

1. Problem Identification & Awareness

- **Intent Profile:** Users searching with these keywords are likely trying to understand or identify specific oral health problems they are experiencing or curious about. They are in the initial stages of research, seeking information on symptoms, causes, and the general nature of issues like bad breath, plaque, and other oral discomforts.
- **Keywords:**
 - bad breath
 - mouth odor
 - causes of bad breath
 - plaque buildup
 - grime on teeth
 - what causes bad breath even after brushing

2. Solutions & Treatment Seeking

- **Intent Profile:** Users employing these keywords are actively looking for practical solutions, methods, and general treatments for their oral health concerns. They are past the identification stage and are now seeking "how-to" guides, advice, and product types that can help them achieve better oral hygiene, fresh breath, and overall dental health.
- **Keywords:**
 - oral hygiene
 - plaque removal
 - dental care
 - fresh breath
 - teeth cleaning
 - gum health
 - how to get rid of bad breath
 - tartar control
 - improve dental routine
 - dental hygiene tips
 - halitosis treatment
 - effective plaque and grime removal methods
 - tips for a better breath routine
 - oral hygiene routine for fresh breath and healthy gums
 - best practices for tartar control at home
 - finding an effective bad breath solution
 - daily routine for plaque and tartar prevention
 - maintaining fresh breath throughout the day

3. Confidence Building & Psychological Impact

- **Intent Profile:** These users are concerned with the direct emotional and social repercussions of their oral health, particularly how it affects their self-esteem and confidence in social or professional

situations. They are looking for content that validates their concerns and offers pathways to regaining or boosting confidence through improved oral care.

- **Keywords:**

- oral health confidence
- confidence boost oral health
- how bad breath impacts confidence
- dental hygiene importance for self-confidence
- the link between oral hygiene and confidence
- how to fight bad breath and boost self-esteem

4. Product & Routine Discovery

- **Intent Profile:** Users in this cluster are in the consideration phase, evaluating different products, seeking to establish or optimize their dental care routines, or contemplating a change in their current oral care regimen. They are looking for recommendations, comparisons, and educational content that guides their decisions on specific products or overall dental habits.

- **Keywords:**

- best toothpaste for bad breath
- daily dental care
- oral hygiene education
- new dental products
- switching toothpaste
- ways to improve daily dental care habits
- how to choose the right oral care product
- benefits of switching to a stronger toothpaste
- oral hygiene education for adults and teens