

Search Intent

Marketing

The four intents behind a query, and matching the page to each.

Intent and the right page.

Intent	Query looks like	Right page
Informational	how does X work	Guide or explainer
Navigational	brand name login	The destination itself
Commercial	best X for Y	Comparison or review
Transactional	buy X, X price	Product or checkout page

Pointing a product page at an informational query fails twice: it does not rank, and the few who arrive bounce.