

### 12.7.2 Do Queries

The intent of a **Do** query is to accomplish a goal or engage in an activity. The goal or activity may be to download, to buy, to obtain, to be entertained by, or to interact with a website or app. Users want to **Do** something.

Here are some examples.

Query	Likely User Intent
[get my GED online]	Obtain U.S. high school equivalency diploma online.
[online personality test]	Take an online personality test.
[what is my bmi?]	Calculate BMI (body mass index).
[pay parking ticket]	Pay for a parking ticket.
[watch stranger things]	Watch the TV show “Stranger Things”.

### 12.7.3 Website Queries

The intent of a **Website** query is to locate a specific website or webpage that users have requested. This single webpage is called the **target** of the query.

One type of **Website** query is a URL Query, which can be:

- Exact, perfectly-formed, working URLs, such as [http://www.ibm.com] or [www.ibm.com] or [ibm.com].
- Imperfect URL queries: Queries that look like URL queries, but are not “working URLs”. These URLs do not load if you type or paste them into your browser address bar. Even so, we believe users have a specific page in mind.

Here are some examples.

Query	Likely User Intent
[reddit login]	View the login page for Reddit.
[tiktok]	View the TikTok website.
[yahoo mail]	View the Yahoo Mail website.
[walmart.com]	View the Walmart website.
[featherchair.com featherweight 13.5 lbs. wheelchair]	View the Featherweight 13.5 lbs. wheelchair product page on the Feather Chair website.