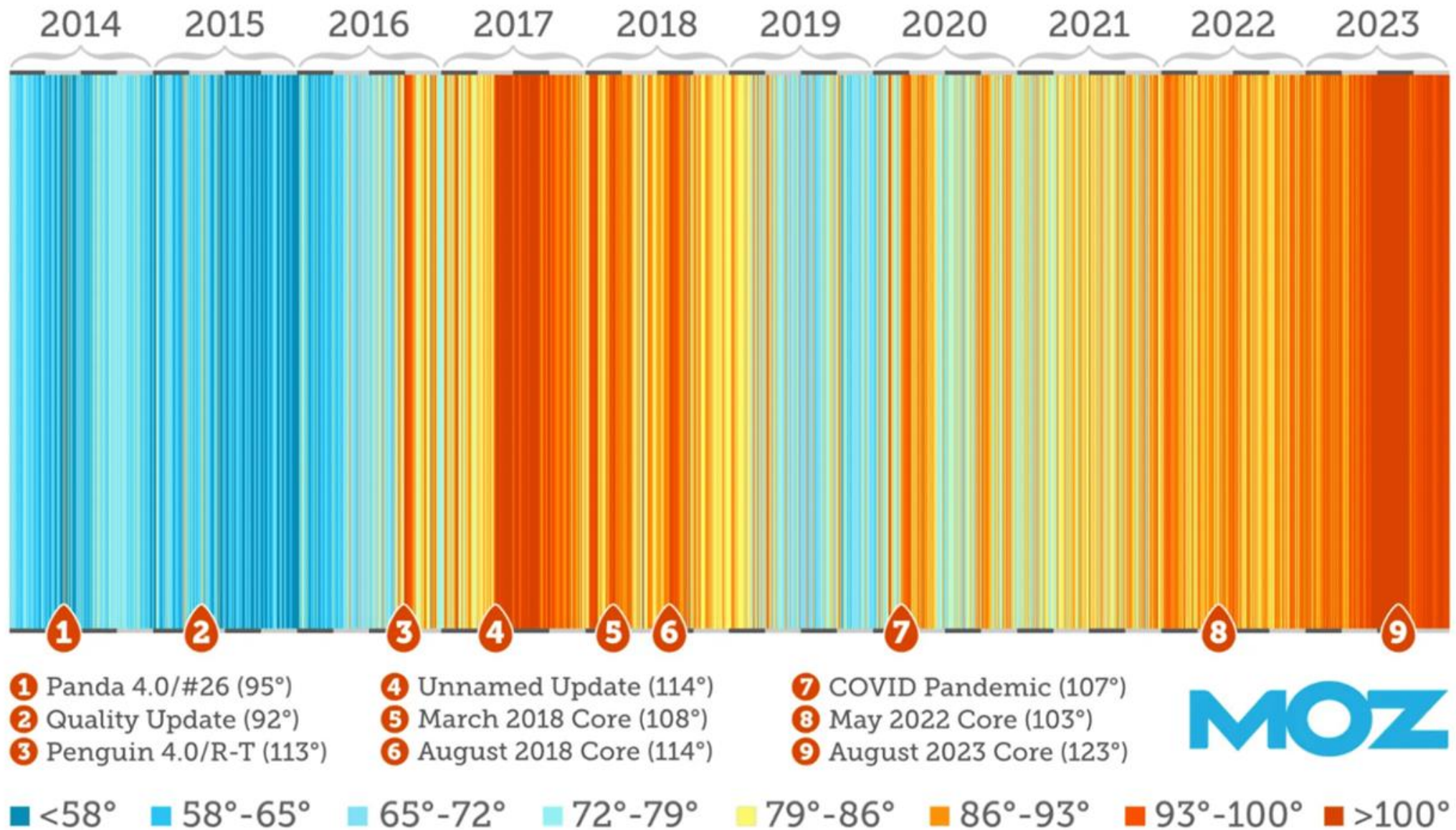
# COMMERCIAL: THE VOLATILE ORGANIC SWEET SPOT

- High organic share of voice
- SERP features you can appear in (for free!)
- Big opportunities in many verticals

@THCapper



# Google Algorithm Temperatures (2014–2023)



Google

flight to madrid

All Flights Images News Videos More

Tools

### Flights to Madrid :

Flights

Airports

Flight Status

### Flight prices :

Vancouver, BC (YVR)

Madrid, Spain (MAD)

Thu, Jun 6

< >

Wed, Jun 19

< >

✓ Economy

✓ Round trip

Less emissions

May

Jun




Air Canada	1d 1h+	Connecting	from \$848
Delta	12h 55min+	Connecting	from \$897
Lufthansa	18h 20min+	Connecting	from \$901
Air France	12h 55min+	Connecting	from \$1,276

Show flights →


# TRANSACTIONAL – CAN GOOGLE TAKE EVEN MORE?

@THCapper

# WHEN AI OVERVIEWS WERE TRANSACTIONAL, THEY WERE LOCAL.


 Generative AI is experimental. Info quality may vary.

