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*THE URBAN COWGIRL PRESENTS*

KEYWORD RESEARCH



The most valuable keywords you have are the ones you “mine” from your pay-per-click performance reports. Scaling keywords that have proven to convert to orders is the fastest way to maximize your sales and profits.



Select “Reports >> Advertising Reports” from the Amazon Seller Central main menu. On the Advertising Reports page select “Search Term Report.” Click “Request Report” for your most recent Search Term Report.

amazon sellercentral INVENTORY ADVERTISING REPORTS

Success  
Your request to generate a Search Term Report has been received. It can take up to 5 minutes from the time of your request for the report to be ready. When your report is ready, you can download it below.

Business Reports  
Advertising Reports

Advertising Reports  
Use this page to access reports about your advertising performance including impressions, clicks and spend.

Performance Over Time | Performance by SKU | Performance by Placement | Search Term Report | Campaign Performance Report

Search Term Report

How to use this report  
Use this report to identify high performing customer searches for your ads that can increase campaign performance.

Here's how:  
• Identify high performing customer search terms.  
• Add these high performing terms as keywords to the appropriate ad group and consider adjusting your bids to increase impressions.  
• Monitor performance and adjust to meet your business goals.

What's the difference between a "customer search term" and a "keyword"?  
A customer search term is the exact set of words a customer enters when searching for a product on Amazon. A keyword is the word or set of words you bid on in Campaign Manager to target your ads to customers.

Request a Report  
Request report

Schedule a Report  
This report is scheduled to run weekly. Click the Edit button to change this setting.

1

Amazon Seller Central will show your report request as “in progress.” Wait up to 5 minutes for your report to process, click the “Download” button when it appears next to the Search Term Report at the top of the list.

It can take up to 5 minutes from the time of your request to generate this report. When your report is ready, you can download it below.

### Advertising Reports

Use this page to access reports about your advertising performance including impressions, clicks and spend.

[Performance Over Time](#) | [Performance by SKU](#) | [Performance by Placement](#) | [Search Term Report](#) | [Other ASIN Report](#) | [Campaign Performance Report](#)

### Search Term Report

Use the Search Term report to see which customer searches triggered your ads for the past 60 days.

This report provides visibility into the actual search terms entered by customers searching on Amazon.com, and the impressions, clicks, and conversion data for your ads. This report contains search terms which generated at least 1 click on your ad.

**Note:** The Search Term report will be available when your campaigns have been running for at least one day.

[Learn more](#)

#### How to use this report

Use this report to identify high performing customer searches for your ads that can increase campaign performance.

#### Here's how:

- Identify high performing customer search terms.
- Add these high performing terms as keywords to the appropriate ad group and consider adjusting your bids to increase impressions.
- Monitor performance and adjust to meet your business goals.

#### What's the difference between a "customer search term" and a "keyword"?

A customer search term is the exact set of words a customer enters when searching for a product on Amazon. A keyword is the word or set of words you bid on in Campaign Manager to target your ads to customers.

#### Request a Report

Request report

#### Schedule a Report

This report is scheduled to run weekly. Click the Edit button to change this setting.

Edit

#### Check Report Status & Download

Refresh

Batch #	Report Type	Report Period	Date & Time Requested	Request Type	Report Status
180760017234	Search Term Report	1/7/17 - 3/7/17	3/8/17 8:57:48 PM PST	In Progress	<a href="#">Download</a>
180623017233	Search Term Report	1/7/17 - 3/7/17	3/8/17 10:10:35 AM PST	Scheduled	<a href="#">Download</a>

2

Your Search Term Report will download as a .txt file. Upload the .txt file into your spreadsheet program as a sheet, delete unnecessary columns from the report. Sort your keywords by Orders - highest to lowest.

### Keyword Research

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

cherie@theurbancowgirl.com

Comments Share

#### Keywo

Undo Ctrl+Z

Redo Ctrl+Y

Cut Ctrl+X

Copy Ctrl+C

Paste Ctrl+V

Paste special

Find and replace... Ctrl+H

Delete values

Delete row 1

Delete column D

Delete cells and shift up

Delete cells and shift left

Clear notes

EXACT

EXACT

EXACT

BROAD

EXACT

EXACT

BROAD

EXACT

	F	G	H	I	J	K	L	M	N
Impressions	Clicks	CTR	Total Spend	Average CPC	ACoS	Orders	Product Sales	Conversion Rate	
57,526	1043	1.81%	\$839.35	\$0.80	7.72%	212	\$10,871.40	20.33%	
90,696	624	0.69%	\$512.67	\$0.82	14.45%	157	\$3,548.60	25.16%	
6,288	175	1.75%	\$13.01	\$0.05	0.27%	117	\$4,792.70	43.17%	
6.28%			\$122.20	\$0.59	3.90%	77	\$3,132.10	37.20%	
0.64%			\$418.93	\$1.13	19.98%	67	\$2,096.60	18.01%	
0.50%			\$377.86	\$1.03	21.56%	53	\$1,752.60	14.44%	
0.69%			\$263.65	\$1.29	17.30%	46	\$1,524.00	22.44%	
0.46%			\$202.80	\$1.19	12.69%	42	\$1,597.80	24.71%	
3.00%			\$93.99	\$0.71	9.60%	38	\$979.20	28.57%	
2.92%			\$188.75	\$1.18	21.79%	36	\$866.40	22.50%	
2.74%			\$175.23	\$1.51	17.34%	35	\$1,010.40	30.17%	
2.41%			\$96.28	\$0.88	15.57%	34	\$618.20	31.19%	
177,958	243	0.14%	\$186.90	\$0.77	25.80%	30	\$724.30	12.35%	
9,907	151	1.52%	\$118.43	\$0.78	13.24%	29	\$894.20	19.21%	
62,682	160	0.26%	\$230.76	\$1.44	24.62%	26	\$937.40	16.25%	
11,689	74	0.63%	\$101.40	\$1.37	16.00%	26	\$633.60	35.14%	
26,318	177	0.67%	\$201.24	\$1.14	31.47%	22	\$639.40	12.43%	
23,566	108	0.46%	\$146.76	\$1.36	23.59%	19	\$622.20	17.59%	
674	43	6.38%	\$34.42	\$0.80	8.20%	18	\$419.90	41.86%	
179,595	300	0.17%	\$287.42	\$0.96	35.99%	18	\$798.70	6.00%	
18,695	85	0.46%	\$82.98	\$0.98	17.34%	17	\$478.50	20.00%	
9,630	67	0.70%	\$81.48	\$1.22	15.74%	16	\$517.60	23.88%	

