Need a quick reminder of how to get the most out of AnswerThePublic.com? Then this visual reference tool is for you! From choosing the best seed terms, to the different insights each branch of the wheel provides, to a handy check list of dos and don’ts, you’ll be an expert user in no time.

**How to use AnswerThePublic.com**

**Do**

- Use one or two seed words to investigate your area of interest.
- Try adding ‘my’ for a different take.
- Use language that reflects how your customers speak and search.
- Run multiple reports around the same theme, e.g. ‘flights’ and ‘flying’ and ‘airports’ and ‘in-flight’.
- Be guided by the gradient of the green dots on the wheels as to which terms are trending and popular.
- Remember to click on the terms in the wheel format to see what the Google search page for that term looks like. Who’s already answering the public? Can you do it better?
- Consider who you’re going to share the data with and use the appropriate format; wheels work for visual learners while CSVs are better for more analytical folks.
- Use the insight you take from AnswerThePublic.com to inform decisions throughout your entire business.

**Don’t**

- Use jargon. It’s unlikely to be as rich in real customer insight.
- Just run one report. You’ll miss so much!
- Get hung up on traditional search volumes for the terms in your report. Remember that keyword tools and plug-ins favour generic, commercial terms – but there’s still a tonne of value in longer-tail, more editorial or conversational searches.
- Ignore the additional competitor insight that’s on show in Google’s search results. It’s one click away!
- Ignore the truly candid customer insight you can take from AnswerThePublic.com reports. And don’t use it to plan content only; take it further!

**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.

**for**

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

**near**

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

**with, without**

Use these branches to understand what features of a product or service people seek out or avoid.

**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.

**can, are, will**

Look out for ‘validation’ searches here, where people are talking about sensitive issues or showing vulnerability.

**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.

Visit SearchListening.com for lots more on how to use AnswerThePublic.com to get to truly candid customer insight.