

Keywords in SEO: Types, Patterns, and Examples



- Keywords still bridge customer language and business goals in 2026



- AI search rewards questions, entities, and intent—not exact-match terms



- Modern keyword: a query, topic, or intent signal



- Learn to find, classify, prioritize, and place keywords



- Build one repeatable, small-team workflow



What a Keyword Means in Modern SEO



- Keywords are a bridge between business language and customer language



- Shift from keyword density to intent, entities, and topics



- Keywords are not a stuffing target or a density score



- One phrase per page is a common misconception



- Example: 'custom birthday cakes' instead of only 'bakery'

How Search and AI Changed Keyword Use

TRADITIONAL SEARCH



Results ranked by keyword relevance and matching intent

VS.

AI SEARCH (AI OVERVIEWS & AI MODE)



What are the key factors to consider when choosing a healthy diet?



Sources (cited)



Answers built from entities, context, and natural-language understanding



- Traditional Search still ranks on keyword relevance, especially for commercial and transactional intent



- AI Overviews and AI Mode favor entities, context, and natural-language questions over exact-match strings



- AI search queries are longer, conversational, and often question-shaped



- Keyword targeting still matters, but its role shifts toward topical relevance and citation potential

Keyword Types by Search Intent



Learn



- Informational: learning, research, and answers; often question-based



Find



- Navigational: brand or destination searches to find a specific page



Compare



- Commercial: comparing options, reviews, and alternatives before buying



Buy



- Transactional: ready to act now with buy, order, or near-me terms

Intent Recognition and Funnel Mapping



- **Identify intent via words,**
SERP features, and result types



- **Informational:** top-funnel
research, questions, and learning



- **Commercial:** mid-funnel
comparison, reviews, and best lists



- **Transactional:** bottom-funnel
buy, price, and near-me queries



- **Navigational:** brand defense,
rarely an organic growth channel

Keyword Patterns: Head, Body, and Long-Tail



- **Head terms:** 1-2 words, high volume, very high competition



- **Body terms:** 2-3 words, moderate volume, clearer intent



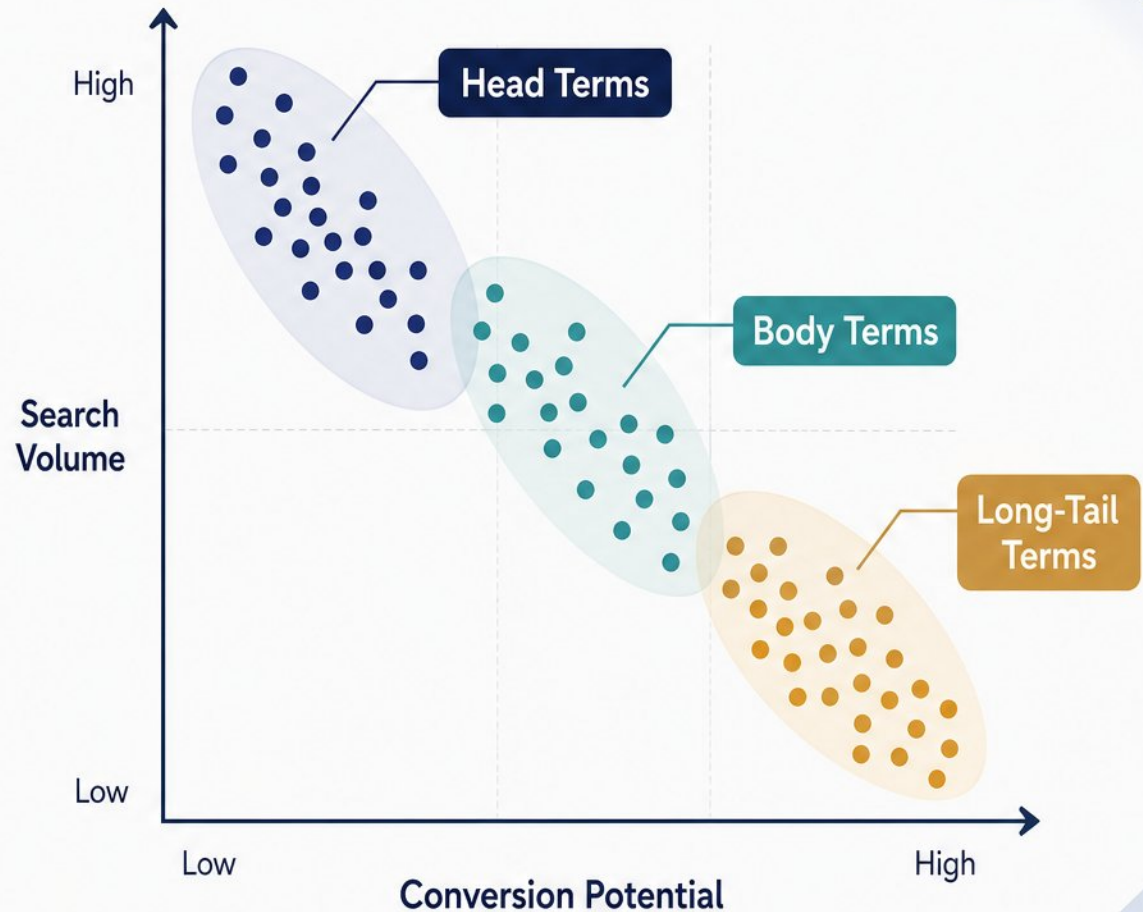
- **Long-tail:** 4+ words, lower volume, highest conversion rate