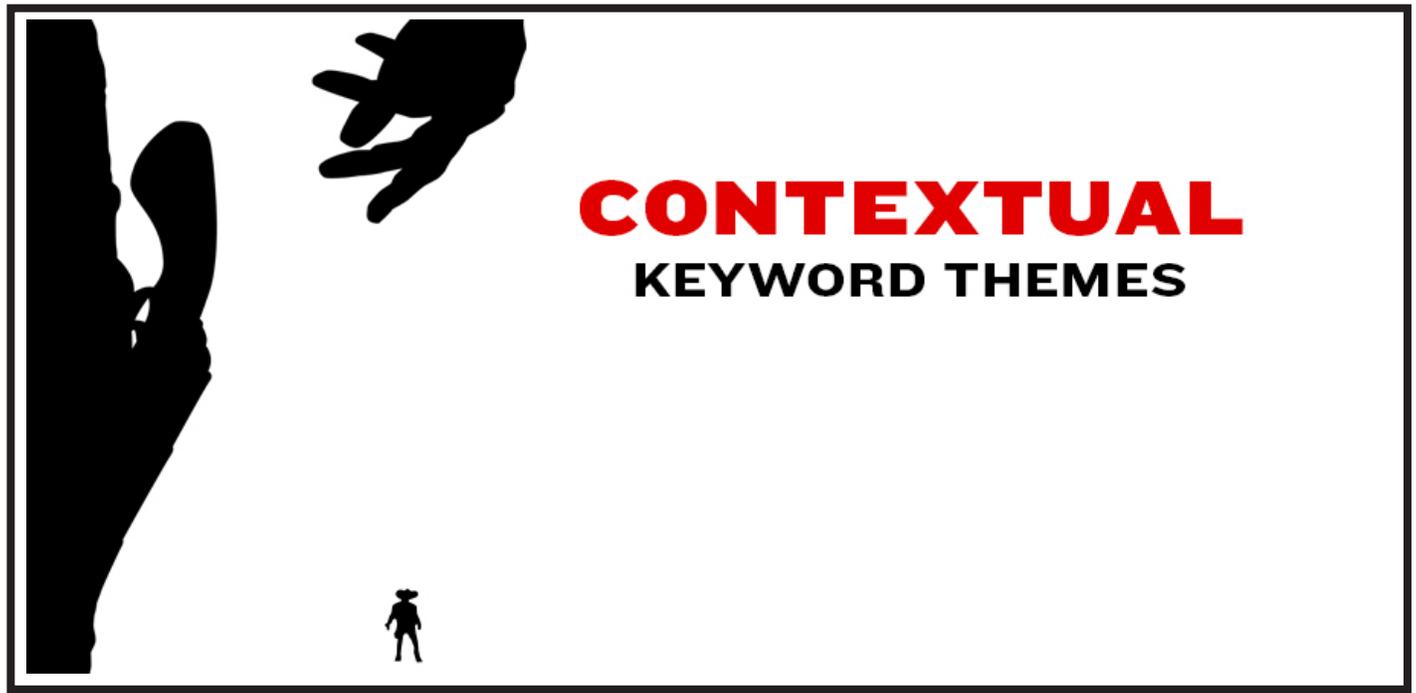
3

Now you can see exactly which keywords and search terms are driving orders and sales revenue. These are the keywords that you want to focus on when you optimize your pay-per-click campaigns and back end search terms. You want to bid highest on these keywords in PPC and place them first in your SEO titles and terms.

4

Keyword	Match Type	Impressions	Clicks	CTR	Total Spend	Average CPC	ACoS	Orders	Product Sales	Conversion Rate
weight loss supplements	EXACT	57,526	1043	1.81%	\$839.35	\$0.80	7.72%	212	\$10,871.40	20.33%
weight loss supplements for women	BROAD	90,696	624	0.69%	\$512.67	\$0.82	14.45%	157	\$3,548.60	25.16%
healthy weight loss supplements	BROAD	15,512	271	1.75%	\$13.01	\$0.05	0.27%	117	\$4,792.70	43.17%
weight loss supplements for men	EXACT	3,294	207	6.28%	\$122.20	\$0.59	3.90%	77	\$3,132.10	37.20%
dietary supplements weight loss	EXACT	57,729	372	0.64%	\$418.93	\$1.13	19.98%	67	\$2,096.60	18.01%
weight loss supplement powder	EXACT	73,251	367	0.50%	\$377.86	\$1.03	21.56%	53	\$1,752.60	14.44%
weight loss supplements that work	BROAD	29,838	205	0.69%	\$263.65	\$1.29	17.30%	46	\$1,524.00	22.44%
quick weight loss supplements	EXACT	36,620	170	0.46%	\$202.80	\$1.19	12.69%	42	\$1,597.80	24.71%
diet supplements for weight loss	BROAD	4,441	133	3.00%	\$93.99	\$0.71	9.60%	38	\$979.20	28.57%
natural weight loss supplements	EXACT	5,489	160	2.92%	\$188.75	\$1.18	21.79%	36	\$866.40	22.50%
weight loss supplements women	EXACT	4,235	116	2.74%	\$175.23	\$1.51	17.34%	35	\$1,010.40	30.17%
cia supplements weight loss	BROAD	4,525	109	2.41%	\$96.28	\$0.88	15.57%	34	\$618.20	31.19%
herbal weight loss supplements	BROAD	177,958	243	0.14%	\$186.90	\$0.77	25.80%	30	\$724.30	12.35%
women weight loss supplements	BROAD	9,907	151	1.52%	\$118.43	\$0.78	13.24%	29	\$894.20	19.21%
dietary supplement weight loss	EXACT	62,682	160	0.26%	\$230.76	\$1.44	24.62%	26	\$937.40	16.25%
weight loss natural supplements	EXACT	11,689	74	0.63%	\$101.40	\$1.37	16.00%	26	\$633.60	35.14%
green tea supplement weight loss	EXACT	26,318	177	0.67%	\$201.24	\$1.14	31.47%	22	\$639.40	12.43%
weight loss supplement pills	EXACT	23,566	108	0.46%	\$146.76	\$1.36	23.59%	19	\$622.20	17.59%
organic weight loss supplements	BROAD	674	43	6.38%	\$34.42	\$0.80	8.20%	18	\$419.90	41.86%
woman weight loss supplement	EXACT	179,595	300	0.17%	\$287.42	\$0.96	35.99%	18	\$798.70	6.00%
supplement for weight loss	BROAD	18,695	85	0.46%	\$82.98	\$0.98	17.34%	17	\$478.50	20.00%
herbal supplement weight loss	EXACT	9,630	67	0.70%	\$81.48	\$1.22	15.74%	16	\$517.60	23.88%

The Amazon Search Algorithm looks for contextual themes in your product descriptions and back end search terms, to determine what you're selling and how relevant your product is compared to your competitors. Contextual keywords work together to create a theme, rather than focus on variations of a single keyword.



