

How to Understand Your Buyer's Mindset Through

# KEYWORDS



*Learn what search keywords reveal about  
the desires & objections of your customers!*



## A FRAMEWORK FOR CUSTOMER AWARENESS

» People will enter your website at various stages in their purchase pathway. Even if your product pages are optimized for conversion, only a small portion of visitors will add an item to their cart & proceed to purchase.

Part of this stems from *which part of the buyer decision journey* the visitor is in when they encounter your site. Consumers have a certain “level of awareness” about a particular product — ranging from completely unaware to highly aware — and each level of awareness consists of a distinct set of emotions, concerns, and objections.

The **Awareness Ladder** is a model that formally identifies the steps people go through as they transition to a buyer of your product. By mapping a prospect’s keyword searches to stages in the Awareness Ladder we can draw conclusions about what their objections might be, and how to advanced them through the Awareness Ladder — eventually, with them becoming a paying customer.



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### THE AWARENESS LADDER

- 5** - Convinced & ready to buy — Most Aware
  - 4** - Aware of the benefits (but unaware that solutions exist)
  - 3** - Aware of your specific solution (but not your specific one)
  - 2** - Aware of some solutions (but not the benefits)
  - 1** - Aware of a need (but not convinced)
  - 0** - Not Aware of a Need — Least Aware
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**There is a lot of psychology surrounding the keywords people utilize in their purchase pathway. Further understanding these keywords for your buyer personas will help you in 4 ways:**

- 1.** Optimizing your product pages’ SEO for the highest converting keywords, which will increase sales.
- 2.** Optimizing landing pages to present the right information at the right time.
- 3.** Choosing optimal PPC bids based on purchase intent (assuming no prior CPA data).
- 4.** Understanding what stage the majority of your market is in can help with positioning and messaging (even for offline marketing, if applicable).

Before I get started, it is important to note that *there are buyers in every stage of the Awareness Ladder at any given point in time.*

## STEP ONE

### UNDERSTAND YOUR PERSONAS

» A Buyer Persona is a semi-fictional representation of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations and goals.

#### Buyer Personas are not:

- Specific real people
- Influenced by changes in technology
- Target markets
- Professional roles

#### Buyer Personas are:

- Common behavior patterns
- Shared pain points (professional, personal)
- Universal goals, wishes, dreams
- General demographic & biographic information

Understanding your personas is important because it helps better understand their specific use case. People within the same target market may have completely different use cases for the same product.

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## STEP TWO

### UNDERSTAND THEIR USE CASE

**“A man who goes into a hardware store to buy a quarter-inch drill bit does not need a quarter-inch drill bit — he needs a quarter-inch hole.” -Unknown**

» What you sell is a solution to needs. In other words, people don't buy your product for the product itself. They buy it to solve a problem or fulfill a need. That said, many people use the same product for different reasons. Even if the use case seems obvious. It is important to think of the various use cases for a given product. Failing to do so will result in less potential revenue for that given product.

For the purposes of illustration, we will utilize a hypothetical product called “Joe’s Miracle Hair Grow” — a treatment for male pattern baldness. This will be used to illustrate relevant keywords for each stage of the Awareness Ladder.



## **STEP THREE**

### **BREAK EACH USE CASE DOWN INTO SPECIFIC STAGES**

#### **Stage 0: Not Aware of a Need**

This is the most difficult stage to convert into a sale for two reasons: First, they are not looking for anything. Second, they do not see a need for your solution so you cannot offer them a value proposition. This market is completely unaware they have a need for your solution. Selling to this market is very expensive and generally requires a more educational approach.

*Keywords: none. For this segment of the market, it's best to find out where this persona already hangs out online and convince them that their current condition is undesirable.*

#### **Stage 1: Aware of a need (but unaware that solutions exist)**

This segment is more accessible, because they already recognize a problem. In this stage of the awareness ladder, the prospect is searching for information about the problem rather than for solutions. Thus, they will use keywords related to the problem only and not indicate the awareness of a solution.

