

Search Query Design Strategy

Create keywords people will search

Zone name:	Designed by:	Date:

Problem Naming

Give language to unnamed pain people experience but can't articulate.

- What frustration do people describe in paragraphs?
- What has no industry term yet?
- What would they Google if they knew the word?

Examples: "Click Dilution Crisis", "Revenge Bedtime Procrastination", "Zero-Click Search", "Dark Social"

Framework Creation

Build mental models, methodologies, or name emerging concepts.

- What's your unique process?
- What trend needs a name?

Examples: "Inbound Marketing", "Product-Led Growth", "Jobs to Be Done"

Question Surfacing

Ask questions people didn't know to ask.

- What data do you have that others don't?
- What blindspot can you reveal?

Examples: "What % of my rankings are diluted?", "How much traffic is dark social?"

Metric Invention

Create new ways to measure what matters.

- What gap exists in measurement?
- What would people benchmark?

Examples: "Net Promoter Score", "Domain Authority", "Customer Health Score"

Comparison Creation

Position in new "[X] vs [Y]" searches before they exist.

- What comparisons will people make?
- How are you different from incumbents?

Examples: "[Your product] vs [Competitor]", "[New approach] vs [Old approach]"