



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?

jot down what your persona says about their needs, challenges, or goals related to your industry or niche.

What might your persona be thinking when they turn to Google for information?

This can include statements like, "I need to find information about..

This can include statements like, "I'm struggling with..."

These are often unspoken concerns or questions they have.

For example, "I wonder if there's a solution for..." or "What are the best ways to..."



Keyword Research using Google Keyword Planner

What actions or behaviors are they likely to take when searching for keywords related to your niche?

This could be specific search queries they enter, websites they visit,

Capture the emotions your persona might be experiencing when searching for information.

This can include emotions such as frustration, curiosity, excitement, or anxiety.

how they interact with search results.

Start by defining the persona for whom you are conducting keyword research. Consider demographic information



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?

 [See an example](#)