

Search Console Query Bucketing



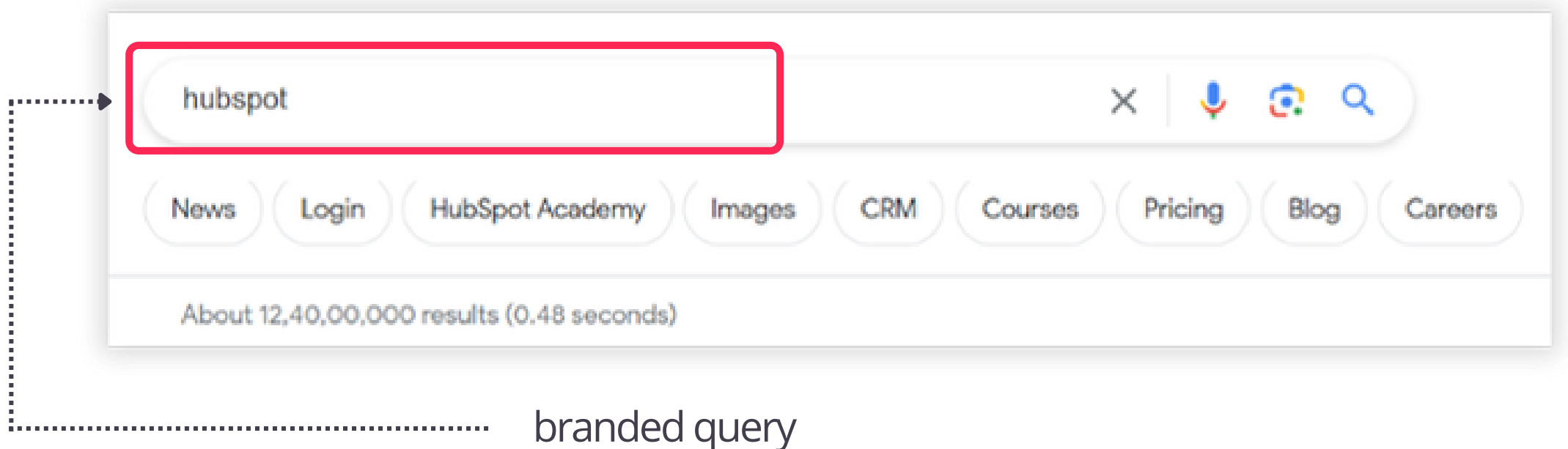
hello@thereyoutgrow.in

+919574841685

- a.** Branded Queries
- b.** Non-Branded Queries
- c.** Question Queries
- d.** Transactional Queries
- e.** Informational Queries
- f.** Navigational Queries
- g.** Long-Tail Queries

a. **Branded** queries

When a user searches a brand with its name, it's a branded query.



regex to find brand and variations



```
\b(brand1|brand2|brand3)\b
```



Query

FILTER

COMPARE

Custom (regex) ▼

[How to use regex](#)

