

How Optimizing For User Intent And Experience = Higher Conversion Rates

User intent and user experience are increasingly important to a successful inbound marketing program. To understand why, consider the rapid advancement of search engine crawling technology, along with the increasing sophistication of online users.

One of our favorite ways of phrasing it comes from Moz.com:

*If content is king,
then the user
is queen, and
she rules the
universe.*

What Is User Intent?

User intent tells us what a user is looking for when they enter a keyword phrase or query into a search engine.

User intent goes far beyond simple “keywords.” Today’s user is savvier and more sophisticated than ever before, and so are the search engine crawlers. Keyword phrases and queries need to be understood beyond just their pure semantic value. Behind each search engine query is a user’s intent, which helps us understand what customers actually want when they’re searching online.

There are three main categories of user intent:



User intent is a great starting point for conversion rate optimization. If you fail to consider user intent, you’ll likely fail in conversion optimization, especially in the long term.

What Is User Experience?

User experience, often abbreviated “UX,” is a general term for a user’s interaction with your company — anything that helps make up the user’s perception of your business and your brand.

In inbound marketing, UX design is a sub-discipline centralized around optimizing a user’s entire experience with your brand online. Website design, user interface, mobile optimization, responsiveness of design and conversion rate optimization all fall under the umbrella of user experience.

Why is it so important to focus on something so distinctly broad? Because search engine algorithms are rapidly becoming more advanced, and are understanding and ranking components of user experience with increasing weight.

Optimizing For User Intent And UX

Optimizing for user intent helps match your potential customers to what they want to find when they enter a search engine query. **When users click through to your website, if they're met with exactly what they were looking for, they're far more likely to convert.**

Optimizing for user experience means streamlining the user's entire interaction with your brand online. When users click through to your website, the interface and the experience they have with your site page and entire website is instrumental in the likelihood of that user converting from an anonymous website user to an inbound marketing lead.

User intent tells us what users want when they're searching online. When you start thinking about user intent, center your strategy around how to best meet the needs of a potential user.

Start by matching the query type to the result type. A user is more likely to buy from you if they know, like and trust you — and when they learn from you, this bond is established.

When you understand the user's intent, you have a lens through which to analyze that user's experience. User intent acts as an ultimate decision-making framework. As you're optimizing for the best user experience possible, ask yourself: Does this help satisfy the user's intent and will this make it easier for a user to get what they want?

With a sound understanding of what your user wants, paired with an optimal experience with your brand online, you're poised for a significant lift in conversion rates.

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