

099 - Search Intent Mismatch

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Your page needs to match what Google thinks people want to find.

SEO Leverage Podcast Intro Music

Welcome to the SEO Leverage Podcast, where we talk about search, marketing and conversion.

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Welcome back to SEOLEVERAGE.COM. Gert Mellak here from your favorite SEO agency. And we are going to focus today on a topic that pops up all the time here in consulting, which is search intent. The most important symptom when search intent is an issue is that some rankings might be stuck, some rankings might drop. And then very often, the first thing people jump at is link building, but it's okay, we dropped in rankings, let's add more links. But there is one thing that you need to know, if your page does not match the expected search intent, there is hardly going to be a chance that you're going to rank.

What do I mean by this? I mean that your page needs to match what Google thinks people want to find. So if you want to rank for a certain keyword, type in the keyword into Google search box and check out the one positions 1-2-3, for example, and get a feeling for what they are looking for. What is Google looking for to rank, because this is probably what Google thinks people want to see.

If I type in buy batteries, I'm probably looking for an E-commerce site. So if you have a blog post, it might not rank as well, because it just doesn't match my search intent. So search intent mismatch, as we call it, as well, is one of the most important reasons why certain rankings are not going to happen, why your page gets stuck at the bottom of page one or page two or page three. Just really check do you have the type of content that Google wants to rank? Does your site have what it takes to rank and positions one, two, or three?

Otherwise, revise if the search intent is correct one, also something to factor in when rankings drop, because the search intent with changing user behavior doesn't always stay the same. People respond to micro changes, people respond to recent news, and Google adjusts automatically, and, if possible, almost in real time. So this means that if something suddenly happens, and Google want to show a different version, or a different approach to a topic, maybe you could create more different search intent around your keyword to give Google more options.

You don't want to cannibalize those pieces of content with each other. But definitely make sure that you have the options ready to cater to maybe an informational and transactional intent on different pages. So if people wants to show an informational piece for somebody looking for

information about how to make a purchase decision, maybe there should be an article accompanying this.

While if they are ready and just really want to buy and Google knows that, they might prefer to show the product or service page directly. So really, in summary, search intent shouldn't only be the first thing to look at when you create a piece of content or a page. But it should also be something that's factored in, in the analysis, when you check out why certain rankings are not happening for you.

This is something that we do in SEO Leverage here at my agency with over 30 people right now all the time. Checking out, analyzing why is the ranking not happening? Why does a competitor rank much better than our clients do? Things like those help us establish a theory, especially an action plan on what needs to happen in order to have the best odds to get your rankings and get those leads and sales from Google.

Now, next step, head over to Seoleverage.com and get a quick wins report. This is where we can assess your website and see what are those low hanging fruit that you can tackle today in order to improve your search performance. And afterwards, we're going to go on a quick call one on one you and me and discuss the next action steps you can take. My name is Gert Mellak. Thank you so much.