Matches regex ▼

CANCEL

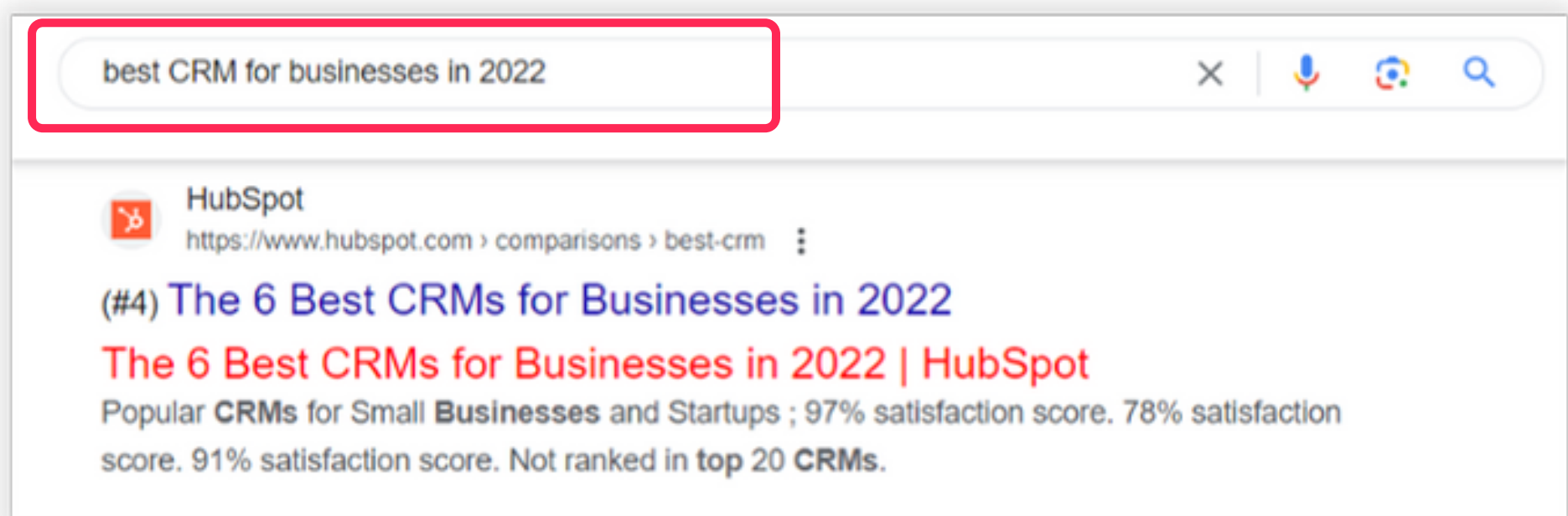
APPLY



Test Apple	382	733
Test Apple	78	137
Apple	1	6,724

b. Non-Branded Queries

When the user searches anything other than your brand to find you, it's a non-branded query.



non-branded query

regex to find brand and variations



```
\b(brand1|brand2|brand3)\b
```



Query

FILTER

COMPARE

Custom (regex) ▼

[How to use regex](#)

Doesn't match regex ▼

CANCEL

APPLY



Search type: Web ✎

Date: Last 16 months ✎

Query: Custom (regex) ✕

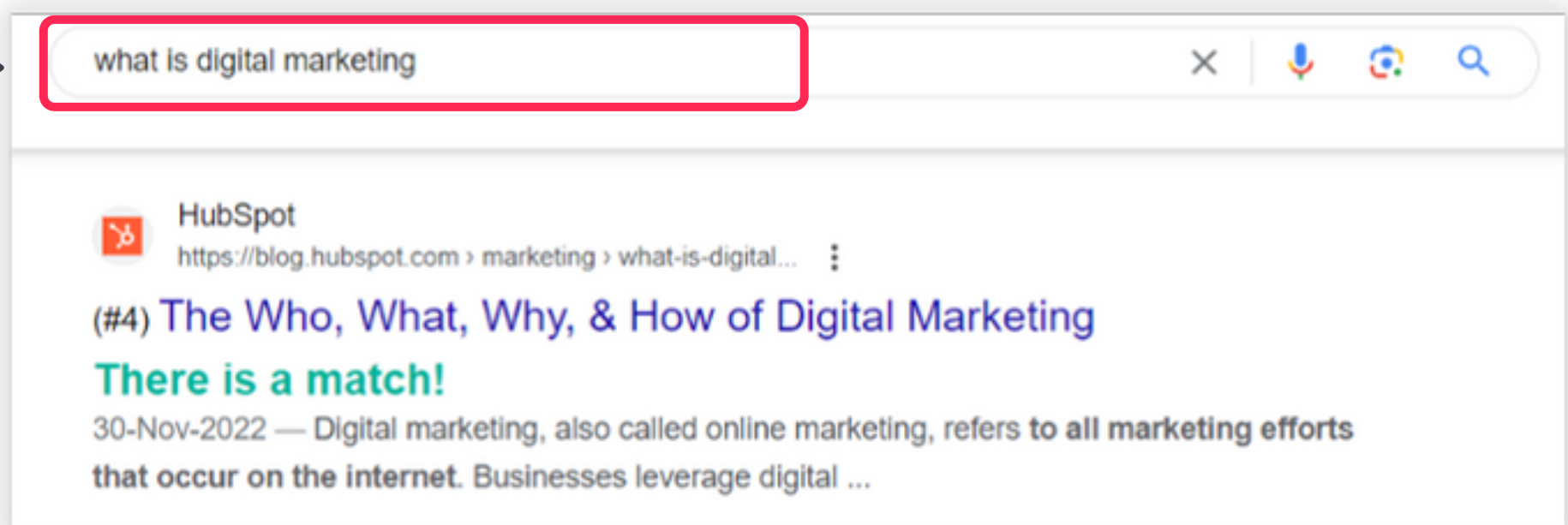
+ New

Last updated: 3 hours ago ?

