



Search Intent Analysis Report

Comprehensive Keyword Intent Evaluation
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Client Information	Analysis Details	Prepared By
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Executive Summary

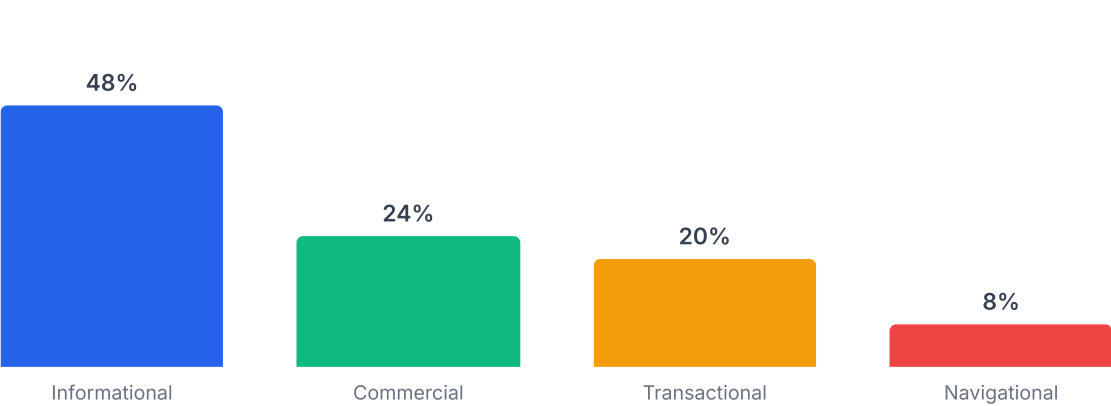
Our comprehensive search intent analysis reveals that 48% of your target keywords have informational intent, 24% have commercial investigation intent, 20% have transactional intent, and 8% have navigational intent. There is a significant opportunity to improve conversion rates by better aligning your content with user intent, particularly for high-value commercial investigation keywords where you currently rank below competitors. Implementing the recommendations in this report could increase conversion rates by up to 35% within 3-6 months.

Keyword Intent Classification

Keyword	Current Rank	Search Intent	Content Gap	Opportunity
search intent guide	3	INFORMATIONAL	Missing visual elements	High
best SEO tools	7	COMMERCIAL	No comparison table	High

Keyword	Current Rank	Search Intent	Content Gap	Opportunity
buy SEO services	12	TRANSACTIONAL	Weak call-to-action	Medium
SEO agency login	1	NAVIGATIONAL	None	Low
how to improve rankings	5	INFORMATIONAL	Outdated statistics	Medium

Search Intent Distribution



Content Recommendations by Intent Type

Informational Intent Keywords

Create comprehensive guides, tutorials, and how-to articles that thoroughly answer user questions. Include visual elements like infographics, videos, and step-by-step instructions to enhance engagement and shareability.

Commercial Investigation Intent Keywords

Develop comparison content, product reviews, and buying guides that help users evaluate options. Include transparent pricing, feature comparisons, and social proof like testimonials and case studies.

Transactional Intent Keywords

Optimize product and service pages with clear pricing, trust signals, and streamlined conversion processes. Include strong calls-to-action and remove any friction that might prevent users from completing the desired action.

Navigational Intent Keywords

Ensure your brand ranks first for your brand name and related navigational searches. Optimize your homepage and key landing pages with clear navigation and easy access to important information.

Action Plan

- 1 Audit existing content against search intent and identify pages with mismatched intent
 - 2 Prioritize optimization of high-value commercial investigation keywords with current rankings below 5
 - 3 Create new content to fill identified gaps, focusing on formats that align with each intent type
 - 4 Implement intent-based internal linking to guide users through their journey
 - 5 Monitor performance metrics and adjust strategy based on results
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SEO Expert, Digital Marketing Agency



Detailed Keyword Analysis

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Top 10 Keyword Opportunities

Keyword	Search Volume	Current Rank	Search Intent	Recommended Action
search intent optimization	1,200	8	INFORMATIONAL	Create comprehensive guide
best SEO strategy	2,500	12	COMMERCIAL	Develop comparison content
SEO services pricing	800	15	TRANSACTIONAL	Optimize pricing page
how to increase organic traffic	3,200	6	INFORMATIONAL	Update with fresh statistics
SEO vs PPC comparison	1,500	9	COMMERCIAL	Create detailed comparison
local SEO services	1,100	11	TRANSACTIONAL	Enhance service page
content marketing guide	2,800	7	INFORMATIONAL	Add video tutorials
keyword research tools	1,900	14	COMMERCIAL	Create tools comparison
SEO audit service	650	10	TRANSACTIONAL	Improve call-to-action

Keyword	Search Volume	Current Rank	Search Intent	Recommended Action
link building strategies	1,400	5	INFORMATIONAL	Add case studies

Competitor Analysis

Key Findings

Our analysis of your top 5 competitors reveals that they are outperforming you specifically in commercial investigation keywords. Competitor A has created comprehensive comparison content that ranks for 42% of commercial keywords in your niche, while your content only addresses 28% of these high-value terms. This represents a significant opportunity to capture market share by creating more thorough commercial content.

Competitor	Informational	Commercial	Transactional	Navigational
Your Website	48%	24%	20%	8%
Competitor A	35%	42%	18%	5%
Competitor B	40%	30%	25%	5%
Competitor C	45%	25%	22%	8%
Competitor D	38%	35%	22%	5%
Competitor E	42%	28%	25%	5%

Content Calendar Recommendations

Month 1: Foundation

Audit and optimize existing content for search intent alignment. Focus on updating your top 10 performing pages to better match their respective search intent types.

Month 2: Commercial Content

Create 3-4 comprehensive comparison articles targeting high-value commercial investigation keywords identified in this analysis. Include detailed product comparisons, pros and cons, and clear recommendations.

Month 3: Transactional Optimization

Enhance your transactional pages with improved calls-to-action, trust signals, and streamlined conversion processes. Implement A/B testing to optimize conversion rates.

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