

From Keywords to Intent: A Smarter Way to Build Online Businesses

By Michael Gray

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Welcome

Thanks for grabbing this guide. I'm Michael Gray — founder of ApexAffiliate.com, and a long-time member and mentor at Wealthy Affiliate. If you've tried building a blog, a niche site, or any kind of online business, you've probably heard a hundred different strategies. But here's the truth: it's not about keywords anymore. It's about why people search. It's about intent.

The Big Shift in SEO

Google doesn't just match words anymore. It evaluates intent. Modern SEO is about solving problems and serving people — not just gaming the algorithm.

What Is User Intent?

User intent is the reason behind every search. Informational, navigational, transactional — your content needs to match that intent to rank.

How AI Is Changing the Game

AI tools like ChatGPT can generate outlines, match keywords to search intent, and help produce smarter content faster. But AI is a tool — not a strategy.

Wealthy Affiliate's New Chapter

WA is evolving fast — with a new UX, AI-powered training, and smarter keyword research focused on user intent. It's no longer just about websites.

7-Day Action Plan

Day 1: Choose a niche Day 2: Build your site Day 3: Draft with AI Day 4: Research keywords
Day 5: Write your first post Day 6: Optimize it Day 7: Get feedback.

Mistakes to Avoid

Don't chase empty keywords. Don't rely on AI blindly. Don't ignore user needs. And don't try to do it alone — mentorship matters.

Quick Case Example

James focused on space-saving gym gear. With intent-driven keywords and WA tools, he ranked in 3 months and earned his first \$100 online.

Let's Build Together

Join the Starter plan at Wealthy Affiliate and get access to tools, training, and my mentorship. No credit card. No risk. Just action.

Your Next Step

Click below to start your smarter website journey: Join for free at Wealthy Affiliate. You're not just joining a platform — you're gaining a roadmap.

About the Author



Michael Gray is the founder of ApexAffiliate.com and a long-time member and mentor at Wealthy Affiliate. With years of hands-on experience in affiliate marketing, SEO, and AI-assisted content creation, he now helps beginners cut through the noise and build intentional, profitable websites. You'll find him where strategy meets support — guiding new creators toward smart, sustainable growth.

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