

# CRAIG'S TEN MOTIVES OF SEARCH

## 1. Product/Service

⇒ Athletic shoes

## 2. Comparison/Quality

⇒ Quality: "Top", "Best"

⇒ Price: "Cheap", "Discount"

## 3. Adjective Qualifier

⇒ White shoes

## 4. Intended Use

⇒ Running shoes

## 5. Vendor/Manufacturer

⇒ Steve Madden shoes

## 6. Location

⇒ San Francisco shoe store

## 7. Action Request

⇒ Buy shoes

## 8. Instruction

⇒ Repair broken heels

## 9. Definition

⇒ Difference between basketball and running shoes

## 10. Problem

⇒ Shoes for wide feet

## • Motive Analysis:

- ⇒ Ranking for these terms is not enough
- ⇒ You must CONNECT with the visitor
- ⇒ Software cannot do this for you
- ⇒ People may have combinations of motives