best website ever made	133	1,432
programming language for mobile app development	133	1,431
best websites design 2021	133	1,026
which language is best for app development	132	11,291
the best websites	132	9,625

c. Question Queries

When the user uses questions to reach your website, they are question queries.



question query

regex to pull out all the questions



```
^(how|what|why|when|where|which|who|whom)\b
```



Query

FILTER

COMPARE

Custom (regex) ▼

[How to use regex](#)

Matches regex ▼

CANCEL

APPLY



Search type: Web 

Date: Last 16 months 

Query: Custom (regex) 

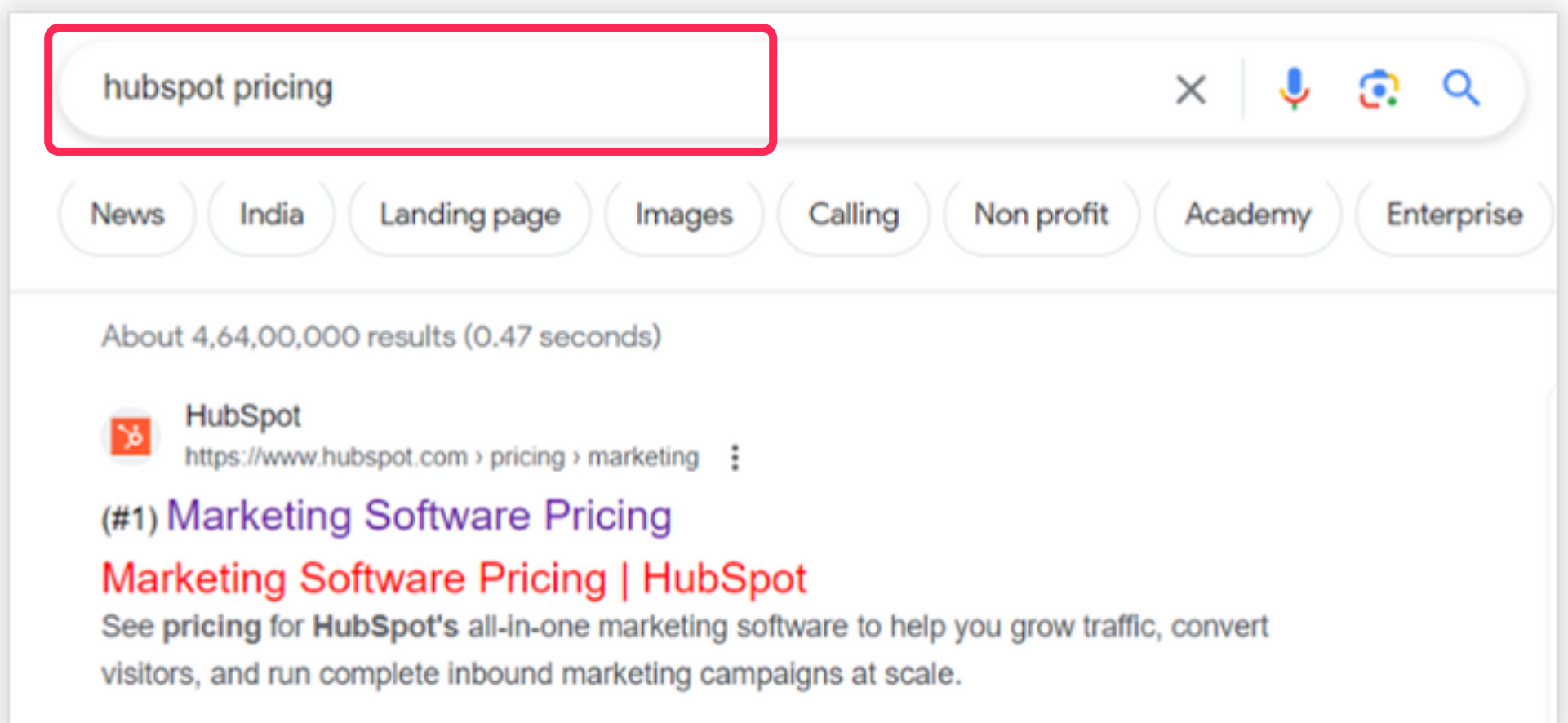
 New

Last updated: 4 hours ago 

how to make magento 2 faster	0	69
what is dns propagation	0	69
how to use magento ecommerce	0	68
how to install filezilla	0	67
how to log into magento	0	62
how to install cpanel on almalinux	0	62

d. Transactional Queries

When the user searches any business to buy, renew, subscribe, etc. with modifiers like buy and purchase; the queries are transactional queries.



