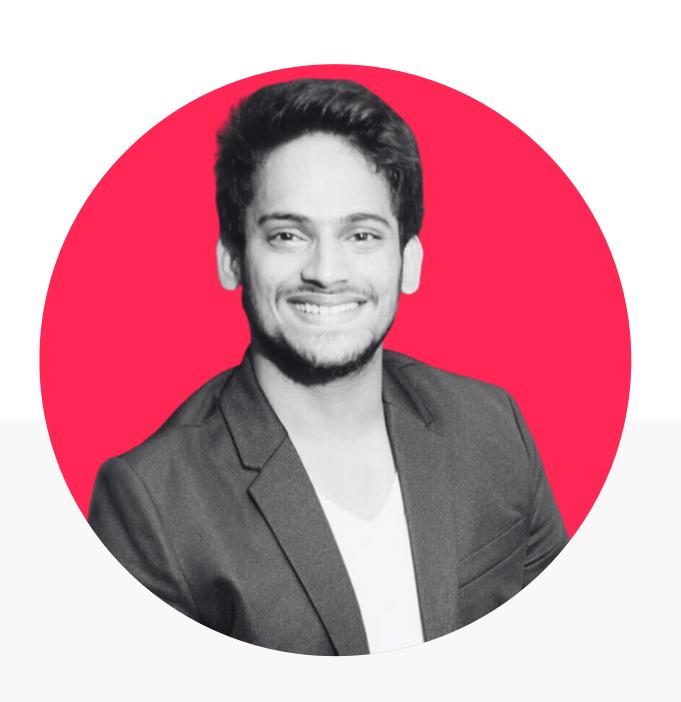
Intent Bucketing Your Keywords



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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)

Let's do bucketing for the list:

Keyword =	Volume =	Difficulty =
magento tech support	480	49
	480	50
magento support		
magento services	210	47
magento support services	170	42
magento maintenance services	170	37
magento website support	110	32
magento support and maintenance services	110	41
magento support packages	90	22
magento emergency support	70	26
magento technical support	50	38
magento 24 7 support	50	36
magento website maintenance	50	32
magento support and maintenance	50	35
magento enterprise support	50	46
magento customer support	50	42
magento maintenance company	50	25
magento 2 services	50	41
magento website maintenance services	50	26
magento 2 maintenance services	30	24
magento maintenance and support services	30	23
magento maintenance services los angeles	30	10
san francisco magento maintenance services	20	4
magento maintenance service	10	29
magento website maintenance services nyc	0	20