To determine which contextual keywords the Amazon Algorithm is looking for, you'll want to analyze the top ranked products keyword density. Type the primary keyword that describes your product into the Amazon search bar. Select "Any Product" from the left hand navigation to view a list of the top ranked products.

NEW & INTERESTING FINDS ON AMAZON EXPLORE

amazon Prime

All weight loss supplements

Departments Browsing History Cherie's Amazon.com Today's Deals Gift Cards & Registry

1-24 of 28,476 results for Health & Household : "weight loss supplements"

Show results for

Any Product

Health & Household

- Fat Burner Supplements (2,434)
- Weight Loss Supplements (8,795)
- Appetite Control & Suppressants (1,381)

SPONSORED BY HEALTHY DIRECTIONS

Over 12.5 Million Sold. See why

Shop now

Dr. Sinati

1

Select the product that is ranked in the first position organically below the Sponsored ads. Click on the link to view the product listing. To get a solid list of contextual keywords you'll want to analyze the density of the top 3- 5 products ranked on the first page. Look for the keywords that show up in multiple top ranked listings.

Weight Loss Supplements

- Diets
- Nutrition of Vitamins & Supplements
- Alternative Health & Vitamins
- 90-Minute Health, Fitness & Dieting Short Reads

Books

- Vitamins & Supplements
- Weight Loss Diets

See All 28 Departments

Refine by

Amazon Prime

- Prime

Pantry

- 

Health & Personal Care Dietary Speciality

- Natural
- Vegetarian
- Gluten-Free
- Vegan
- Organic

See more

Health & Personal Care Format

- Capsules
- Soft-Gels
- Drops
- Tablets
- Csplets

Sponsored

Raspberry Ketones by Nutritionn - Premium Weight Loss Supplement - 60 Capsules

by Nutritionn

\$17<sup>95</sup> (\$0.30/Count) \$24.95

Prime

Get it by Friday, Mar 10

★★★★☆ 28

NatureWise Thermo Blend Advanced Formula Thermogenic Fat Burner for Weight Loss and Natural Energy, 2-month supply, 120 count

Amazon's Choice

\$23<sup>74</sup> (\$0.20/Count) \$27.07

Subscribe & Save

More options available:

\$24.99 Prime

\$24.99 Other Sellers

Product Features

... metabolism and energy, promote fat burning, and support weight loss ...

★★★★☆ 335

NatureWise Green Coffee Bean Extract with Antioxidants, All Natural Weight Loss Supplement, Helps Maintain Normal Blood Sugar Levels, Non-GMO, 800mg, 60 count

by NatureWise

\$20<sup>68</sup> (\$0.34/Count)

Subscribe & Save

More options available:

\$21.77 Prime

\$21.77 Other Sellers

Product Features

... acids, the antioxidant component studied for its weight-loss effects\* ...

★★★★☆ 5,731

NatureWise Raspberry Ketones Plus+ Advanced Antioxidant Blend with Green Tea for Weight Loss, 120 count

by NatureWise

Sponsored

PGX DAILY

Natural Factors - PGX Daily Ultra...

\$52<sup>46</sup> \$69.95 Prime

★★★★☆ 122

Silver Fern Ultimate Probiotic Suppl...

\$89<sup>99</sup> Prime

★★★★☆ 41

Garcinia Cambogia \*\*\* 100% Pure...

