

SEO & Search Strategy / Keyword Research

Identify keywords based on user intent categories such as informational, commercial, transactional, and navigational searches.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: SEO Strategy, Keyword Research, Search Intent Mapping

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Why This Prompt Exists

Most keyword research ignores intent — leading to content that doesn't match what searchers actually want.

You get:

- informational content targeting transactional keywords (no conversions)
- product pages ranking for “how-to” queries (wrong content type)
- high-volume keywords with mismatched intent (bounce)
- wasted effort on keywords that won't convert
- content that satisfies Google but not users

But intent is not optional.

It is the difference between a click and a conversion.

- Informational: seeking knowledge (“how to...”, “what is...”)
- Commercial: comparing options (“best...”, “vs”, “review”)
- Transactional: ready to buy (“buy...”, “discount”, “coupon”)
- Navigational: looking for a specific brand or site

Without intent mapping, your content serves the wrong audience.

This framework forces AI to research keywords by intent.

The Prompt

Assume the role of an SEO strategist who maps keywords to user intent.

Your task is to identify keywords by search intent category.

Generate:

1. INFORMATIONAL KEYWORDS (10-15)
 - Searchers seeking knowledge, not ready to buy
 - Examples: "how to...", "what is...", "why does..."
2. COMMERCIAL KEYWORDS (10-15)
 - Searchers comparing options, near purchase
 - Examples: "best...", "vs", "review", "top 10"
3. TRANSACTIONAL KEYWORDS (10-15)
 - Searchers ready to buy now
 - Examples: "buy...", "discount", "coupon", "price"
4. NAVIGATIONAL KEYWORDS (3-5)
 - Searchers looking for a specific brand or site
5. INTENT MAPPING RECOMMENDATIONS
 - Which content types match each intent
 - Which pages to optimize for each

INPUTS:

Your Niche or Industry:

[INSERT]

Your Product or Service (if applicable):

[DESCRIBE]

Target Audience:

[WHO ARE YOU TRYING TO REACH?]

Seed Keywords (3-5 to start from):

[LIST]

RULES:

- Separate keywords by intent category (do not mix)
- Informational keywords: educational content (blogs, guides)
- Commercial keywords: comparison content, reviews, "best of"
- Transactional keywords: product pages, landing pages, pricing
- Navigational keywords: optimize homepage or brand page
- Include search volume indicators (High/Medium/Low) when possible

How To Use It

- Informational keywords build top-of-funnel traffic and authority.
- Commercial keywords capture comparison shoppers (high conversion potential).
- Transactional keywords should go directly to product or checkout pages.
- Navigational keywords are usually branded – protect them with organic ranking.
- Map each keyword to the right content type before creating content.

Example Input

Your Niche or Industry: Project management software for small teams

Your Product or Service: Cloud-based project management tool (\$29/month)

Target Audience: Small business owners and team leads (5-50 employees)

Seed Keywords: “project management software,” “team collaboration tools,” “task management”

Why It Works

Most keyword research ignores intent.

This framework improves outcomes by forcing:

- intent category separation (clarity)
- content type mapping (relevance)
- funnel-stage alignment (conversion)
- search volume indicators (prioritization)
- actionable recommendations (execution)

Great keyword research doesn't just find terms — it matches intent to content.

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