



Search demand curve

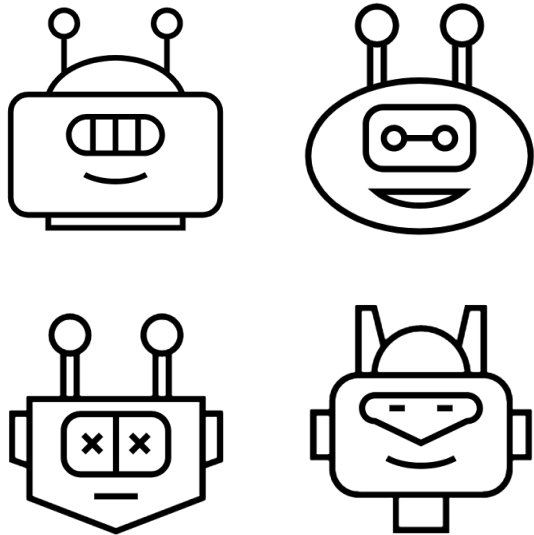
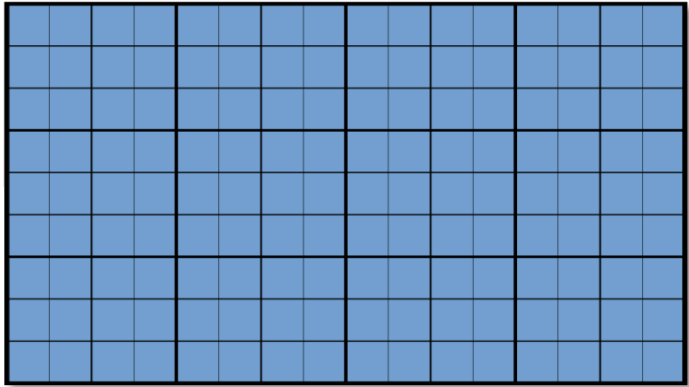
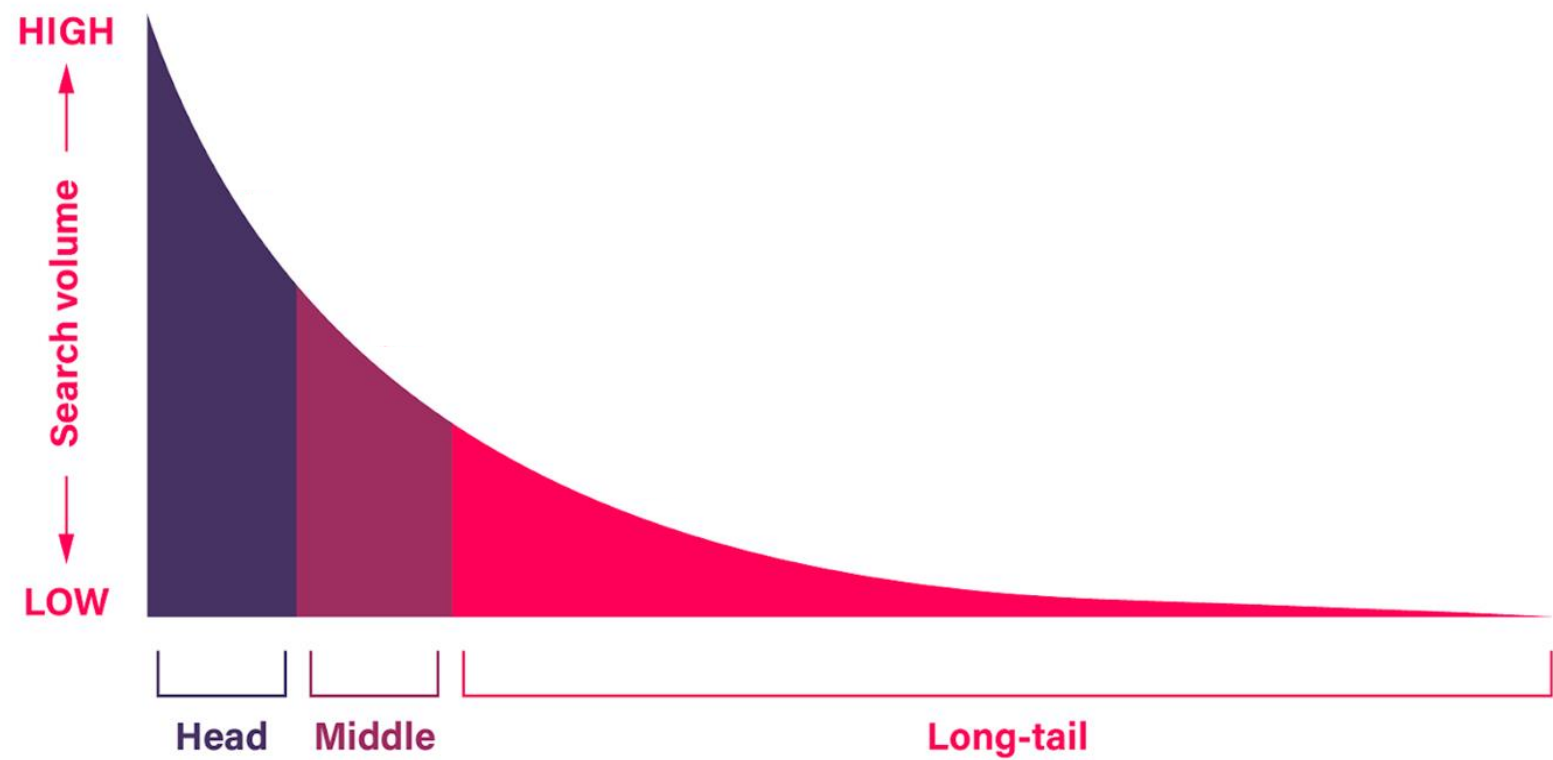