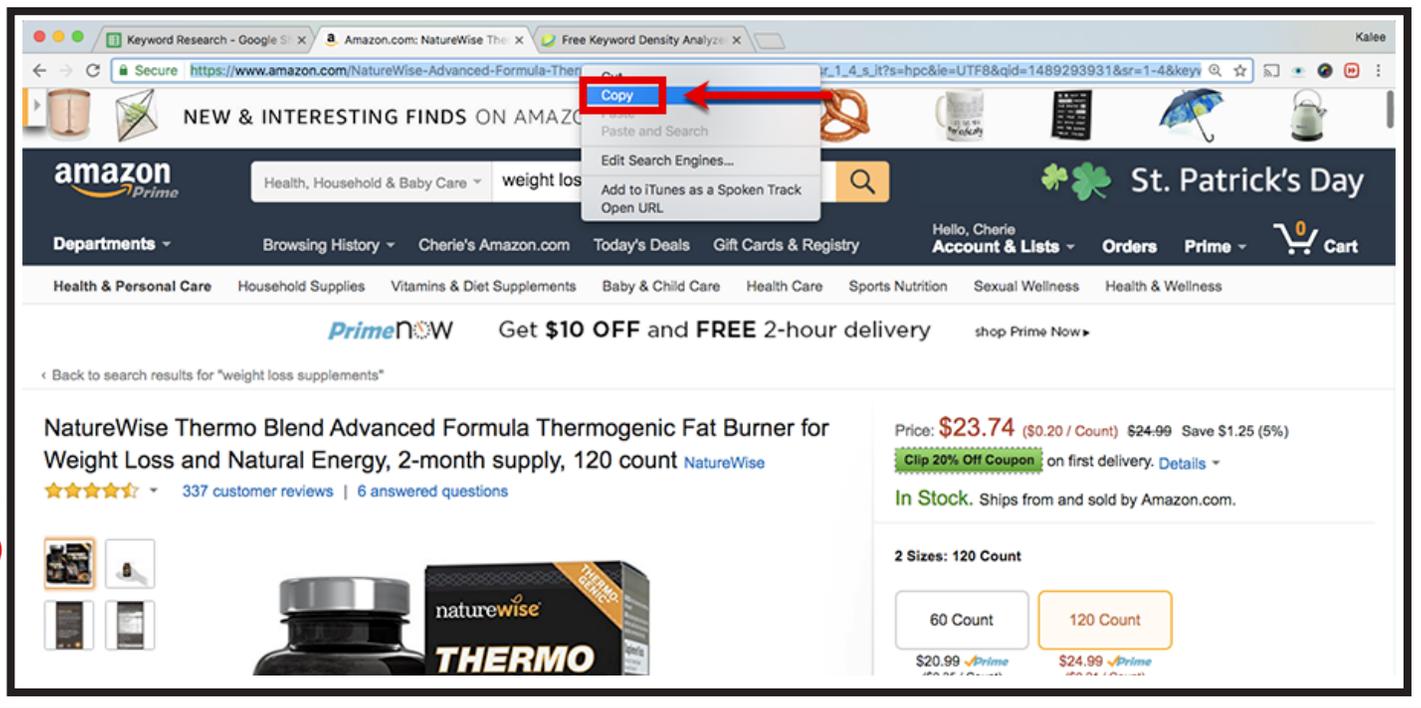
\$15<sup>99</sup> Prime

★★★★☆ 8,692

2

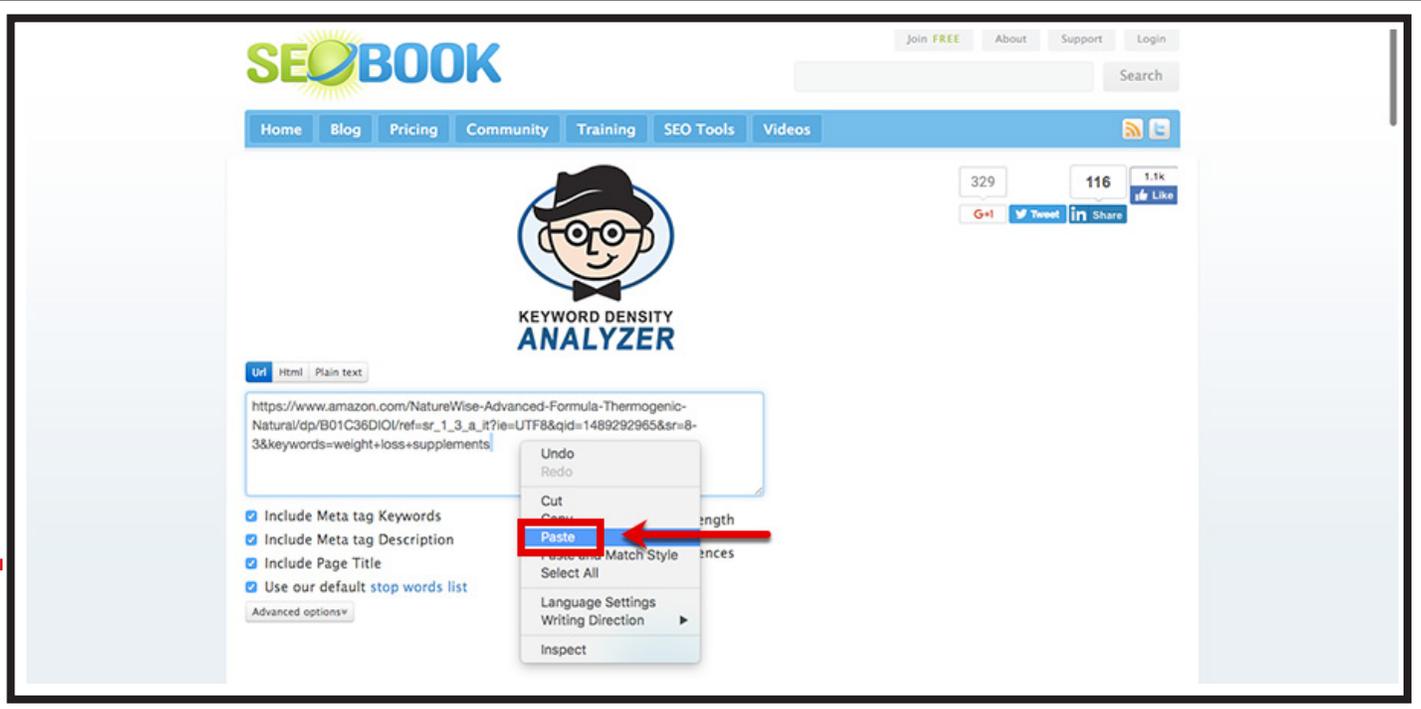
When you're on the product page, highlight the URL in your Internet browser address bar. Copy the URL to a text file with the keyword search, product name, and ranking position for future reference.

3



SEO Book offers a free Keyword Density Analyzer <http://tools.seobook.com/general/keyword-density>. In the main text box of the density analyzer copy the top ranked product URL. Keep the default settings checked to include Meta Keywords, Descriptions, and Titles. The minimum word length and occurrences is set at 2.

4



The density tool provides you with the Page Title and Meta Keywords for the product listing. Copy the title and keywords to your text file for future reference. Compare the titles for the top ranked products. Look for the keywords that are included in all the titles, the order the keywords are listed, and how they are combined.

5

**KEYWORD DENSITY ANALYZER**

**Summary**

**Page title:** Amazon.com: NatureWise Thermo Blend Advanced Formula Thermogenic Fat Burner for Weight Loss and Natural Energy, 2-month supply, 120 count: Health & Personal Care

**Meta keywords:** weight loss supplements

**Meta description:** Buy NatureWise Thermo Blend Advanced Formula Thermogenic Fat Burner for Weight Loss and Natural Energy, 2-month supply, 120 count: Health & Personal Care

**Total word count:** 4354 (6554 including stopwords)

**Unique words:** 1762 (1954 including stopwords)

**All text**

Word	Count	Density	2 Word Phrases	Count	Density	3 Word Phrases	Count	Density
amp	132	2.01%	out of	48	1.46%	out of stars	45	2.06%
weight	53	0.81%	weight loss	45	1.37%	of stars prime	16	0.73%
count	50	0.76%	of stars	45	1.37%	thermogenic fat burner	15	0.69%
amazon	49	0.75%	thermo blend	26	0.79%	for weight loss	12	0.55%

You'll want to use a combination of 1, 2, and 3 word phrases to create a contextual theme for your product pages and back end search terms. Select the keywords and table headers from the "All text" section of the density results. You can also click the "export" buttons at the bottom of the page to download your keyword lists.

6

**All text**

Word	Count	Density	2 Word Phrases	Count	Density	3 Word Phrases	Count	Density
amp	132	2.03%	weight loss	47	1.44%	for weight loss	12	0.55%
weight	55	0.84%	out of	45	1.38%	published days ago	9	0.41%
count	54	0.83%	of stars	43	1.32%	days ago by	9	0.41%
amazon	49	0.75%	thermo blend	28	0.86%	sleep dualfunction formula	8	0.37%
loss	48	0.74%	fat burner	18	0.55%	restful sleep dualfunction	8	0.37%
naturewise	47	0.72%	stars prime	17	0.52%	dualfunction formula count	8	0.37%
product	47	0.72%	this product	15	0.46%	advanced formula thermogenic	8	0.37%
fat	46	0.71%	all natural	14	0.43%	blend advanced formula	8	0.37%
stars	45	0.69%	loss supplement	14	0.43%	promotes restful sleep	8	0.37%
natural	42	0.64%	thermogenic fat	13	0.40%	formula thermogenic fat	8	0.37%
energy	39	0.60%	read more	12	0.37%	fat burner for	8	0.37%
prime	37	0.57%	for weight	12	0.37%	blend burns fat	8	0.37%
blend	34	0.52%	naturewise thermo	12	0.37%	naturewise night time	8	0.37%
thermo	30	0.46%	in the	11	0.34%			
customer	22	0.34%	count naturewise	11	0.34%			
supplement	21	0.32%	natural energy	11	0.34%			
purchase	20	0.31%	verified purchase	10	0.31%			
products	20	0.31%	to cart	10	0.31%			
feedback	19	0.29%	size count	10	0.31%			
burner	19	0.29%	ago by	10	0.31%			
formula	19	0.29%	days ago	9	0.28%			

Paste your keywords and table headers, as values, into your spreadsheet program. Keep your keyword data separated by 1, 2, and 3 word phrases. Delete the stop words from the list. Search Algorithms ignore stop word, since they show up on all product listings and aren't unique (amazon, customer, purchase, stars, prime, ect.).