- Long-tail converts ~2.5x better than short head terms



- Small sites win first rankings with specific long-tail phrases





Branded, Non-Branded, and Local Keyword Patterns



- **Branded:** defend your brand, watch competitor demand



- **Non-branded:** where organic growth usually happens



- **Local tiers:** city, neighborhood/zip, then intent modifiers



- "Near me" ranks via GPS, profile strength, not that phrase



- Prioritize Tier 3 and Tier 2 over high-volume Tier 1





Practical Keyword Discovery for Small Teams



- Begin with seed topics and core service terms, not a huge raw list



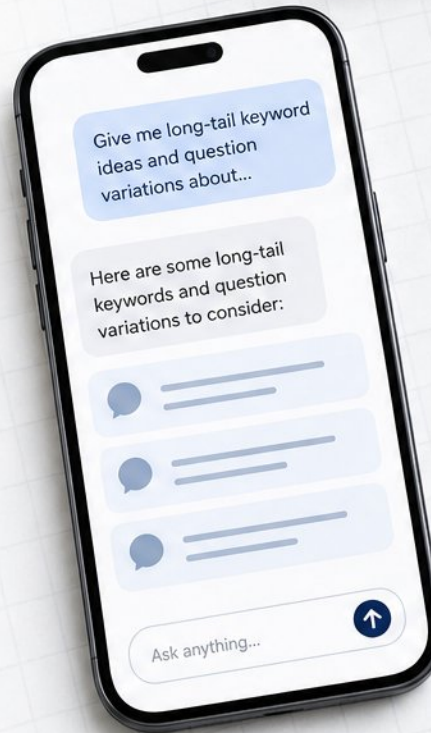
- Use Google Autocomplete, PAA, Keyword Planner, Trends, and Search Console

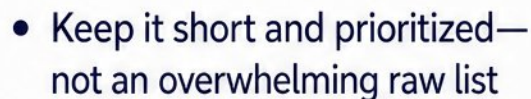
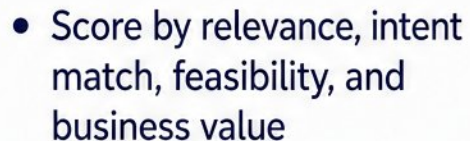
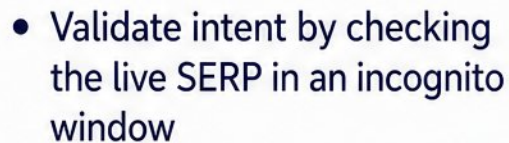
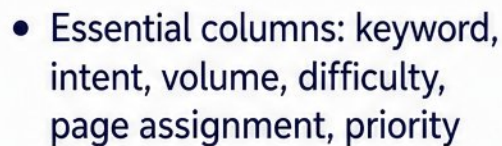


- Use ChatGPT, Claude, or Perplexity for long-tail and question variations



- Avoid tool paralysis: start free, start small, expand after results



[illegible]

Matching Keywords to Content Formats

- - Informational: blog posts, guides, and how-to articles
- - Transactional: product and service pages that convert
- - Commercial: comparison posts and review content
- - Update existing pages when intent already matches
- - Prevents page cannibalization and builds topical authority

KEYWORD INTENT	CONTENT FORMATS		
	 Guide / How-To Article	 Product / Service Page	 Comparison / Review Article
 Informational			
 Transactional			
 Commercial			