Trainer:

Mark Williams-Cook
Candour

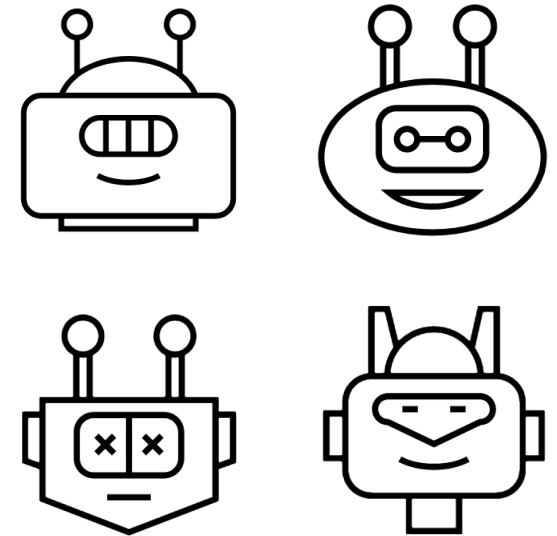
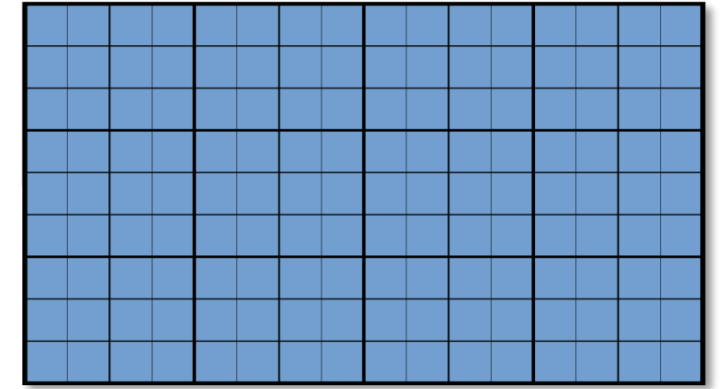
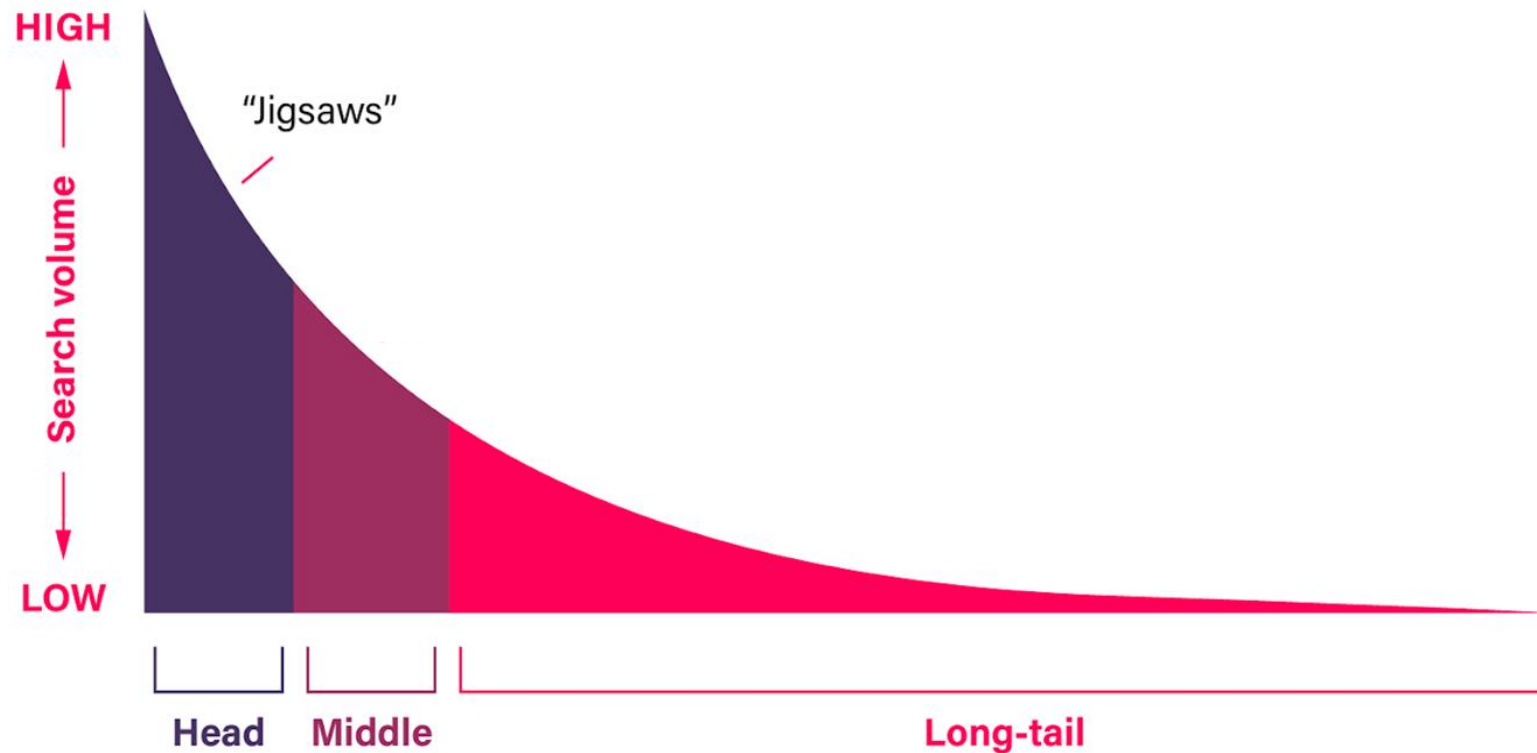


