

## Day 2

### 2. Based on Search Intent

Type	Description	Example
Informational	User wants to learn something	how to tie a tie, history of India
Navigational	User wants to go to a specific site	Facebook login, YouTube
Transactional	User intends to buy or take action	buy iPhone 15 online, best hotel deals
Commercial Investigation	User is researching before buying	iPhone 15 vs Samsung S24, best budget laptops 2025

#### 1 Informational

**Transactional keywords** are search terms used by people who are ready to take action, such as making a purchase, signing up, or booking a service. These users have already gone through the awareness and consideration stages and are now looking to complete a transaction.

#### Example

1. **how to cook pasta**
2. **history of India**
3. **what is climate change**
4. **What are the benefits of yoga**

5. **how does a car engine work**
6. **best exercises for weight loss**
7. **What is AI & Machine learning**
8. **symptoms of vitamin D deficiency**
9. **how to improve communication skills**
10. **why do cats purr**

## **2 Navigational**

**Navigational keywords are search terms used when a user is trying to find a specific website, brand, or online page. The user already knows where they want to go, but they type it into a search engine (like Google) instead of entering the URL directly.**

### **Example**

- 1 Gendral Search how to download a software**
- 2 particular Website ( [WWW.Goole.com](http://WWW.Goole.com))**
- 3"Netflix": The user intends to visit the Netflix site to watch content**
- 4 New York Times": The user wants to read news on the official New York Times website.**

### 3 Transactional

**Transactional keywords are search terms used by people who are ready to take action, such as:**

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These users are at the **bottom of the marketing funnel**—they've already researched and are ready to **convert** (take action).

### Examples

**1 Buying a product**

**2 Subscribing to a service**

**3 Booking a ticket or appointment**

**4 Downloading something (like software or an app)**

### 4 Commercial Investigation

**Commercial investigation keywords** are used by people who are **considering a purchase but still researching**. They are **not ready to buy yet**, but they are seriously comparing options, reading reviews, checking features, and evaluating price and quality.

These users are in the **middle stage** of the **buyer's journey**:

Not just curious (informational) and not ready to buy (transactional), but **actively comparing** to make a **smart decision**.

## **Examples**

**1 I phone rate in Dubai & Chennai**

**2 Best Resturent in chennai**

**3 Iconic Place in Chennai to visit**

**4 Beautiparler's in chennai & price**