List of Buyer Intent Keywords & How to Find High-Intent Opportunities

Not all keywords are created equal. Some bring people who are just browsing. Others bring people who are ready to pull out their wallet. That's the magic of **buyer intent keywords**.

Websites that use these keywords get more sales:

- buy
- pricing
- cost
- near me
- services

And there's more. Download a PDF of buyer keywords here (this is the complete list):

Buyer Intent Keyword List – Free PDF

Buyer Intent Keywords List – Download (PDF)

No email required – instant download

Understanding — and targeting — high-intent keywords can massively boost your leads, sales, and overall SEO ROI. Let's dive into exactly what buyer intent keywords are, how to spot them, and how you can start using them today.

UPGRADE: Get the Buyer Intent Prompt Pack

Why get a general list when you can nail search intent down to the actual keyword you're using?

Get the Search Intent Prompt Pack – Instant Download

What Are Buyer Intent Keywords?



Buyer intent keywords are search terms that show the person is ready to take action — to buy, sign up, hire, or order something. They're no longer "just researching." They're actively looking for a solution and getting close to making a decision.

Examples of buyer intent keywords include:

- "Buy standing desk online"
- "Affordable SEO services near me"
- "Order custom t-shirts fast"
- "Get insurance quote today"
- "Best running shoes for flat feet 2025"

These are the keywords you want to target if you want traffic that converts — not just traffic that looks good in your analytics report.

Try My Free Tool: BuyerIntentKeywords.com

Input your keywords and get an instant score.

Go to BuyerIntentKeywords.com

List of Buyer Intent Keywords

Here's a list of buyer intent keyword modifiers you can mix with your product or service to target people ready to take action (people using these searches want to make a purchase now):

- best
- top
- reviews
- compare
- vs
- cheapest

- discount
- deal
- coupon
- promo code
- free shipping
- buy
- purchase
- services
- get
- for sale
- where to buy
- near me
- in stock
- order
- today
- now
- trial
- demo
- pricing
- cost

These are often paired with product names (like *“best snow blower under $500”* or *“buy weighted blanket free shipping”*) to capture people with high purchase intent.

What Are High Purchase Intent Keywords?

High purchase intent keywords are even closer to action. They often include words that scream “I’m ready to buy right now.”

Look for keywords that include modifiers like:

- Buy
- Order
- Discount
- Deal
- Hire
- Get a quote
- Best (product/service)
- Near me

These keywords signal that the searcher is serious — not just kicking tires. Make sure you craft your content to cover every level/stage of buying. And then make sure your copy persuades people to buy, or better yet, gives them what they need so they figure out they should definitely buy from you. I’ll cover this more below in a section about conversion.

What Are the 4 Types of Keyword Intent?

In general, keywords fall into four intent categories:

- **Informational:** Searching for knowledge (“How to fix a leaky faucet”)
- **Navigational:** Looking for a specific site (“Apple login”)
- **Commercial Investigation:** Comparing options before buying (“Best laptops under $1000”)
- **Transactional (Buyer Intent):** Ready to act (“Buy Dell XPS 15 today”)

Informational and navigational searches have value, but if you want customers, transactional and commercial investigation keywords are where the money is.

Buyer Intent Keyword Examples

Here’s a strong list of buyer intent keywords to give you ideas for your own campaigns:

- Buy iPhone 15 Pro online
- Best CRM software for small business
- Order custom mugs bulk
- Sign up for health insurance 2025
- Hire freelance graphic designer near me
- Get roofing quote Madison WI
- Affordable wedding photographers Chicago
- Order business cards next day shipping
- Book hotel New York downtown
- Best home security system reviews
- Buy ergonomic office chair discount
- Fast tax prep services near me
- Emergency plumber Milwaukee
- Best SEO keyword tool
- Best keywords ranking tool
- Get personal loan quote online
- Purchase SEO services package
- Subscribe to meal kit delivery service
- Install solar panels free consultation
- Local gym membership deals
- Buy used cars with warranty
- Find coworking spaces near me cheap

Notice how almost all of these include an action word or show immediate need. That’s the pattern you want when you build your content or PPC campaigns.

How Do I Find Buyer Intent Keywords?

You don’t need expensive tools (though they help). Here are simple ways to find high-intent keywords:

- **Use modifiers:** Add words like “buy,” “hire,” “order,” “get a quote,” “sign up,” “near me,” or “services” to your core keyword ideas.
- **Check People Also Ask boxes:** Google’s PAA boxes often show intent-based questions you can target.
- **Look at ads:** If companies are paying for ads on a keyword, it’s probably high-intent.
- **Use SEO tools:** Semrush, Ahrefs, Ubersuggest, and even Google Keyword Planner can help you spot buyer keywords.
- **Brainstorm:** Think about what *you* would search right before buying something — that’s usually the gold.

Make It Easy for Buyers to Take Action



Once you attract someone with a buyer intent keyword, don’t make them work too hard. If they have to click through five pages, dig around for your product, or hunt for a signup button, you’re going to lose them.

