

Where buyer questions come from

What each source can tell you, and what it can't

SOURCE	TELLS YOU	CAN'T TELL YOU
Sales calls and demo notes	The exact words buyers use close to a decision	How many other buyers ask the same thing
Support tickets and onboarding	Where the product confuses people after they buy	What prospects ask before they buy
Search Console queries	Real searches that already show your pages, even at low volume	Queries hidden for privacy, and searches you don't appear for
Google Trends	Relative interest over time and by region	Absolute search volume
Keyword Planner	Estimated volumes and related ideas	Niche B2B questions often show little or no volume
AI answers you check	What engines say and which pages they cite	How many buyers ask; answers vary between runs
Reviews and communities	How buyers describe the problem and the alternatives	Whether the people posting are your buyers