The screenshot shows a Google Sheet with the following data table:

	D	E	F	G	H	I	J	K	L
		<b>2 Word Phrases</b>	<b>Count</b>	<b>Density</b>		<b>3 Word Phrases</b>	<b>Count</b>	<b>Density</b>	
1	Word								
2	weight	weight loss	47	1.44%		weight loss supplement	14	0.64%	
3	loss	thermo blend	28	0.96%		thermogenic fat burner	13	0.60%	
4	naturewise		18	0.86%		naturewise thermo blend	12	0.55%	
5	fat		14	0.86%		for weight loss	12	0.55%	
6	natural		14	0.55%		sleep dualfunction formula	8	0.37%	
7	energy		13	0.55%		restful sleep dualfunction	8	0.37%	
8	blend		12	0.43%		dualfunction formula count	8	0.37%	
9	thermo		12	0.43%		advanced formula thermogenic	8	0.37%	
10	supple		11	0.43%		blend advanced formula	8	0.37%	
11	burner		11	0.40%		promotes restful sleep	8	0.37%	
12	formula		9	0.40%		formula thermogenic fat	8	0.37%	
13	thermo		8	0.37%		blend burns fat	8	0.37%	
14	extract	naturewise night	8	0.37%		naturewise night time	8	0.37%	
15	nongm	dualfunction formula	8	0.34%		night time thermo	8	0.37%	
16	capsules	sleep dualfunction	8	0.34%		time thermo blend	8	0.37%	
17	caffeine	burns fat	8	0.34%		fat burner for	8	0.37%	
18	green	garcinia cambogia	7	0.28%		thermo blend burns	8	0.37%	
19	health	bitter orange	7	0.25%		thermo blend advanced	8	0.37%	
20	supplements	fat burning	7	0.25%		and natural energy	8	0.37%	
21	exercise	personal care	7	0.25%		loss and natural	8	0.37%	
22	pills	formula thermogenic	8	0.25%		weight loss and	8	0.37%	
23	tea	restful sleep	8	0.25%		fat and promotes	8	0.37%	

Your final contextual list will contain the keywords and phrases most relevant to your product. The “Count” column shows how many times the keyword shows up in the product listing. “Density” is the percentage of times a keyword appears in the product listing in comparison to the total number of words on the page.

The screenshot shows the same data table as above, but with red underlines under the 'Word' column and red boxes around the 'Count' and 'Density' columns. The 'Word' column contains the following words: weight, loss, naturewise, fat, natural, energy, blend, thermo, supplement, burner, formula, thermogenic, extract, nongmo, capsules, caffeine, green, health, supplements, exercise, pills, tea.

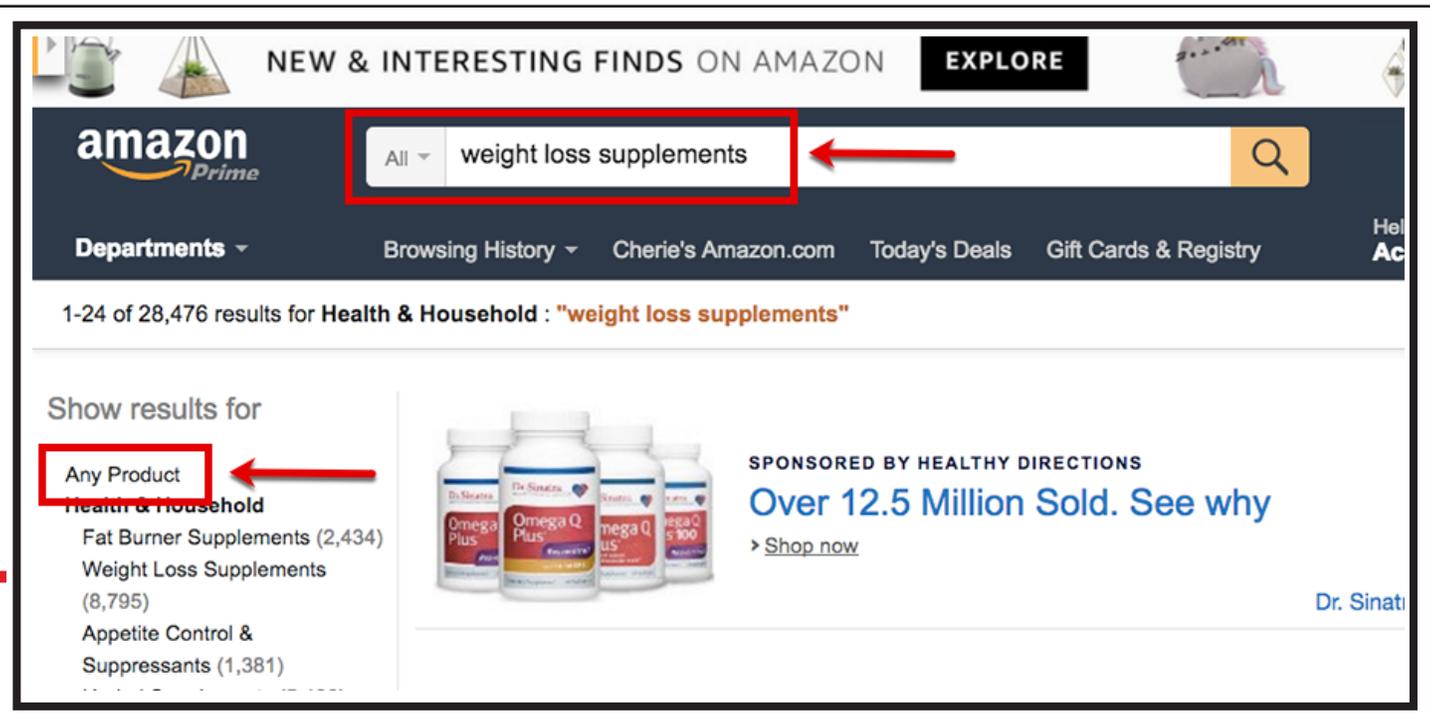
Seed keywords are the primary keywords people use to describe your products. You want to create a seed list that includes all the possible keyword variations a shopper would use when searching for your product. This allows you to expand your visibility on the search engine and target terms your competition has overlooked.