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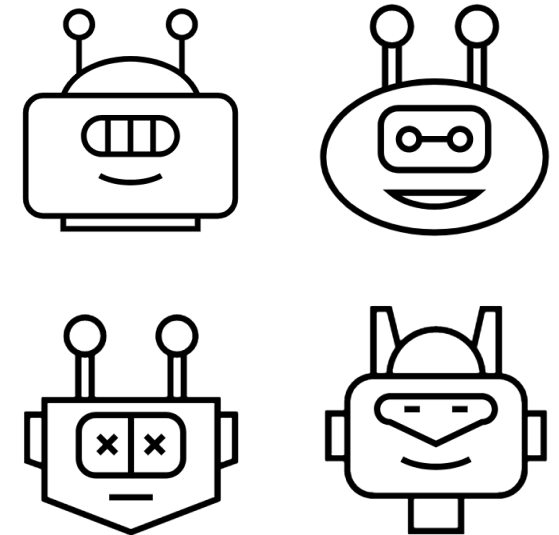
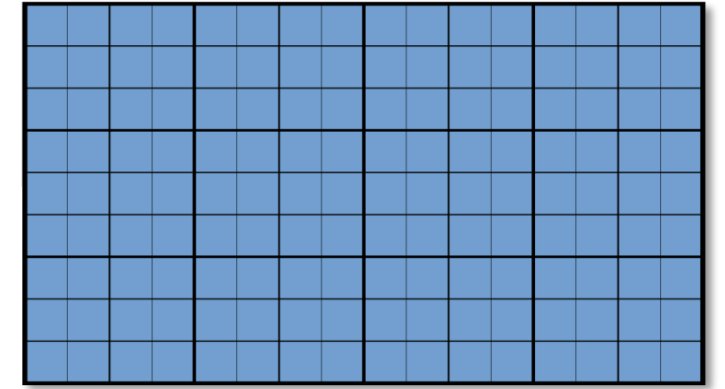
