

Stage #	What Searchers are Looking for at this Step	Example Keywords	What Your Web Page Needs to Offer the Searcher	Goal of the Web Page
0	Nothing. They don't have a need	None	Your website isn't involved at this stage. At this point you should be going to where your target audience is, and showing them how they have an unrecognized need	No web pages involved at this point
1	Basic information on the problem (what it is, why it needs to be solved)	diabetes; type 1 diabetes; type 2 diabetes; what is diabetes; symptoms of diabetes	Basic description of the problem, and why it needs to be solved; link to a "solutions" page	Get site visitors to click on link to go to the "solutions" page
2	Information on solutions available	diabetes treatment; treatment for diabetes; diabetes diet	Information on the range of solutions available to solve the problem	Get site visitors to click on link to product- or solution-specific page
3	Information on the benefits of a particular product/solution	victoza diabetes; neal barnard reversing diabetes	Information on the benefits of a particular product/solution	Get site visitors to click on link to the checkout page
4	Validation of their decision to purchase a specific product/ solution	victoza diabetes review	As many of the "principles of persuasion" as possible (social proof; reciprocity; liking; commitment/ consistency; authority; scarcity)	Get site visitors to click on link to the checkout page
5	To buy	buy victoza diabetes medicine	Confidence in the integrity of your website and the security of your checkout process	To facilitate the purchase as smoothly as possible