



## **Sievers Creative Releases Guide on Search Intent for Small Businesses**

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Sievers Creative has released a new guide titled *Write for Humans First: A Small Business Guide to Search Intent*. Published on April 15, 2026, the resource offers information for small businesses on developing online content that aligns with user search behavior. As a full service marketing agency in Minnesota, Sievers Creative regularly shares materials through its Tips & Updates section.

The guide addresses the concept of search intent, defined as the underlying reason behind an online search. It identifies four primary categories of search intent. Informational searches involve users seeking explanations or knowledge on a topic. Navigational searches direct users toward a specific brand, website, or page. Commercial searches reflect research into options before a decision. Transactional searches indicate intent to complete an action such as contacting a provider or making a purchase.

Sievers Creative outlines methods for businesses to determine search intent before creating content. The guide recommends reviewing search engine results pages to observe the types of content that appear for selected keywords. This includes noting featured snippets, question formats, and the structure of top-ranking pages. The material suggests collecting real customer questions from direct inquiries and conversations to

inform topic selection. It also advises matching content format to the identified intent, such as using detailed articles for informational queries or service descriptions with clear next steps for transactional ones.

The publication emphasizes the use of conversational language that corresponds to how people phrase searches. It discusses the incorporation of long-tail phrases drawn from local patterns in areas including the Twin Cities, Winona, and New Richmond. The guide notes that content length should correspond to the information needed to address the query fully rather than predetermined targets. A checklist is provided for pre-publication review, covering completeness of answers, clarity of language, and presence of logical reader pathways.

This guide adds to the agency's series of resources that have covered topics such as keyword selection in SEO campaigns and applications of physical marketing tools. Sievers Creative has produced earlier content on signage, vinyl graphics, and vehicle wraps for local promotion in Minnesota and Wisconsin. The new material aligns with the agency's integrated service approach, which organizes offerings into three pillars. The Be Seen pillar includes search optimization, paid campaigns, social media management, signs, and vehicle wraps. The Look Sharp pillar encompasses branding, graphic design, photography, and video production. The Convert pillar addresses website development, e-commerce, and lead generation elements.

The agency coordinates projects involving these areas for clients across multiple sectors. Examples referenced in agency descriptions include work with home service providers and organizations requiring printed materials. Sievers Creative operates from Red Wing, Minnesota, and supports businesses throughout Minnesota and Wisconsin. The firm maintains an in-house team that handles design, production, and project management from initial consultation through completion.

Jen Cardin, Account and Social Media Manager at Sievers Creative, provided context on the guide. "The material focuses on steps for aligning content with the reasons behind customer searches," said Elizabeth.

Roger Sievers, Founder of Sievers Creative, added perspective on the approach. "Content development begins with consideration of actual user questions to produce relevant materials."

Sievers Creative continues to expertly document its processes and share valuable information on effective marketing practices as part of standard operations. The agency applies these proven principles across diverse client projects that combine digital and traditional elements.

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## **Sievers Creative**

*As a full-service marketing agency in Red Wing, MN, Sievers Creative measures success by your growth, not our awards. We focus on the "Common Sense" metrics: more leads, better visibility, and a brand that makes you proud to be a part of.*

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