

Topic- and Keyword-Selection Checklist

(Preferably completed before implementing intent data)

- Develop ICP and buyer persona profiles (include: typical job responsibilities, goals/objectives, biggest pain points/challenges, preferred communication channels, tools they need to do their job, and how they gather information)
- Outline your typical buyer journey, defining each stage
- Audit and organize your content according to relevant buyer journey stages (as well as the channels/tactics used to distribute the content)

(Typically completed upon implementing intent data)

- List all the keywords related to your:
 - Target-personas' challenges/pain points
 - Solution categories' names, value propositions, and benefits
 - Specific solutions' name, value propositions, features, and differentiators
 - Brand name
 - Competitors' brand names
 - Competitors' solution/product names
- Cross references your listed keywords against your intent data provider's topic taxonomy
 - Select topics that match your keywords (and remove those keywords from the keyword list)
- Assign selected topics and keywords to relevant buyer-journey stages



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