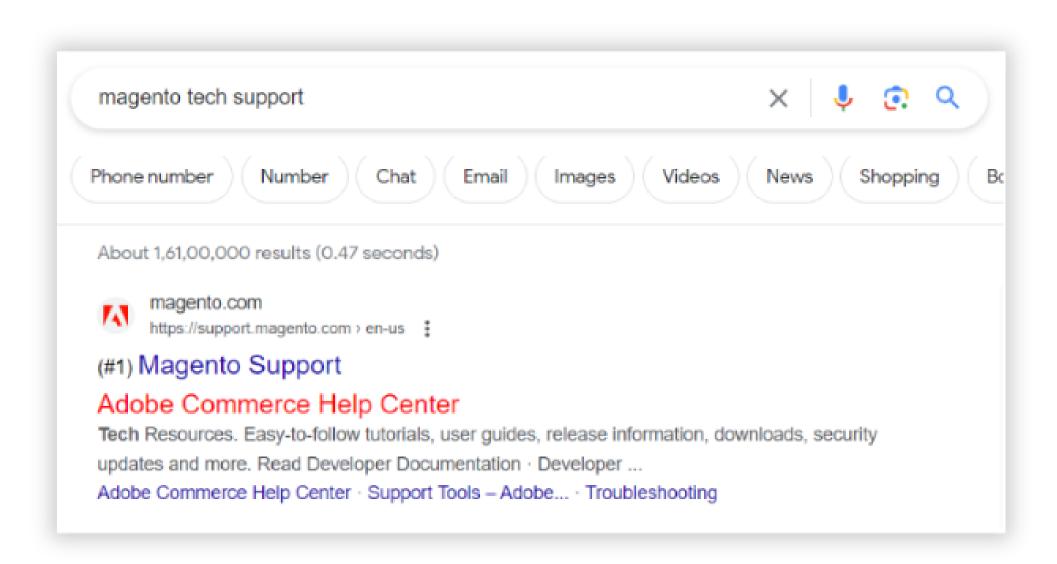
Method 1: Manual intent bucketing

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

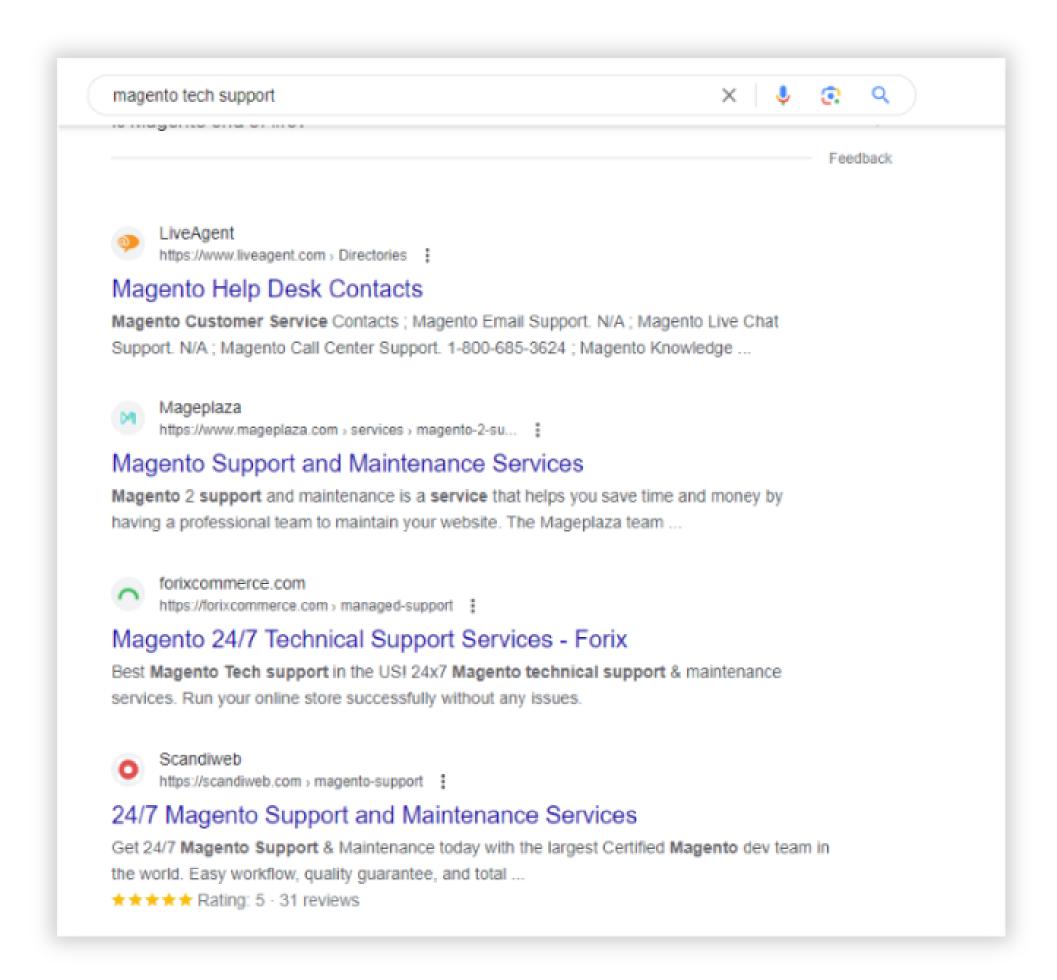
How to do manual intent bucketing?

- 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



b. Give SERP a quick scan



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.

