

Prospects

Prospect Level of Interest	Prospect Intent	Example Keywords
Hot	Someone who wants to buy specifically from you	red running shoes for men myshoes.com
Warm	Someone who wants to buy but is not sure who from as yet	red running shoes for men
Lukewarm	Someone who is searching for a solution to a problem	comfortable running shoes for men
Cold	Someone whose search query does not match your products	cheap running shoes for men when you sell premium shoes