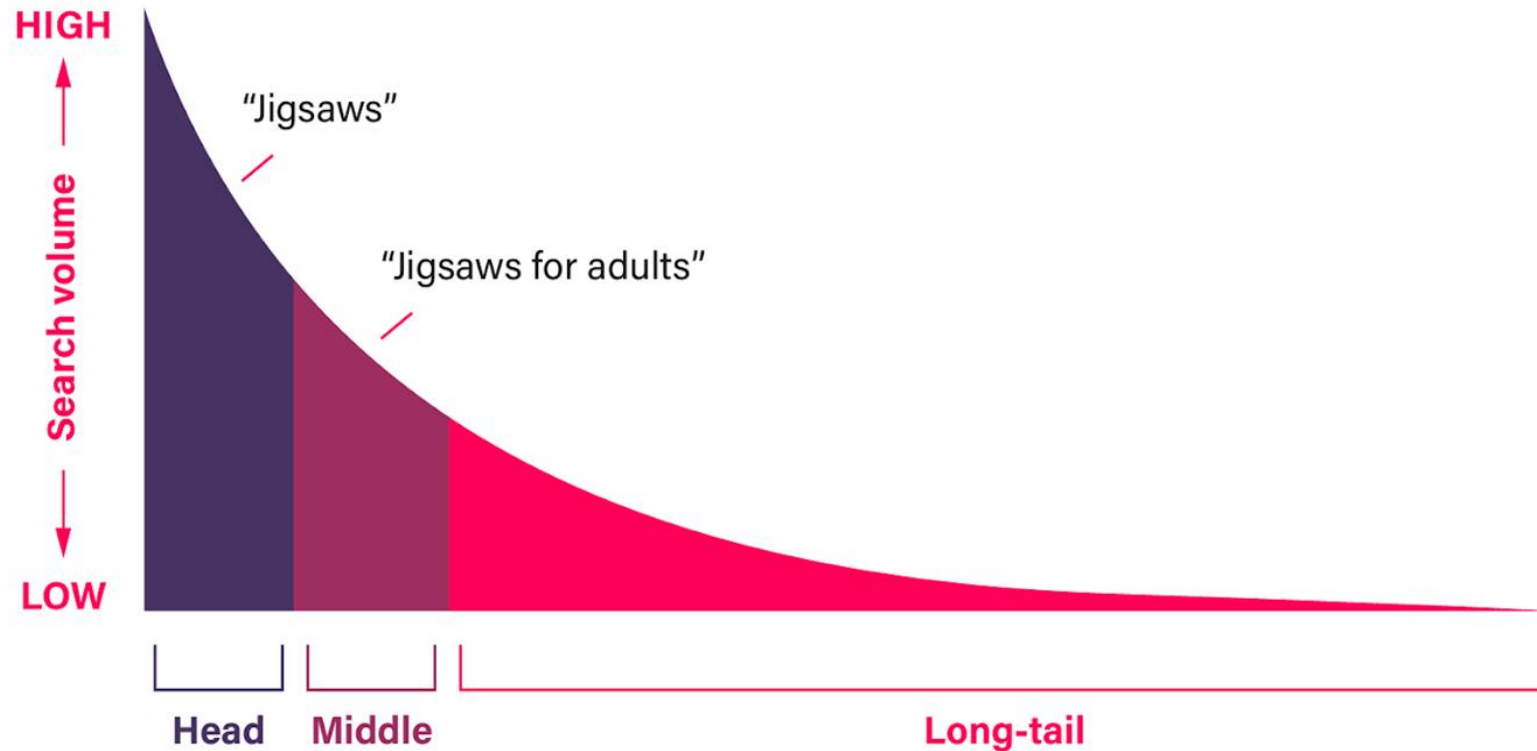
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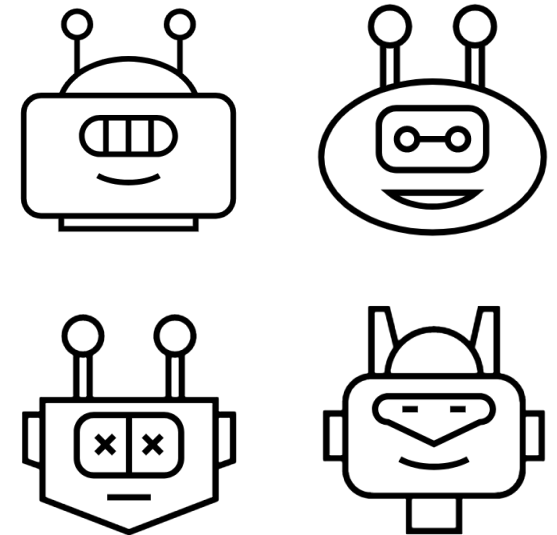
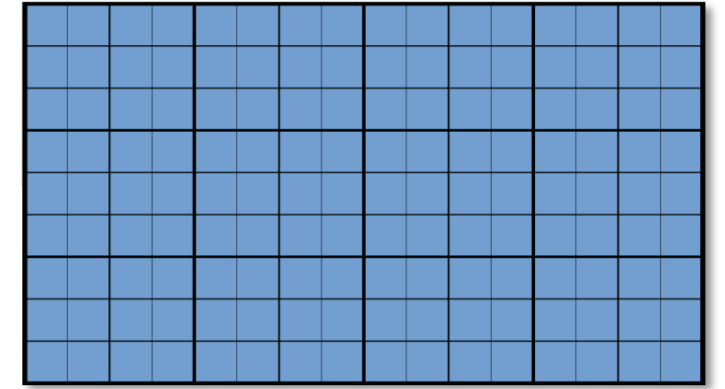