*Keywords: hair thinning, hair loss women, regain hair*

#### **Stage 2: Aware of some solutions (but not your specific one)**

In this stage, the prospect will begin to use keywords that show an awareness of some solutions. They may use competitors' brand names in their keywords or searching for generic keywords in a plural format.

*Keyword phrases: cure for baldness, hair restoration options, best remedy for hair loss, which thinning treatments really work?*

#### **Stage 3: Aware of your specific solution (but not the benefits)**

In this stage, prospects will begin to use your branded terms. This could include both the product brand and/or your specific company in combination with the product.

*Keyword phrases: does joe's miracle hair grow work?, should I buy joe's miracle hair grow?*

#### **Stage 4: Aware of the benefits (but not convinced)**

At this stage, visitors are aware of the benefits, but not convinced to purchase. This occurs for many reasons. For example, they may understand the benefits, but not whether it's the best choice for them specifically.

*Keyword phrases: is joe's miracle hair grow for me?, joe's miracle hair grow reviews*

#### **Stage 5: Convinced & ready to buy**

At this stage, prospects are convinced and ready to buy. Prospects at this stage are, on average, your highest value visitors. In other words, your conversion rate will be highest for visits at this stage.

*Keyword phrases: buy joe's miracle hair grow, hair grow best prices*

## **STEP FOUR**

### **OPTIMIZE YOUR PRODUCT & LANDING PAGE'S CONTENT**

#### ***Stage 0: Not Aware of a Need***

It is very difficult to get in front of this segment of the market since they do not recognize a problem with their current situation. As mentioned earlier, education is generally the best tactic for this segment. Often, offline marketing is the most effective medium for this group.

#### ***Stage 1: Aware of a need (but unaware that solutions exist)***

Content on this page should discuss the issue or problem. It should recognize that their existing condition is undesirable and provide a call-to-action to another page discussing solutions that exist.

#### ***Stage 2: Aware of some solutions (but not your specific one)***

The most compelling content at this stage is comparisons & discussions around alternatives. Many brands may be hesitant to mention any alternatives, however, remember that you control this content. Thus, you can influence visitors in your favor & invite them to take action with a call-to-action that takes them to the next stage.

#### ***Stage 3: Aware of your specific solution (but not the benefits)***

The content at this stage should clearly communicate the benefits of your product or service. This is where your Unique Selling Proposition (USP) should be presented.

#### ***Stage 4: Aware of the benefits (but not convinced)***

Personalization can help in this scenario. Also, self diagnostic tools are often effective. Messaging on this page should illustrate how this product will improve their lives rather than simply illustrate the benefits of the product itself.

#### ***Stage 5: Convinced & ready to buy***

This page should be your primary product or landing page whose main goal is to facilitate the conversion or 'add to cart'. I won't get into too much detail on conversion optimization for this page, since that's another topic in itself. (If you're interested in a conversion optimization ebook, send me an email at [marketing@granify.com](mailto:marketing@granify.com). If we get enough requests, we will make one)

## OTHER TAKEAWAYS

### HOW DOES THIS AFFECT PAY PER CLICK (PPC)?

» The likelihood of a purchase should increase with each step as your approach stage 5. In other words, your customer acquisition rate should be greater at each level. Taking this into consideration, you should be willing to pay more for keywords at a higher level in the Awareness Ladder since a larger proportion of them should convert into customers. However, at Granify, we never suggest doing anything without data and tracking. Make sure your metrics are in place and be sure to test!

### HOW DOES THIS AFFECT OFFLINE MESSAGING AND POSITIONING?

» If you were to draw a graph next to the Awareness Ladder that shows the size of your market at each level, where would the bulge be? Now that you know this information, how will it impact any offline campaigns you will run? As always, your feedback is appreciated! If you enjoyed this ebook or would like to suggest a topic for future material, give us a shout at [marketing@granify.com](mailto:marketing@granify.com).

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**THANKS FOR YOUR TIME!**

**SHARE THIS EBOOK WITH YOUR FRIENDS & COLLEAGUES!**