transactional query

regex for transactional queries



```
\b(buy|purchase|order|price|discount|deal)\b
```



Query

FILTER

COMPARE

Custom (regex) ▼

[How to use regex](#)

Matches regex ▼

\b(buy|purchase|order|price|discount|deal)\b

CANCEL

APPLY



Search type: Web ✎

Date: Last 16 months ✎

Query: Custom (regex) ✕

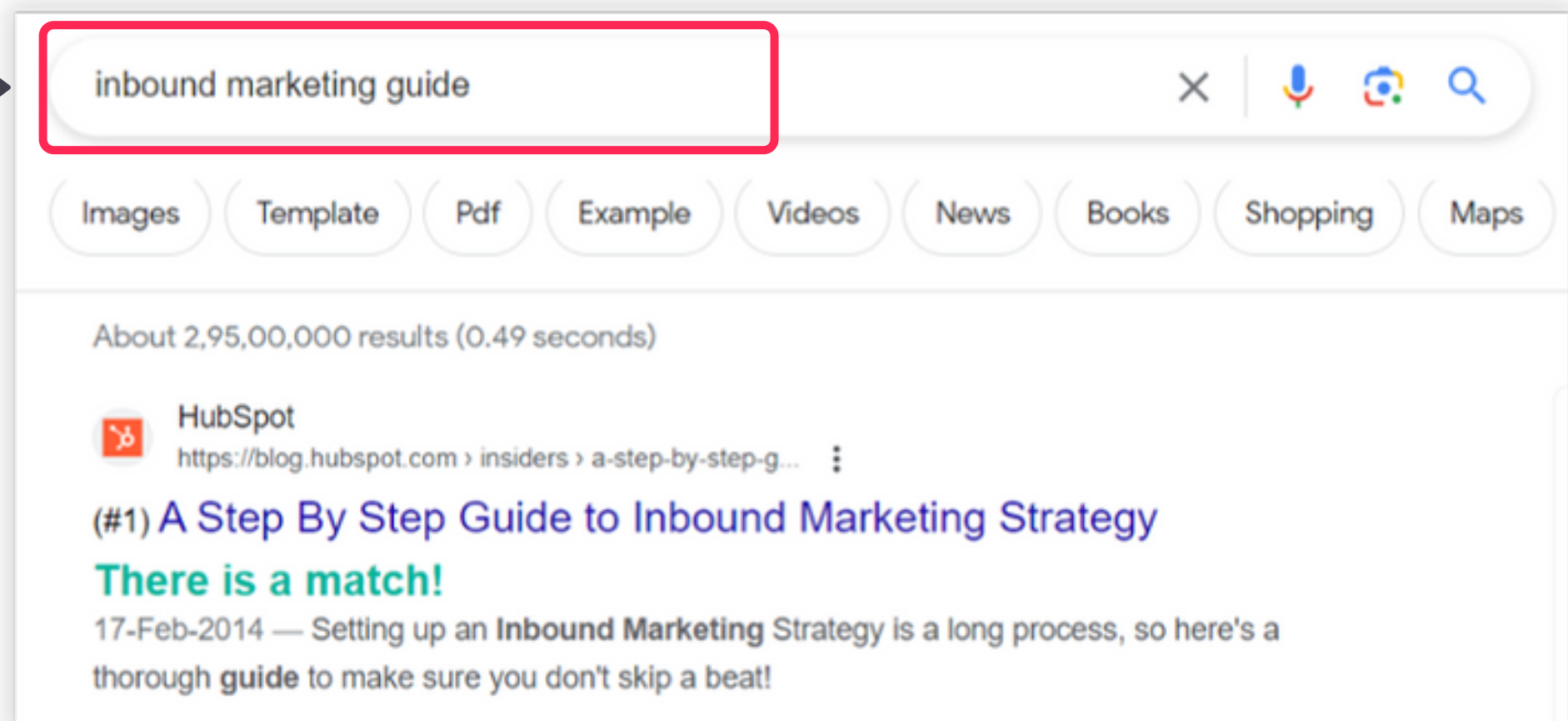
+ New

Last updated: 4 hours ago ?

