



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

PROBLEM STATEMENT

Keyword
Research
Using Google
Keyword
Planner

• I'm looking for a tool that can provide accurate search volume data for specific keywords.
• I want to discover long-tail keywords that have high search volume but low competition.
• I hope to find keyword opportunities that can help me outrank my competitors.

• I dream of increasing my website's organic traffic and attracting more potential customers.
• I would like a tool that can suggest related keywords and provide insights on their performance.
• I need a keyword research tool that is user-friendly and doesn't require advanced technical skills.

• "I need to find keywords that will help improve my website's search ranking."
• "I want to use a reliable tool to conduct thorough keyword research."
• "I hope to identify low-competition keywords that can attract my target audience."

Wants: The user wants to gain insights about keyword ideas and search volume for their website or business. They want to identify high-performing keywords that can drive more traffic and improve their online visibility.

Needs: The user needs a reliable tool to conduct keyword research effectively and efficiently. They need accurate data on search volume, competition level, and related keywords to make informed decisions for their SEO strategy.

Hopes: The user hopes to find niche keyword opportunities that can give them a competitive edge and attract their target audience. They hope to increase their website's search engine ranking and ultimately generate more organic traffic and leads.

The user is interested in finding low-competition keywords that can help them attract their target audience and increase organic traffic.
The user is looking for a tool that can provide useful insights on keyword performance and related keyword ideas.

The user may be tracking their keyword ranking and adjusting their SEO strategy based on performance.
The user may be interested in learning more about SEO best practices and attending webinars or courses.
The user may be sharing their keyword research findings and results with their team or colleagues to improve their overall digital marketing strategy.

The user may be conducting research on different keyword research tools and comparing their features and prices.
The user may be using Google Keyword Planner to search for keyword ideas and analyzing search volume and competition level data.
The user may be optimizing their website's content based on keyword research insights.

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The user may be interested in learning more about SEO best practices and attending webinars or courses.
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The user is actively searching for a keyword research tool.
The user is looking for a reliable and effective solution to improve their website's search ranking through keyword research.
The user is interested in finding low-competition keywords that can help them attract their target audience and increase organic traffic.

The user may be conducting research on different keyword research tools and comparing their features and prices.
The user may be using Google Keyword Planner to search for keyword ideas and analyzing search volume and competition level data.
The user may be optimizing their website's content based on keyword research insights.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?