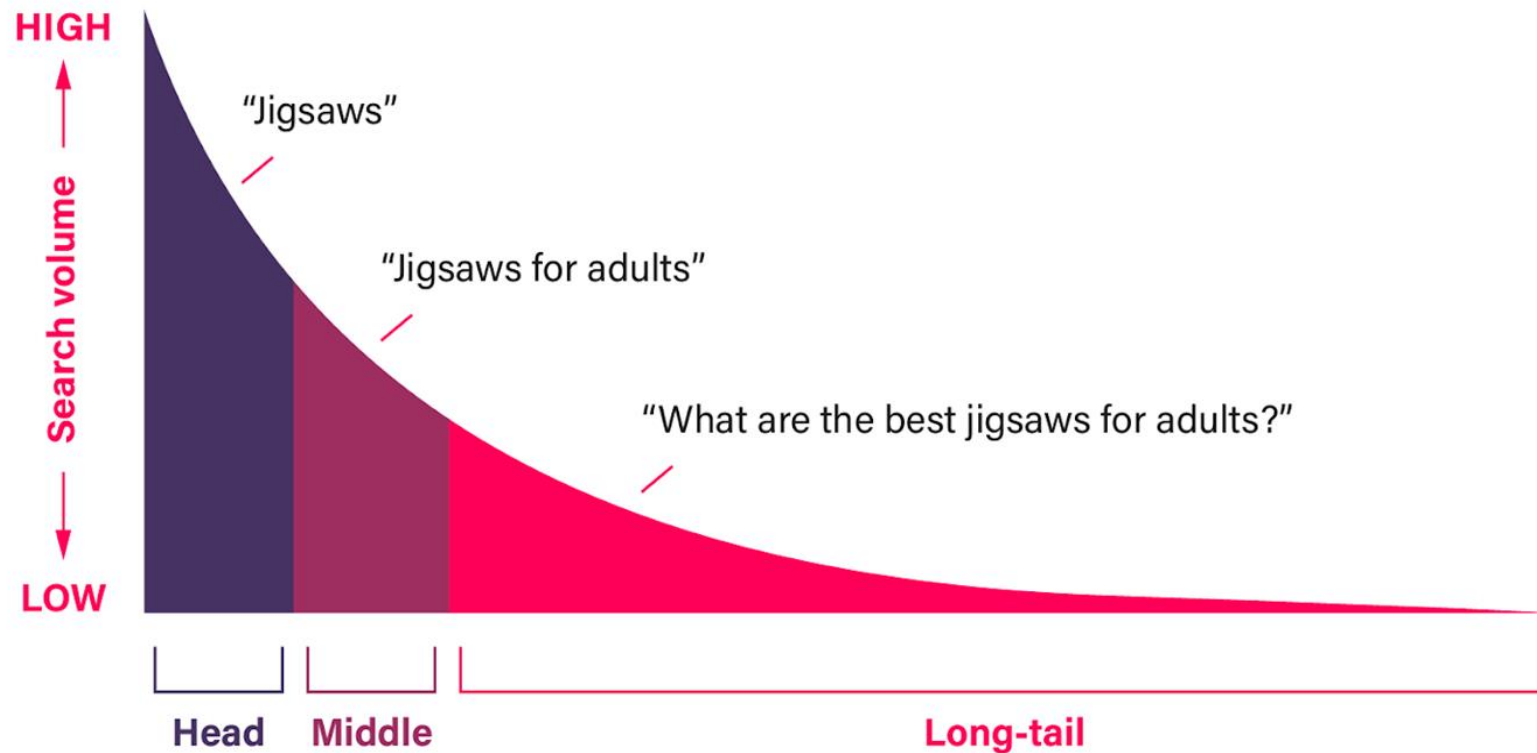
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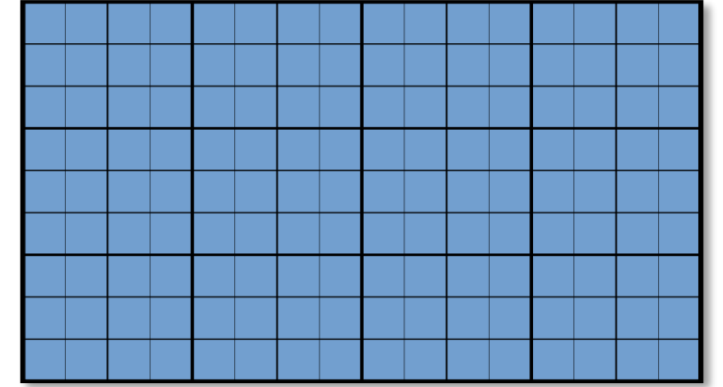