Top queries	↓ Clicks	Impressions
magento hosting price	0	155
cloudlinux price	0	82
xenserver price	0	33
xenforo price	0	26
ioncube price	0	17

e. Informational Queries

When the user seeks information or wants to learn more about a particular topic, they make informational searches.



informational query

regex for informational guides



```
\b(how\sto|tips\sfor|guide\sto)\b
```



Query

FILTER

COMPARE

Custom (regex)



[How to use regex](#)

Matches regex



\b(how\sto|tips\sfor|guide\sto)\b

CANCEL

APPLY



Search type: Web 

Date: Last 16 months 

Query: Custom (regex) 

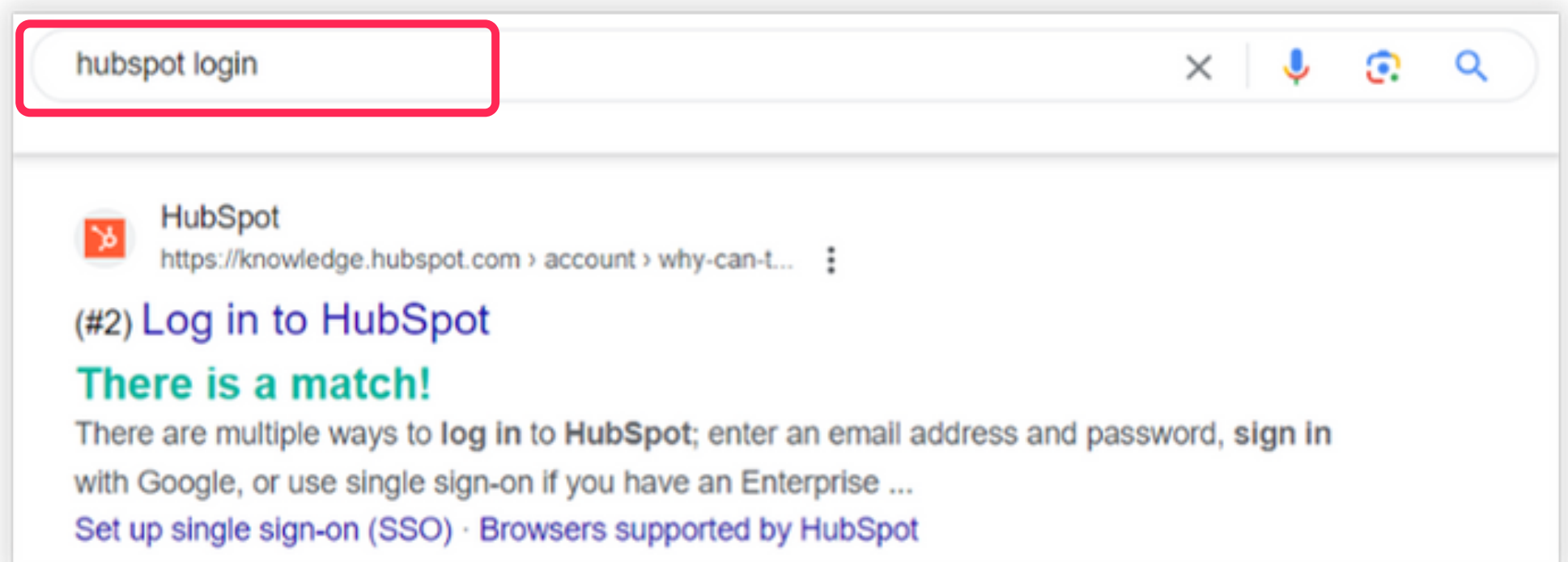
+ New

Last updated: 4 hours ago 

tips for web design beginners	0	93
guide to google analytics	0	86
marketing tips for entrepreneurs	0	30
guide to web design 2022	0	29
tips for choosing a web design company	0	23
15 tips for choosing an app developer	0	17

f. Navigational Queries

When the user looks for a specific website or web page, they will make a navigational search.