# SEEDS

## PRIMARY KEYWORDS

The easiest way to develop a targeted list of seed keywords is to analyze the product descriptions on the first page of the Amazon search results. Type the primary keyword that describes your product into the Amazon search bar. Select "Any Product" from the left hand navigation to view a list of top ranked products.



NEW & INTERESTING FINDS ON AMAZON EXPLORE

amazon Prime

All weight loss supplements

Departments Browsing History Cherie's Amazon.com Today's Deals Gift Cards & Registry

1-24 of 28,476 results for Health & Household : "weight loss supplements"

Show results for

Any Product

Health & Household

- Fat Burner Supplements (2,434)
- Weight Loss Supplements (8,795)
- Appetite Control & Suppressants (1,381)

SPONSORED BY HEALTHY DIRECTIONS

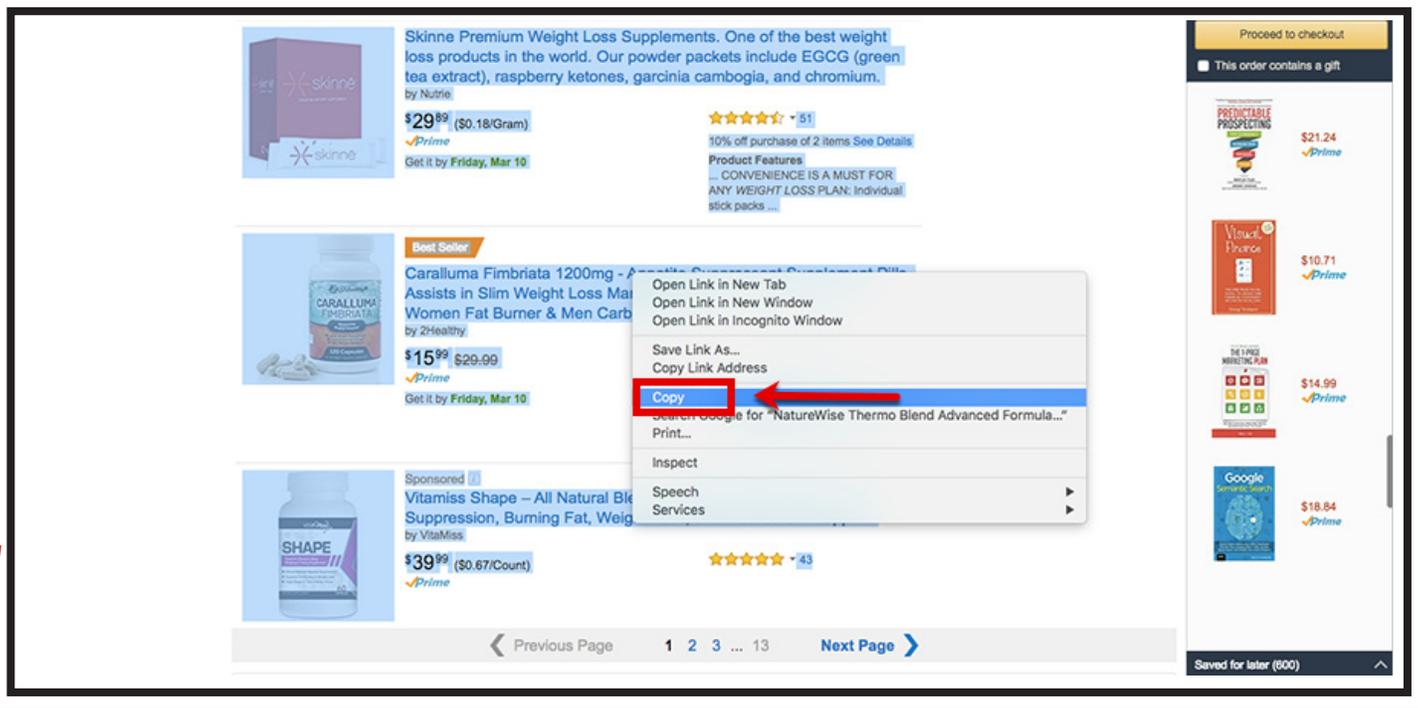
Over 12.5 Million Sold. See why

> Shop now

Dr. Sinati

1

Copy all the text from the first page of the search results, starting at the top of the results below the search bar, ending at the bottom above the “Previous Page >Next Page” navigation. Include product listing titles, best seller tags, features, descriptions, and Sponsored ads in your highlighted text selection.



The screenshot shows Amazon search results for weight loss supplements. The first result is 'Skinne Premium Weight Loss Supplements' by Nutrie, priced at \$29.99. The second result is 'Caralluma Fimbriata 1200mg' by 2Healthy, priced at \$15.99, marked as a 'Best Seller'. The third result is a sponsored ad for 'Vitamiss Shape' by VitaMiss, priced at \$39.99. A context menu is open over the 'Copy' option, with a red arrow pointing to it. The menu includes options like 'Open Link in New Tab', 'Save Link As...', and 'Copy'. The 'Copy' option is highlighted in blue. The page also shows a 'Proceed to checkout' button, a list of items in the cart, and a 'Saved for later' section.

2

Grepwords <http://grepwords.com> is a paid keyword tool (\$15/month) that delivers a high volume of relevant search terms from a single keyword or section of text. Search Algorithms look at all the keywords on a product listing page when determining rank. Keywords mined from the search results provide the most relevant terms.



The screenshot shows the homepage of grepwords.com. The website has a blue background with the 'grepw(.\*rds' logo. Navigation links include 'API Documentation', 'Plans and Pricing', 'Blog', and 'Support'. A 'Support' button is also visible on the left side. The main heading is 'Black Friday 2016'. Below the heading, the text reads: 'Hey folks, time for our annual double-the-data Black Friday Sale! From Today (11-25-2016) through Cyber Monday (11-28-2016) any new subscriptions will receive double-the-data for the same price! Happy...'. A 'Black Friday 2016' badge is visible at the bottom of the page.

3

Log into Grepwords and select “Tag Finder” in the left hand “Tools” menu. Paste the text from the first page of the Amazon search results for your keyword into the box provided. Click the “Submit” button. The “Commercial Tag Finder” will mine all of the keywords with commercial/purchase intent from the search results text.

4

Copy the keywords and column headers from the “Commercial Tags” section. The Tag Finder provides the CPC (estimated cost per click), CMP (Adwords competition), LMS (monthly search volume), and Value (commercial value). Value is a strong indicator of purchase intent and is the key measurement for ecommerce.

