

What is **intent bucketing**?

Intent bucketing is a process of **clustering similar types of keywords** (based on their intent) from the list of hundreds & thousands of keywords.

Benefits of intent bucketing

Instead of creating multiple pages for similar intent keywords, you group them together and use them in the same document/web page. It:

- saves your time
- prevents cannibalization (same topic, multiple pages)
- eases up the job for Google

How to do intent bucketing?

You can do intent bucketing in 2 ways:

- Manual intent bucketing (slow, effective)
- Automatic intent bucketing (fast, effective)

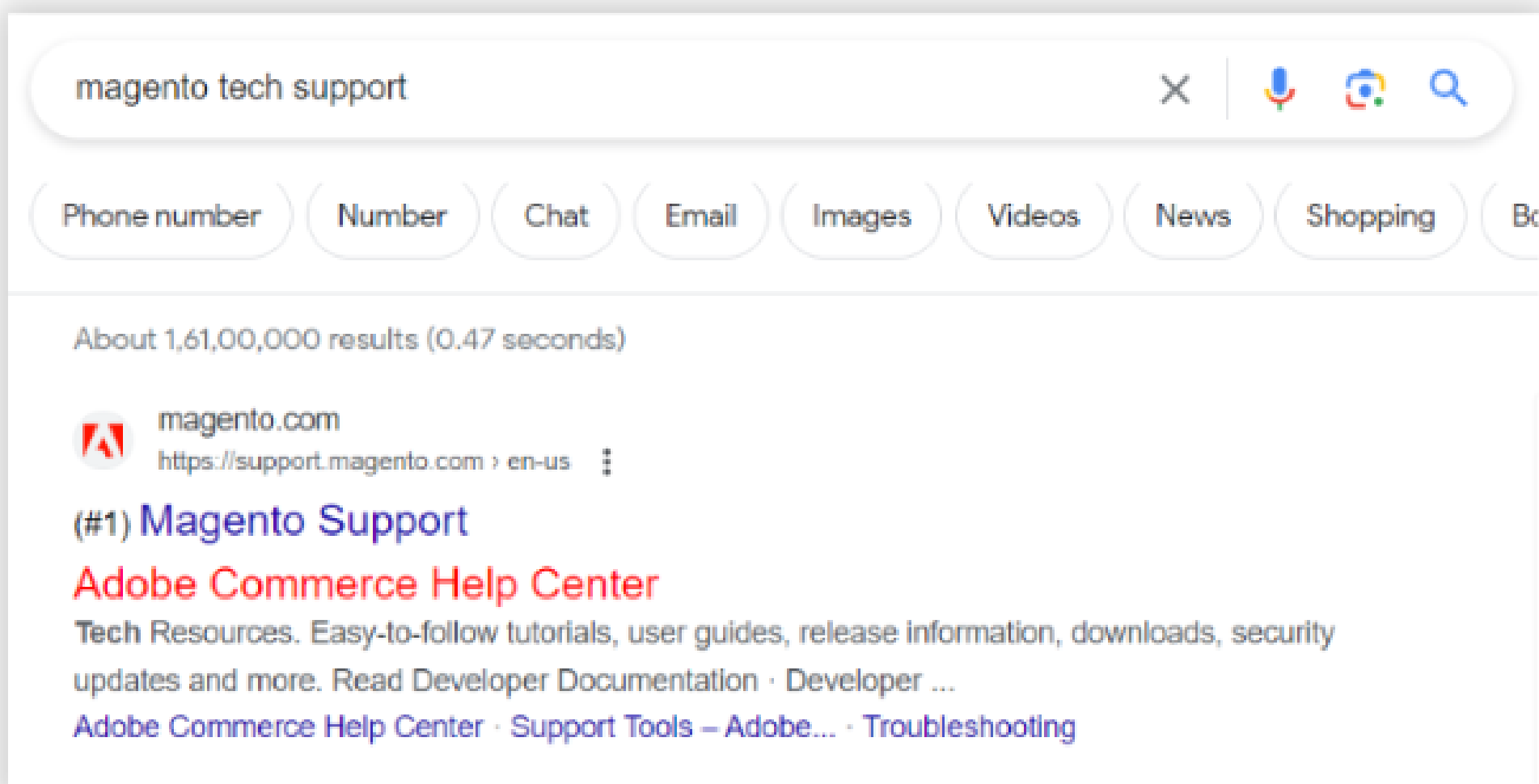
Method 1: **Manual** intent bucketing

Manual intent bucketing is a process of grouping all the similar intent keywords manually.

How to do **manual** intent bucketing?

- a. Search every keyword manually on SERP
- b. Give SERP a quick scan
- c. Note down content type & content format

a. Search keywords manually on SERP



c. Note down **content type** & **content format**

Keyword	Volume	Difficulty	C-Type	C-Format	Total Pages
magento tech support	480	49	Blog	How-to	6 in 10 results

Also, note down total pages that have the same content type and format. Here it's **6 out of 10**.