Do it for all the keywords

Keyword	Volume	Difficulty	С-Туре	C-Format	Total Pages
magento tech support	480	49	Blog	How-to	6 in 10 results
magento support	480	50	Blog	How-to	7 in 10 results
magento technical support	50	38	Blog	How-to	6 in 10 results

keyword	Volume	Difficulty	C-Type	C-Format	Total Pages
magento support services	170	42	Service page	Service article	7 in 10 results
magento maintenance services	170	37	Service page	Service article	10 in 10 results
magento support and maintenance services	110	41	Service page	Service article	8 in 10 results
magento website support	110	32	Service page	Service article	9 in 10 results
magento support packages	90	22	Service page	Service article	7 in 10 results
magento 24 7 support	50	36	Service page	Service article	10 in 10 results
magento website maintenance	50	32	Service page	Service article	7 in 10 results
magento support and maintenance	50	35	Service page	Service article	9 in 10 results
magento maintenance company	50	25	Service page	Service article	8 in 10 results
magento website maintenance services	50	26	Service page	Service article	7 in 10 results
magento 2 maintenance services	30	24	Service page	Service article	10 in 10 results
magento maintenance and support services	30	23	Service page	Service article	9 in 10 results
magento maintenance service	10	29	Service page	Service article	8 in 10 results
magento website maintenance service	0	32	Service page	Service article	7 in 10 results
magento web maintenance service	0	32	Service page	Service article	10 in 10 results
maintenance services for magento	0	28	Service page	Service article	9 in 10 results

What it means...

We grouped similar intent KWs. Now we can pick:

- Main keyword from the group
- Secondary keywords from the group
- Accessory keywords from People Also Ask
- Keyword variations from bolded terms in SERP
- LSI keywords from SurferSEO

Golden Rule:	One core keyword = one page		
Core Keyword:	Magento maintenance services		
Secondary Keywords:	magento support and maintenance services magento website support magento support packages magento 24 7 support magento website maintenance		
Accessory Keywords:	What is Magento website maintenance? What is a website maintenance plan? How do I maintain my Magento website monthly checklist? What services are included in website maintenance?		
Keyword variations:	Magento Magento maintenance Maintenance services		
LSI Keywords:	SurferSEO keywords		

Once you finalize all the KWs, create a dedicated page & use these keywords in the content. Keep it natural!!!

Method 2: Automatic intent bucketing

Automatic intent bucketing is the process of grouping similar intent keywords with the help of tools like Keyword Insights, Thruuu, and Keyword Cupid.

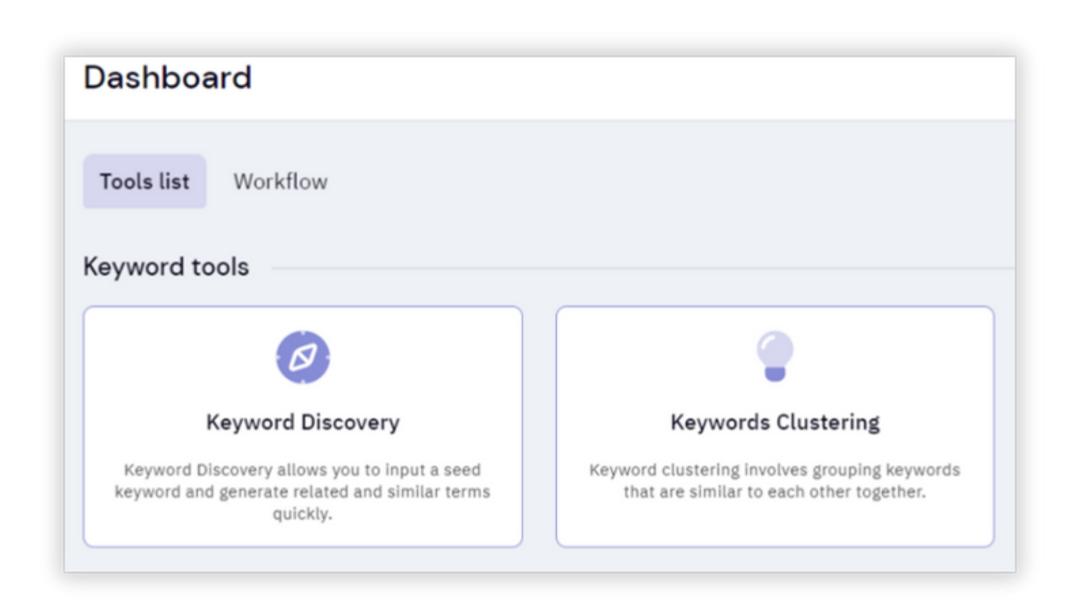
How to do automatic intent bucketing?