Strong Match



Weak Match

Where Keywords Go On the Page



- Primary keyword: title tag near the start, preferably under 60 characters

H1

- One H1 with the keyword, written for readers already on the page



- Use the keyword naturally within the first 100 words



- Add it to the URL slug and at least one H2



- Meta description: not a ranking factor, but it drives CTR



URL Slug



Title Tag



H1 Heading



First 100 Words



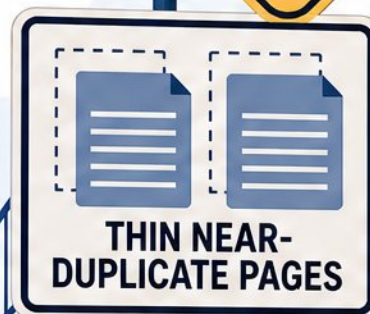
H2 Heading



Meta Description

Keyword Patterns Worth Avoiding

- ❗ - Keyword stuffing, doorway pages, and thin near-duplicate pages
- ❗ - Phrase mirroring that ignores semantic variations and related terms
- ❗ - Chasing high-volume keywords without validating intent or feasibility
- ❗ - Relying on one exact keyword per page
- ❗ - Creating redundant new pages before updating existing content
- ❗ - Forcing keywords into every H2 for SEO boilerplate



From Keyword List to Repeating Monthly Routine



- Run full workflow at launch, then monthly reviews



- Score with relevance $\times$ intent $\times$ feasibility



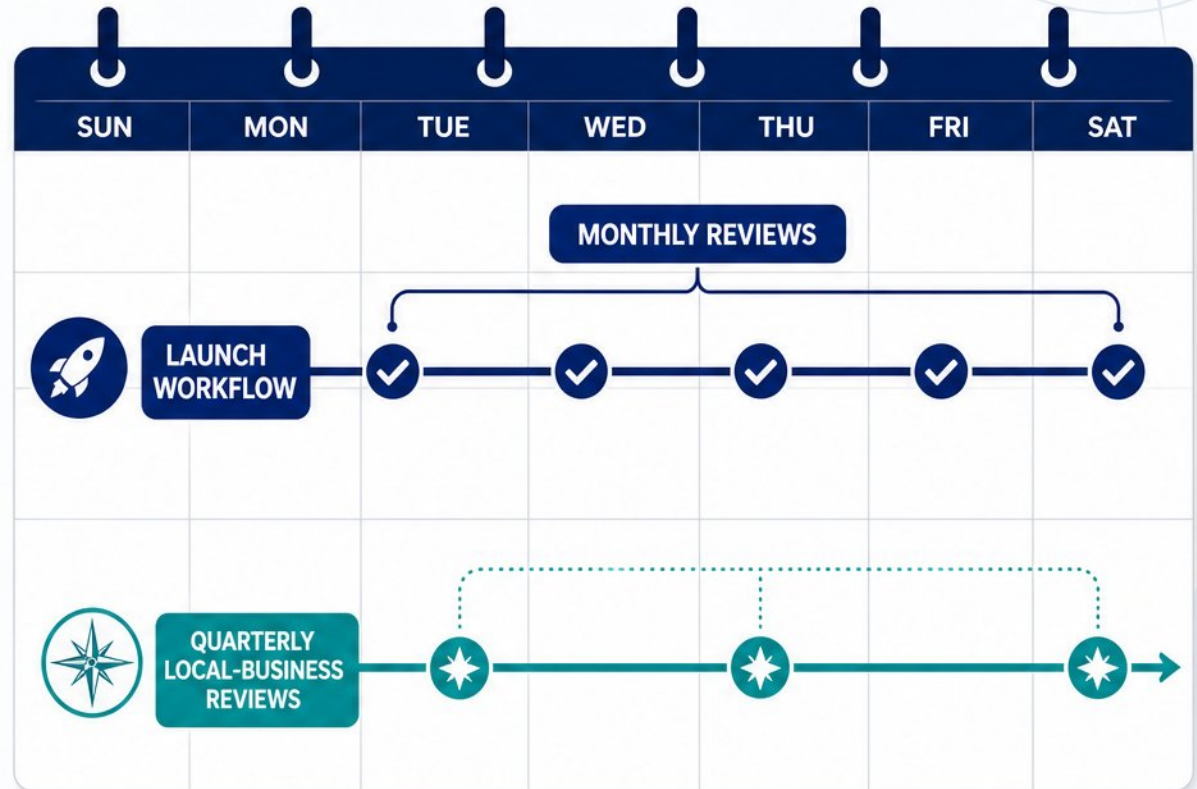
- Assign every keyword: page, update, or later



- Mine Search Console for near-miss positions 8–20



- Target high impressions, low CTR, and gap queries



Launch
Workflow



Monthly
Reviews



Quarterly
Local-Business
Reviews

Review and Next Steps



- Keywords are bridges: intent beats volume



- Long-tail supports new sites; local patterns convert nearby



- Checklist: seed list, intent, SERP check, scoring, page map, on-page placement



- Start now: 10–20 priority keyword clusters



- Next: clustering, internal links, content briefs, Search Console tracking



Seed list



Intent classification



SERP check



Prioritization (scoring)



Page mapping



On-page placement

PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/65f00c69/public