That's why smart marketers put the **payment form, sign-up form, or "buy now" button right on the page** where the visitor lands.

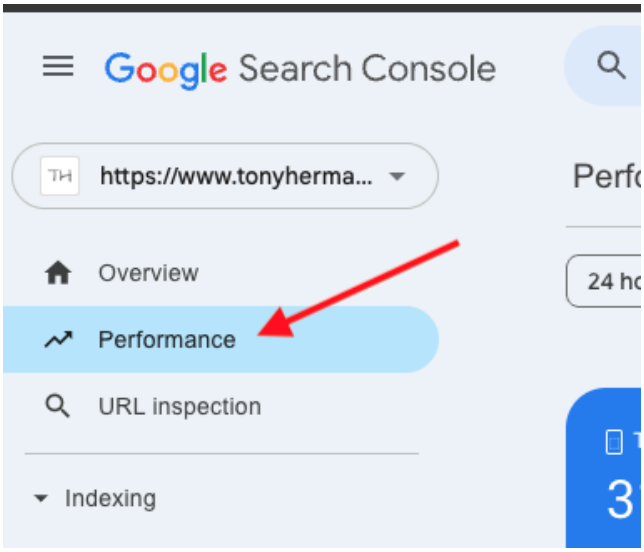
Real-world tip: If you can include pricing, payment options, and a simple checkout or sign-up form on the same page as your product/service description, you'll almost always get higher conversion rates.

Buyer intent traffic is precious. Make it easy for people to take action immediately — while they're still excited and ready to move.

Pro Tip: CPC (Cost Per Click) Is a Clue

If you're using a keyword tool and see that a term has a high CPC (like $5, $10, $20+), that usually means advertisers value it highly — because it converts. High CPC keywords tend to align with buyer intent.

Use Google Search Console to Find Buyer Intent Opportunities



One of the easiest ways to find new buyer intent keywords is to look at the **Performance** section inside Google Search Console. If you already have a site with some traffic, you're sitting on a goldmine of real-world search data.

Here's how:

1. Log into Search Console and open the "Performance" report.
2. Sort by "Queries" and scan for keywords where you're already getting impressions but few clicks.

3. Look for keywords that include action words like “buy,” “get,” “order,” “services,” or “near me.”
4. Find pages that match — or create/modify pages to better target those buyer-intent searches.

Sometimes all it takes is adjusting your title tag, meta description, or page content slightly to match the buyer’s mindset — and you’ll start picking up those clicks (and conversions) without even needing new backlinks.

How to Convert Buyer Intent Traffic

Getting traffic from buyer intent keywords is great—but what really matters is converting that traffic into sales, leads, or sign-ups. Here’s how to do it right:

1. Match the Intent Exactly

If someone searches “best ergonomic office chair under $200,” they don’t want a blog post about office culture—they want a clear, scannable list of chairs that match their criteria. Deliver exactly what they searched for. No fluff.

2. Use Strong, Clear CTAs

Calls-to-action shouldn’t be buried at the bottom. Include:

- “Buy Now” or “See Pricing” buttons
- “Get the Deal” or “Start Free Trial”
- “Compare Models” or “Download Guide”

Put CTAs in multiple spots—top, middle, and bottom—so you don’t miss the click.

3. Leverage Urgency or Scarcity

Use real (not fake) urgency if possible:

- “Limited-time offer”
- “Only 3 left in stock”
- “Sale ends Sunday at midnight”

4. Show Social Proof

Testimonials, reviews, star ratings, and trust badges help move a ready-to-buy user across the line. If they’re already leaning toward a decision, this builds confidence.

5. Optimize for Mobile and Speed

Buyer-intent traffic often comes from mobile. If your site's slow or the button's hard to tap, they bounce. Test your landing pages with tools like Google PageSpeed or GTmetrix.

6. Retarget With Ads

If someone clicks but doesn't buy, retarget them with Google Ads or Facebook Ads based on their specific search. That second click might be the one that converts.

> **Bonus Tip:**
> If a page is ranking well but not converting, tweak the headline, CTA placement, or offer—not the keywords. Buyer intent SEO gets people in the door; **conversion design closes the deal.**

Summary / Cheat Sheet

- **Buyer intent keywords** = keywords that signal someone is ready to buy, sign up, or hire.
- **Look for action words** like "buy," "order," "hire," "quote," and "near me."
- **Use Google Search Console** to spot buyer keywords you're already showing up for but could optimize better.
- **Make buying easy:** Keep signup and purchase processes simple and fast.
- **High CPC keywords** are often buyer keywords — follow the money.

Final Thoughts About Buyer Intent Keywords

If you want more traffic that actually *turns into sales*, focus on buyer intent keywords — and build your pages to match that intent. Don't be afraid to ask them to buy right now.

Use Google Search Console to uncover hidden opportunities. **Craft pages that make it easy to buy, sign up, or request a quote.** And never forget: the faster you let people say "yes," the faster your business grows.

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