- a. Gather all the keywords & volume data
- b. Use Keyword Insight's clustering feature
- c. Upload & wait for the clustered results

a. Gather all the keywords& volume data

A	В
Keyword	Volume =
magento tech support	480
magento support	480
magento services	210
magento support services	170
magento maintenance services	170
magento website support	110
magento support and maintenance services	110
magento support packages	90
magento emergency support	70
magento technical support	50
magento 24 7 support	50

b. Use Keyword Insight clustering feature



c. Upload & wait for the clustered results

Cluster	Keyword
no_cluster Total	
How can I increase my Magento speed?	How make Magento faster?
	How do I speed up optimize Magento 2?
	How do I speed optimize in Magento 2?
	How can you improve the performance of Magento 27
	How can you improve Magento performance?
	How can I speed up my magento2 website?
	How can I speed up Magento?
	How can I increase my Magento speed?
Does Shopify have headless? Total	
How much does a Magento 2 store cost in 2021? Total	
Does Elasticsearch use Solr?	Is Solr still used?
	Is Solr same as Elasticsearch?
	Is Elasticsearch the best search engine?
	Is Elasticsearch built on Solr?
	Is Elasticsearch and Solr the same?
	Does Elasticsearch use Solr?
Can I install PWA on iOS?	Does iOS support PWA?
	Does iOS have PWA?
	Does Apple support PWA?
	Can you use PWA on iOS?
	Can I install PWA on iOS?

What it means...

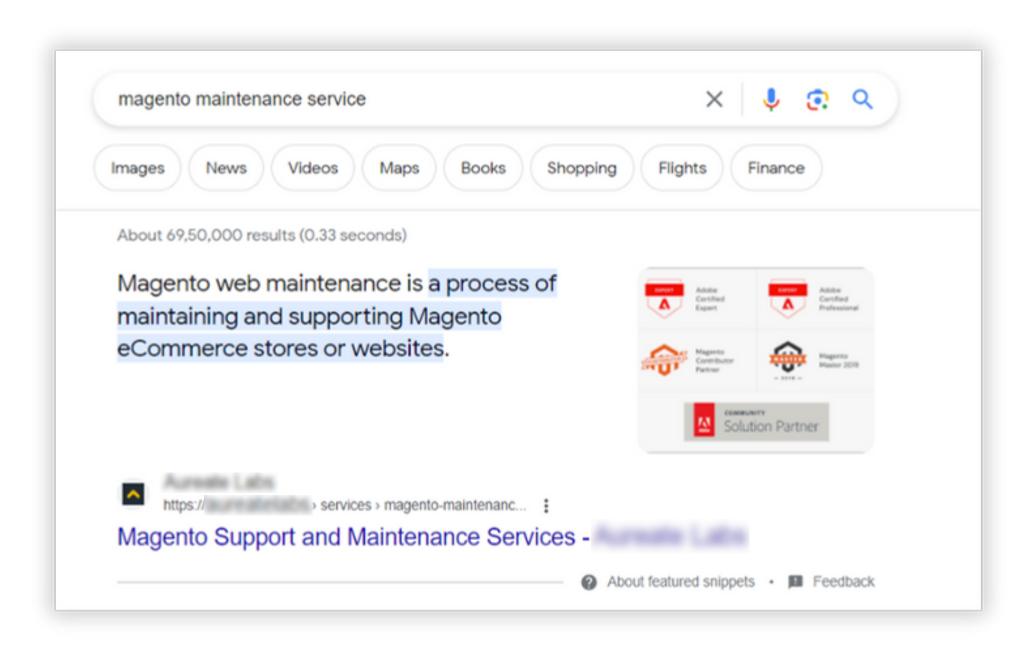
Keyword Insight tool clubs 1000s of KWs in a few minutes.

Things to take care:

