

Says

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

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



It helps me find relevant keywords for my website

I hope I can find the right keywords to boost my website's traffic

I wonder if there are any hidden gems that my competitors haven't discovered.

I wish it had more accurate search volume data.

Its analysis is helpful for my promotion.

They might utilise the trends in social media and expect keywords that support their business.

Users consider the impact of selecting the right keywords on their website's organic traffic and search engine ranking.

Thinks

Some users may mention frustration with the tool's interface or request more advanced filtering options for keyword results.

They analyze search

competition to make

informed decisions

about their content

strategy and online

volume, keyword

difficulty, and

advertising.

Google Ads

Keyword Planner

Food Products

Users actively input seed keywords and phrases into the tool to generate

keyword ideas and

data.

They frequently update their keyword lists and content to adapt to changing customer preferences and

market conditions.

Users may export keyword lists or data to use in various SEO and marketing tools.

There's often a sense of urgency to stay updated with current food trends and adapt their keyword strategy to maintain or increase their market share.

Users might feel excited when they discover trending keywords related to their food business, seeing opportunities for growth.

Frustration may arise if they encounter intense competition for high-traffic keywords or if their current keywords aren't delivering the desired results.

Satisfaction and confidence emerge when users believe they've found the right keywords to attract their target audience.

Does

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



See an example

Feels

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