There are many coffee shops near Mozcon, including drive-thru chains, coffeehouses with baked goods, and other top options:



**Scooter's Coffee**  
4.3 ★ (55)  
Coffee shop  
Coffeyville


Chain serving espresso and other coffee drinks, plus smoothies and pastries



**Terebinth Coffee House ...**  
4.8 ★ (117)  
Coffee shop  
Coffeyville

Coffee and sandwich shop with its own line of beans, plus light bites


**Best coffee**



**Mudhouse Coffee Spring...**  
4.7 ★ (1.5K)  
Coffee shop  
Downtown Springfield


Coffeehouse with a long list of beverages, baked goods, soup, and sandwiches

**Best coffee**



**Oddly Correct Coffee Bar**  
4.6 ★ (822)  
Coffee shop  
Manheim Park

Rustic-chic coffeehouse with its own line of beans, plus espresso drinks and light bites




**Parkville Coffee**  
4.6 ★ (697)  
Coffee shop

Homey coffee house with house-roasted brews, pastries, and light breakfast and lunch fare


**Scooter's Coffee**


Drive-thru chain serving espresso & other coffee drinks, plus a variety of...



**Terebinth Coffee House...**

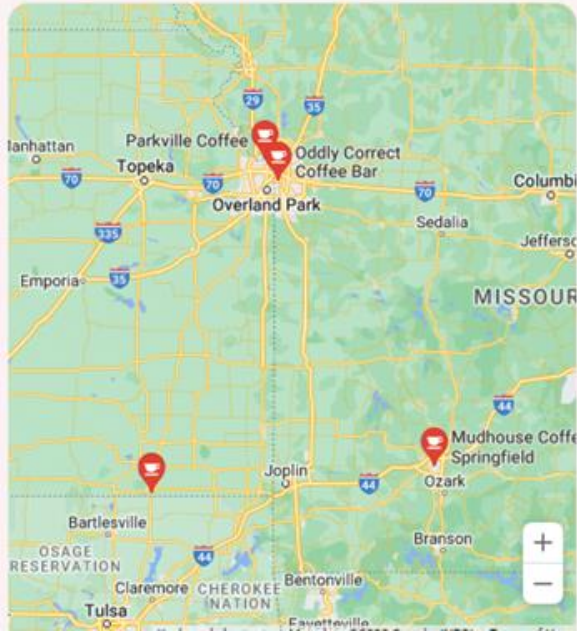
Coffee shop that has an average rating of 4.8 based on 117 reviews. Located at 232 W...





**The 12 Coolest Coffee Shops in Missouri!**

Missouri



A map of Missouri with several red location pins. The pins are located in the following areas: Overland Park, Topeka, Parkville, Oddly Correct Coffee Bar, Bartlesville, Joplin, Ozark, and Springfield. Major highways like I-70, I-35, and I-44 are visible. The map also shows geographical features like the Osage Reservation and Cherokee Nation.

## 4 KEYWORD RESEARCH CONSIDERATIONS FOR LATER:

- Informational + organic in position 1
- Commercial + low difficulty
- Commercial + winnable SERP features
- Transactional + local long-tail keywords

@THCapper

# SEARCH INTENT IN MOZ PRO

<input type="checkbox"/> Keyword ▼	Relevancy ↓	Search Intent ⓘ ✨
<input type="checkbox"/> <a href="#">university of wisconsin</a>	● ● ● ● ●	<b>N</b> Navigational
<input type="checkbox"/> <a href="#">badger football recruiting news and rumors</a>	● ● ● ● ●	<b>I</b> Informational
<input type="checkbox"/> <a href="#">badger football tickets</a>	● ● ● ● ●	<b>T</b> Transactional
<input type="checkbox"/> <a href="#">wisconsin basketball</a>	● ● ● ● ●	<b>I</b> <b>T</b>
<input type="checkbox"/> <a href="#">badgers game score</a>	● ● ● ● ●	<b>N</b> Navigational
<input type="checkbox"/> <a href="#">wisconsin badger game</a>	● ● ● ● ●	<b>N</b> Navigational
<input type="checkbox"/> <a href="#">american badger size</a>	● ● ● ● ●	<b>I</b> Informational
<input type="checkbox"/> <a href="#">wisconsin badger game today</a>	● ● ● ● ●	<b>T</b> Transactional

# SEARCH INTENT COMING TO NEW-UI STAT

The screenshot shows a dashboard with a navigation bar at the top containing 'Dashboard', 'ABC Keywords' (highlighted with a purple box), 'Tags', 'Competitors', 'SERP', and 'Reporting'. Below the navigation bar, the 'Keywords' section is active, showing '4 Filters Applied' and the date 'Jan 9, 2024'. A table lists various keywords with their corresponding search intent, market, location, device, and rank. The row for 'all about artificial intelligence' is highlighted in purple.

<input type="checkbox"/> Keyword	Intent	Market	Location	Device	Rank
<input type="checkbox"/> artificial intelligence	<span>i</span> Informational	CA-en	90210	📱	1
<input type="checkbox"/> artificial intelligence definition	<span>i</span> Informational	CA-en	90210	🖥️	1
<input type="checkbox"/> all about artificial intelligence	<span>i</span> Informational	CA-en	90210	📱	1
<input type="checkbox"/> artificial intelligence jobs	<span>🛒</span> Transactional	CA-en	90210	📱	1
<input type="checkbox"/> why artificial intelligence is good	<span>i</span> Informational	CA-en	90210	📱	1
<input type="checkbox"/> ai development	<span>i</span> Informational	CA-en	90210	📱	1
<input type="checkbox"/> artificial intelligence algorithms	<span>i</span> Informational	CA-en	90210	🖥️	1



Get the full research at:  
[getstat.com/upnorth24](https://getstat.com/upnorth24)