How to use AnswerThePublic.com

Need a quick reminder of how to get the most out of AnswerThePublic.com? Then this visual reference tool is for you! For the best seed terms, to the different insights each branch of the wheel provides, you'll be an expert user in no time. Visit SearchListening.com for lots more on how to use AnswerThePublic.com to get truly candid customer insight.

SEARCHLISTENING™

The word 'best' is very telling – it's a red flag that someone is looking for a recommendation around something.

Recognise vulnerability within searches, via phrases like 'is it normal...' and 'does everyone...'

Find insight around online 'tribes' and communities by making your seed term a personal noun rather than an adjective, so 'skiers' instead of 'skiing'

Look out for 'permissive searches'; people seeking approval and/or guidance. phrases like 'is it ok...', and 'can I...' will flag the behaviour.

how
Look out for 'how to' searches. They're from people asking to be taught or helped

who, how, why
These trigger words suggest that people are seeking information or knowledge.

what, when, which
These branches show people looking for advice or recommendations.

versus, vs, or
These terms flag where people are comparing things – often similar products in the retail space or destinations in travel.

like
This branch often highlights the most influential brands and personalities around your topic.

can, are, will
Look out for 'validation' searches here, where people are talking about sensitive issues or showing vulnerability.

for
'For' searches should flag relevant personas and what they want and need around your chosen topic.

with, without
Use these branches to understand what features of a product or service people seek out or avoid.

near
Terms on the 'near' branch flag people looking for services or products in a certain area.

Use 1 or 2 seed terms; not sentences.

Avoid jargon; speak like your customers do.

Run several varied reports on your topic.

Try adding 'my' for a different take.

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