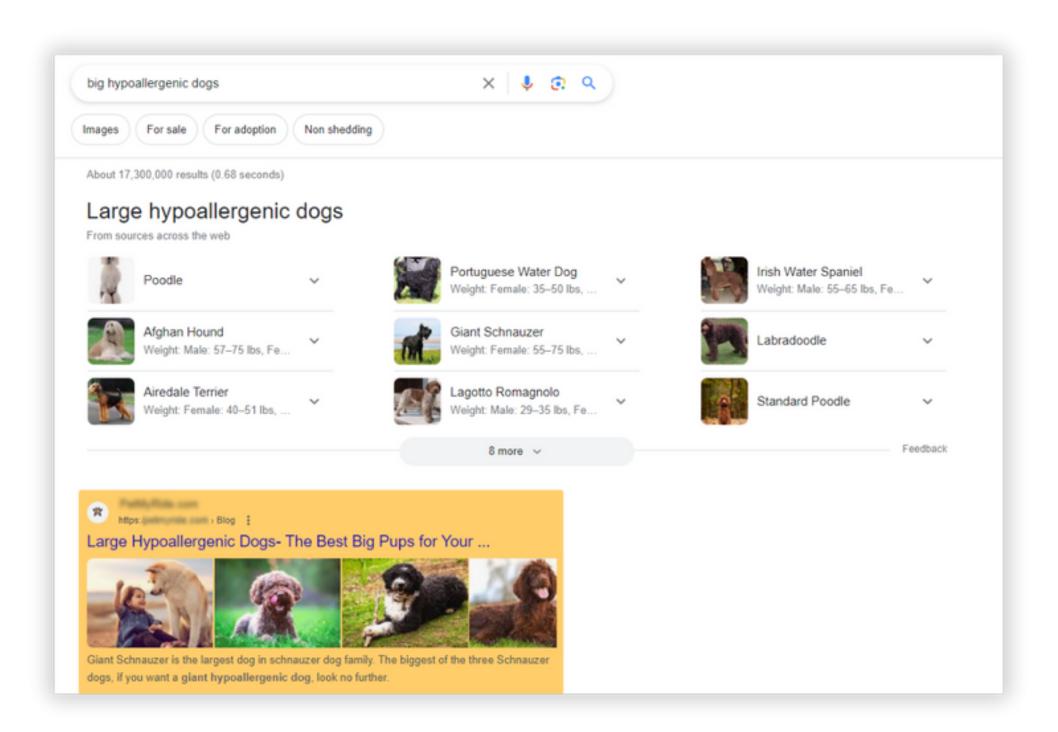
- may miss some clustering opportunities
- may need a bit of manual intervention

Double-verify cluster groups & pick what's best for the article.

When manual bucketing done right...



When automated bucketing done right...



What & when to pick?

Manual Clustering

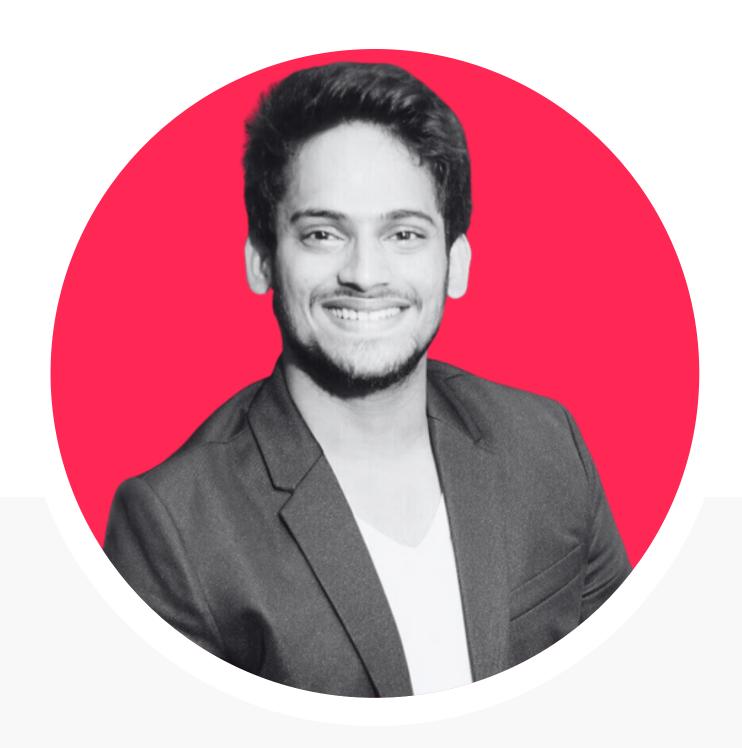
- While dealing with 50 to 100 keywords
- Want to get competitors insights while researching
- Have longer deadlines
- Less budget

Automatic Clustering

- While dealing with 100+ keywords
- Shorter deadline
- Want to save time
- Better budget

Summary...

- Cluster keywords based on their intent
- Use manual clustering for limited keywords
- Use clustering tools for massive list



Was that helpful?

Feel free to drop the good, the bad, & the ugly comments.



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