5

KEYWORD	CPC	CMP	LMS	Value
weight loss pills	2.35	1	27100	15601.11097294
pure garcinia cambogia	1.4	0.66	40500	14475.518400452
garcinia cambogia extract	1.4	0.62	60500	10097.726051731
garcinia cambogia	1.4	1	3600	10011.6
weight loss supplements	1.74	1	2900	8244.1488032422
green coffee bean	1.17	1	2900	7764.3306189265
blood sugar levels	4.68	1	60500	7516.7661131633
extreme weight loss	3.43	1	1900	6037.5109266982
weight loss pill	2.06	0.94	2900	5653.3193666664
weight loss products	1.89			
garcinia cambogia diet	1.78			
diet pills	1.91			
garcinia cambogia hca	1.71			
best weight loss	1.66			

Paste your keywords and table headers, as values, into your spreadsheet program. Clean up the data columns using the “Format >> Numbers” menu, adding currency and number formatting. Sort your keywords by Value - highest to lowest. You can also evaluate potential seed keywords based on LMS (volume) and CPC (cost).

6

The screenshot shows a Google Sheet with a menu open over the 'KEYWORD' column. The menu options include Cut, Copy, Paste, Paste special, Find and replace..., Delete values, Delete row 1, Delete column A, Delete cells and shift up, Delete cells and shift left, Clear notes, and Paste values only. The 'Paste values only' option is highlighted with a red box, and a red arrow points to it from the right. The spreadsheet data is as follows:

	C	D	E	F	G	H	I	J	K
	CMP	LMS	Value						
1									
2	\$2.35	1	90,500	57,263					
3	\$1.63	1	60,500	32,475					
4				19,551					
5				19,295					
6				18,962					
7				15,601					
8				14,476					
9				10,098					
10				10,012					
11				7,764					
12				7,517					
13				6,038					
14	\$3.85	1	320	5,579					
15	\$1.68	1	40,500	5,409					
16	\$2.28	1	2,900	5,192					
17	\$1.74	1	1,300	5,082					
18	\$6.89	1	9,900	4,493					
19	\$8.45	1	3,600	4,235					
20	\$1.41	1	1,600	4,214					
21	\$1.18	1	1,600	3,823					
22	\$2.14	1	480	3,798					
23	\$4.47	1	90	3,300					

Your final keyword list will include all of the different keyword variations used to describe products similar to yours, ranked on the first page of Amazon. You'll want to select the two and three word keyword phrases that are most relevant to your product. Seed Keywords are the foundation of a competitive PPC and SEO strategy.

7

The screenshot shows the same Google Sheet with the 'KEYWORD' column highlighted. The 'weight loss pills' cell is highlighted in red. The spreadsheet data is as follows:

	A	B	C	D	E	F	G	H	I	J	K
	KEYWORD	CPC	CMP	LMS	Value						
1	KEYWORD										
2	weight loss pills		\$2.35	1	90,500	57,263					
3	pure garcinia cambogia		\$1.63	1	60,500	32,475					
4	garcinia cambogia extract		\$1.62	1	22,200	19,551					
5	garcinia cambogia		\$1.47	1	673,000	19,295					
6	weight loss supplements		\$1.74	1	18,100	18,962					
7	green coffee bean		\$1.17	1	27,100	15,601					
8	blood sugar levels		\$4.68	1	40,500	14,476					
9	extreme weight loss		\$3.43	1	60,500	10,098					
10	weight loss pill		\$2.06	1	3,600	10,012					
11	garcinia cambogia diet		\$1.78	1	2,900	7,764					
12	diet pills		\$1.91	1	60,500	7,517					
13	garcinia cambogia hca		\$1.71	1	1,900	6,038					
14	weight loss product		\$3.85	1	320	5,579					
15	appetite suppressant		\$1.68	1	40,500	5,409					
16	natural weight loss		\$2.28	1	2,900	5,192					
17	weight loss supplement		\$1.74	1	1,300	5,082					
18	blood sugar		\$6.89	1	9,900	4,493					
19	weight management		\$8.45	1	3,600	4,235					
20	coffee bean extract		\$1.41	1	1,600	4,214					
21	premium garcinia cambogia		\$1.18	1	1,600	3,823					
22	slim weight loss		\$2.14	1	480	3,798					
23	weight management supplements		\$4.47	1	90	3,300					

Search queries are the actual keywords, or combination of keywords that the shopper types into the Amazon search bar when looking to make a product purchase. Search Queries reveal exactly what product attributes and qualities are most important to shoppers. Keywords are simply a discovery tool to mine search queries.

# QUERIES

## KEYWORD SEARCHES

The most popular search queries for any keyword are available through Amazon's auto-suggest feature. Type the primary keyword that describes your product into the search bar. Start with general keyword phrases, and then explore more specific phrases. Create a list of the queries shoppers use when searching for your product.

The screenshot shows the Amazon homepage with the search bar open. The search bar contains the text "weight loss" and a red arrow points to it. Below the search bar, a dropdown menu displays the following auto-suggest results:

- weight loss pills
  - in Health, Household & Baby Care
  - in Amazon Warehouse Deals
- weight loss tea
- weight loss shakes
- weight loss supplements
- weight loss belt
- weight loss for women
- weight loss products
- weight loss pills for women

The background of the page shows a St. Patrick's Day promotion with a leprechaun illustration and a shopping cart icon.

1

Another great search query discovery tool is the “Related Searches” section at the bottom of the Google.com search results page. Type the primary keyword that describes your product into the search bar. Scroll to the bottom of the page to see additional search query suggestions related to your primary keyword.

Weight loss supplements often contain stimulants like caffeine, and side effects of caffeine in high doses may include insomnia and rapid heartbeat. Because ...

#### Weight Loss Supplements - Experience Senara

<https://experiencesenara.com/medical-weight-loss/tools/weight-loss-supplements/> ▾

Carefully selected weight loss supplements and meal replacement shakes help put your body in peak condition to maximize results and overall wellness.

#### Weight loss supplements: do they work? - CEBM

[www.cebm.net/weight-loss-supplements-work/](http://www.cebm.net/weight-loss-supplements-work/) ▾

An offshoot of the increased prevalence of overweight and obese individuals is the proliferation, in shops and on the internet, of weight loss supplements with ...