..... navigational query

regex for brand site or login searches



```
\b(website1|website2|website3)\b
```



Query

FILTER

COMPARE

Custom (regex) ▾[How to use regex](#)

Matches regex ▾

www.spiritedigital.comwww.spiritedigital.com/

CANCEL

APPLY



Search type: Web ✎

Date: Last 16 months ✎

Query: Custom (regex) ✕

+ New

Last updated: 4 hours ago ?

Top queries	↓ Clicks	Impressions
spiritedigital.com	84	211
the www spiritedigital.com	5	2,660
the spiritedigital.com	1	1

Rows per page: 10 ▾

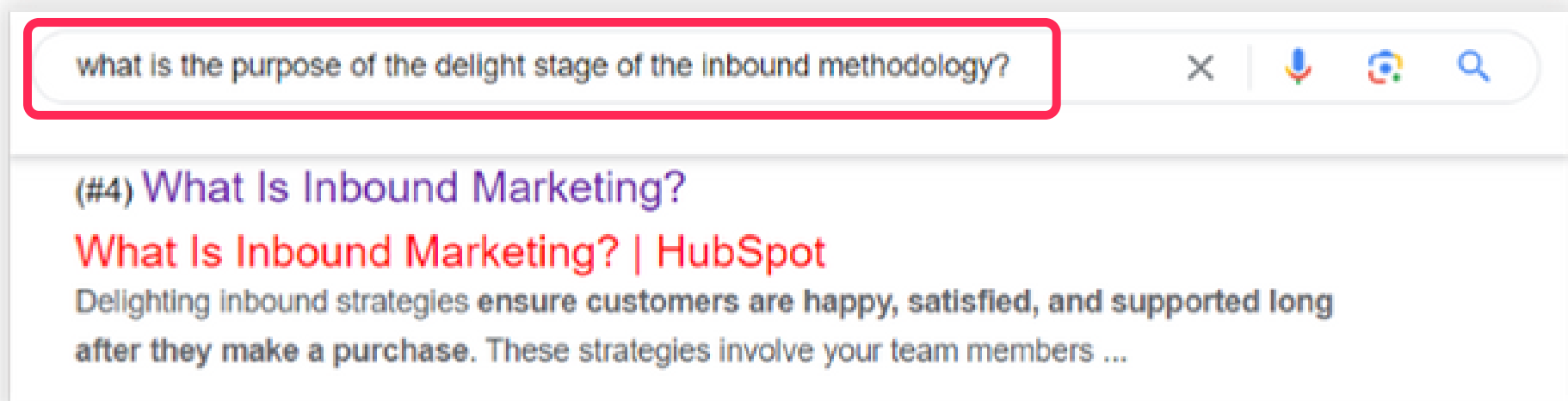
1-3 of 3

<

>

g. Long-Tail Queries

When the user searches for something very specific, they'd use long-tail queries.



long tail questions

regex filters 4 to 100 words long queries



```
^\b\w+(?:\s+\w+){3,99}\b$
```



Query

FILTER

COMPARE

Custom (regex)  [How to use regex](#)

Matches regex 

^\b\w+(?:\s+\w+){3,99}\b\$

CANCEL

APPLY



Search type: Web  Date: Last 16 months  Query: Custom (regex) 

+ New

Last updated: 4 hours ago 

best website designs 2023	908	3,226
best website designs 2022	881	6,442
mobile app development languages	740	16,284
best website design 2023	734	2,817
best websites in the world	681	12,681
top 10 website designs	660	4,251

Summary...

Query Type	Utilization Recommendations
Branded Queries	- Optimize landing pages for branded keywords
	- Create targeted ads using branded terms
Non-Branded Queries	- Identify popular non-branded queries and create content around them
	- Optimize pages for non-branded keywords
Long-Tail Queries	- Identify long-tail queries with high search volume
	- Create in-depth content to target these specific queries
Question Queries	- Develop comprehensive FAQ pages with answers to popular questions
	- Create blog posts or videos that provide detailed explanations
Transactional Queries	- Optimize product pages with clear call-to-action buttons
	- Create targeted PPC campaigns for transactional queries
Informational Queries	- Develop detailed guides, tutorials, or "how-to" content
	- Create educational videos that answer informational queries
Navigational Queries	- Ensure easy navigation and clear site structure
	- Optimize meta tags and descriptions for better search results



Was that helpful?

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



Repost if you find it useful.

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+919574841685