



Searcher Intent Workbook

Anticipate the questions of your prospective customers

POWER WORDS

Power words have a strong meaning which is likely to trigger a psychological or emotional response. They are persuasive pushing people to take action. Power Words fall in to one of three categories: seductive, emotional and sensory (or visual).

There is a fourth category, buyer intent which are perhaps less emotional, but powerful because of their connection to the purchase process.

Seductive

The power of these words is their ability to “seduce” readers, overriding logical reasoning and compelling them to take action. Examples of seductive words include:

New – People often equate new with better. When you offer something new, they assume it is better than what they already have. .

Free – We are conditioned to respond to the word “free.” That promise reduces the resistance to action.

Because – Simply giving people a reason is all they need to give you a try.

How To – This is a common search phrase for almost every product category. The phrase “how to: promises practical information. If you use it, be sure your content delivers on the promise.

EXERCISE: Rewrite one of your existing headlines using a seductive power word.

Emotional

Tapping into human emotions with your headlines is more challenging. There isn't a short list of emotional words that always works. Instead you need to consider the emotions themselves and find ways to tap into them.

Common emotions which will drive action include fear, jealousy, curiosity, joy, surprise, anger, disgust trust and anticipation.

Not all emotions will work the same way. For example, anger may cause someone to share something on social media, but not purchase a product or a service. In contrast, fear or jealousy may drive someone to take action and buy.

Some studies indicate people are more likely to take action to avoid negative outcomes than to achieve positive ones.

Example: What do your competitors know that you don't? That question is designed to elicit fear from the reader.

EXERCISE: What emotions are people likely to have when they are considering buying your product? Are they excited or frustrated?

Make a list of the emotions

Sensory

Sensory words paint a picture in the mind of the reader. These descriptive words designed to activate one or more of the senses. They describe how we experience the world: how we smell, see, hear, feel or taste something.

Engage the eyes with words related to colors, shape, or appearance. For instance: gloomy, dazzling, bright, foggy, or gigantic.

Make something tangible when you describe textures. These same words can be applied to feelings and abstract concepts also such as gritty, creepy, slimy, fluff, sticky.

When you read words like cha-ching, kaboom or pow, you can almost hear the sounds. Other descriptive words such as crashing, pounding or ringing will engage the reader's auditory sense. .

Especially helpful if you are writing about food words related to taste and smell may get your prospective reader salivating for your product. Many of these words like zesty, tantalizing, sweet, stinky, or stale will transform bland copy.

Remember that motion is sensory, too. Active words such as vibrating, soaring, mind-boggling, staggering, or bumpy take the reader on a journey with you.

EXERCISE: Make a list of sensory words to add to an existing blog post. Replace boring adjectives with more descriptive and engaging phrases

Buyer Intent

If you can tap into the words a prospective customer is likely to use when they are ready to make a purchase you can increase the chances you will win search results. Here are just a few words that indicate buyer intent. What would you add to the list with regard to your product?

Achieve	Clearance	Economical	Guide
Alleviate	Closeout	Eliminate	Guide (s)
Auction	Compare	End	Guide to
Avoid	Compare	Expensive	Heal
Bargain	Comparison	Explain	Healthy
Benefit	Coupon	Fast	High price
Best	Cure	Fix	How can
Best price	Deal with	Free	How do
Bonus	Deals	Free shipping	How to
Budget	Dependable	Free Trial	Immediately
Build	Direct	Frugal	Improve
Buy	Directions	Gain	Increase
Buy one get one free	Discontinued	Get rid of	Inexpensive
Cash back	Discount	Good price	Install
Cheap	Easy	Great buy	Instruction

Learn	Recover	Top
Lease	Reduce	Training
Low cost	Relieve	Treat
Low cost	Remedy	Tutorial
Low price	Rent	Unique
Luxury	Repair	Unlock
New	Restore	Used
Now	Review	Used
Offer	Sale	Value
On sale	Save	Video
Order	Scam	Where can
Overcome	Second hand	Where can I
Personalized	Simple	Where can I buy
Prevent	Solution	Where to find
Program(s)	Solve	Where to shop for
Protect	Step by step	Wholesale
Purchase	Technique	
Quick	Tips	
Rebuild	Top	

Exercise: Pick 10 which apply to your industry.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____