The search demand curve

Key concept

Head terms have very high search volume
generally have broad intent.

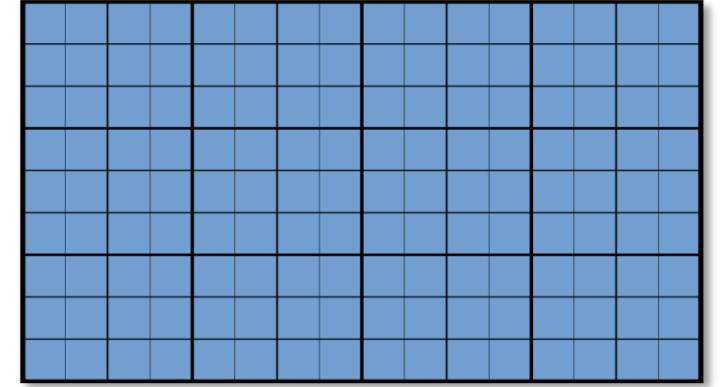
What does someone searching
for “**wheels**” want?



Key concept

Middle terms tend to have good search volume, but still some ambiguity. They are commonly targeted at a category level.

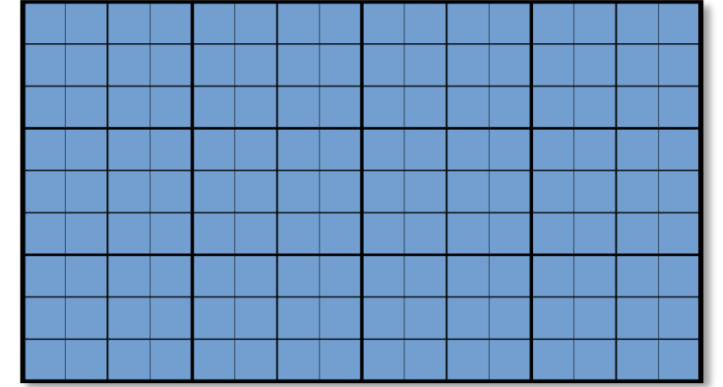
What does someone searching for “**bike wheels**” want?



Key concept

Longtail terms have low individual monthly volume but tend to be very specific and targeted at an individual article/product level.

We know what someone searching:
“motor bike wheels for Honda Shadow 750”
wants!



Challenge



Are the menus on your site “head” or “middle” terms? Could you identify what the page is about with these terms?