

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.



Do	Don't
Use one or two seed words to investigate your area of interest.	Type in full sentences; remember your seed term will be combined with all the bridge words. Let the tool work hard for you.
Use language that reflects how your customers speak and search.	Use jargon. It's unlikely to be as rich in real customer insight.
Run multiple reports around the same theme, e.g. 'flights' and 'flying' and 'airports' and 'in-flight'.	Just run one report. You'll miss so much!
Be guided by the gradient of the green dots on the wheels as to which terms are trending and popular.	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.
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?	Ignore the additional competitor insight that's on show in Google's search results. It's one click away!
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 folk.	Get a crick in your neck working your way around the wheel. There are other ways to view and export the data.
Use the insight you take from AnswerThePublic.com to inform decisions throughout your entire business.	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!