



How We Used Keyword Research to Rank on the First Page of Google for High-Intent Keyword Phrases

Industry : Help Desk SaaS



Their Challenge

Sherpadesk has a range of different products suitable for a range of different industries. This presents a conundrum. Do you try to rank for product-specific keywords, or industry specific?

From analyzing the analytics it became clear there was a strong need for content with high-user intent. This way they would be able to attract people to their site who had an actual need for their product.

So the challenge became: What type of content can we create that has high user-intent?

Our solution

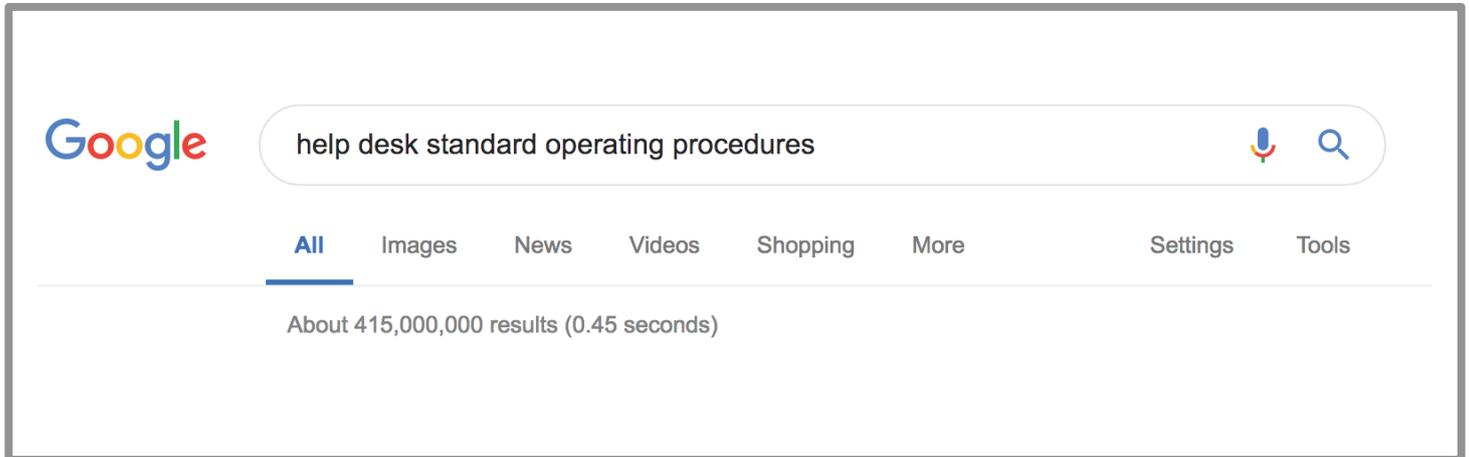
We decided to focus on the help desk aspect of their software. We looked for keyword opportunities we could use to create compelling content.

Our research showed that “Standard Operating Procedures” was a task many help desk professionals needed. However, the current content that existed wasn’t good. It didn’t speak to the audience in terms of user intent.

Think about it: if someone is looking for information on standard operating procedures, the likelihood is they already understand the benefits and what they are, what they’re looking for is how to create them and how to implement them into their business.

We identified this need and created a blog post to do just that.

What’s more, for the search phrase in question, there were over 400 million results. That’s a lot of content to compete with.



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The results

We tried to produce the best article on the web about helpdesk standard operating procedures and even went as far as creating a template that others in the industry could use.

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| Keyword | Volume ⁱ | KD ⁱ | CPC ⁱ | Traffic ⁱ | Position [↓] |
|--|---------------------|-----------------|------------------|----------------------|-----------------------|
| sherpa desk | 100 | 0 | — | 37 | 1 |
| help desk conference | 30 | 1 | 20.00 | 11 | 1 ↑ 1 |
| service desk standard operating procedures | 20 | 0 | — | 7 | 1 |
| sherpa desk | 100 | 0 | — | 0.68 | 1 |
| it convention | 70 | 5 | 1.60 | 25 | 1 |
| sherpa desk | 100 | 0 | — | 0.68 | 1 |
| help desk sop | 20 | 0 | 20.00 | 8 | 1 |
| help desk standard operating procedures | 30 | 0 | 25.00 | 10 | 1 |

The results speak for themselves and we were able to help Sherpadesk rank position number one for this article across a range of different search terms.



For more information or to see how we could help your business, contact hello@copyandcheck.com