#### Searches related to weight loss supplements

natural weight loss supplements

best supplements for weight loss and muscle gain

weight loss supplements for men

weight loss pills garcinia cambogia

diet pills that work fast without exercise

weight loss pills walmart

prescription weight loss pills

medically proven weight loss supplements

Gooogle >

1 2 3 4 Next

2



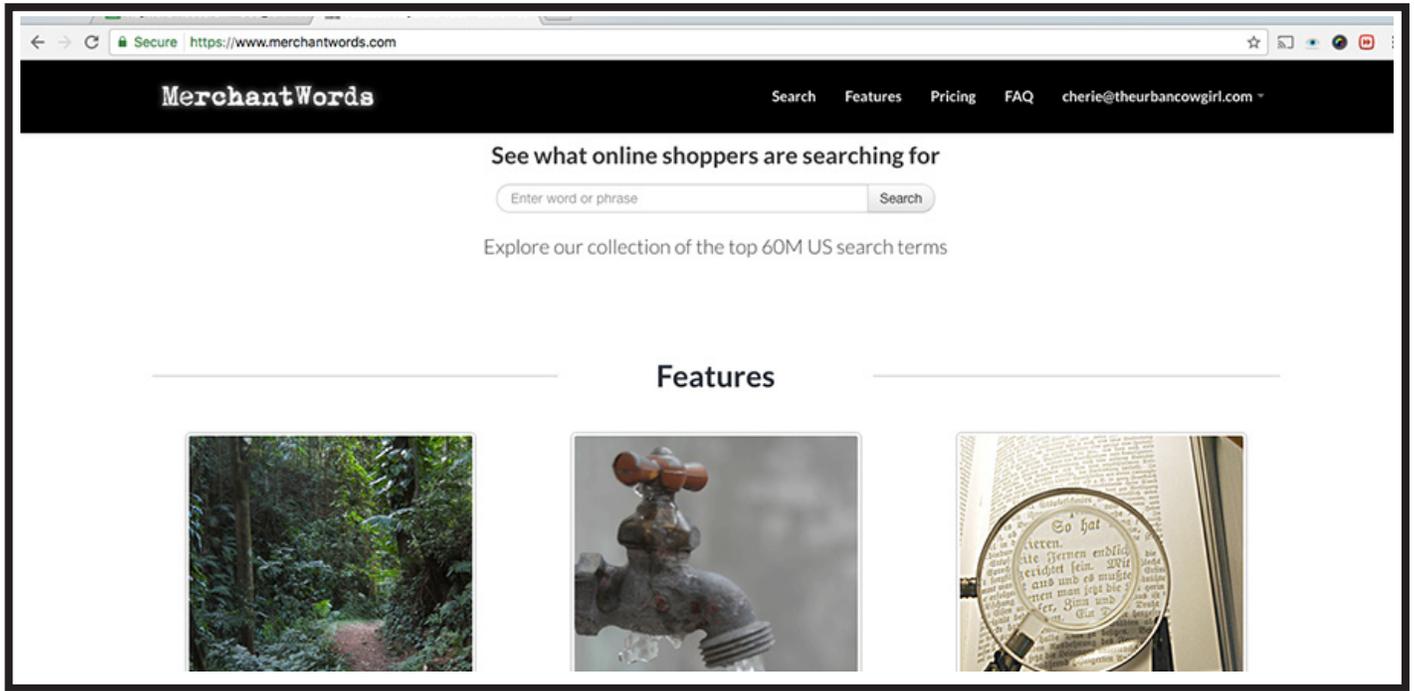
Now that you have a list of relevant seed keywords from your search term reports, competitors pages, and the Amazon search results, it's time to expand your list. Keyword Silos are groups of related terms that contain the same seed keyword. The seed keyword is combined with modifiers to create targeted long tail phrases.



**SILOS**  
**RELATED KEYWORDS**

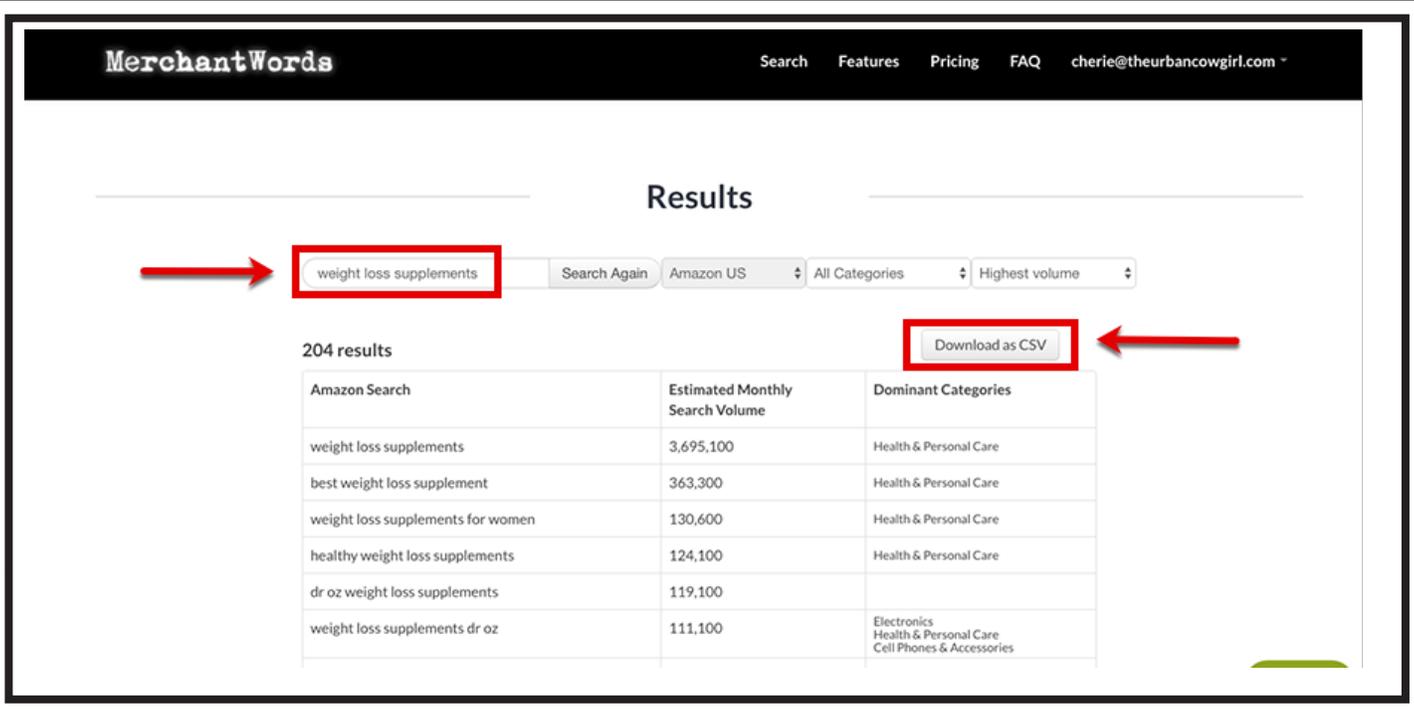
Merchant Words <https://www.merchantwords.com> is a paid keyword tool (\$30 /month) that provides Amazon keywords with the monthly search volume. When selecting keywords for your PPC campaigns, you want to target keywords with high search volume, since increased sales velocity is essential to boost your organic rank.

1



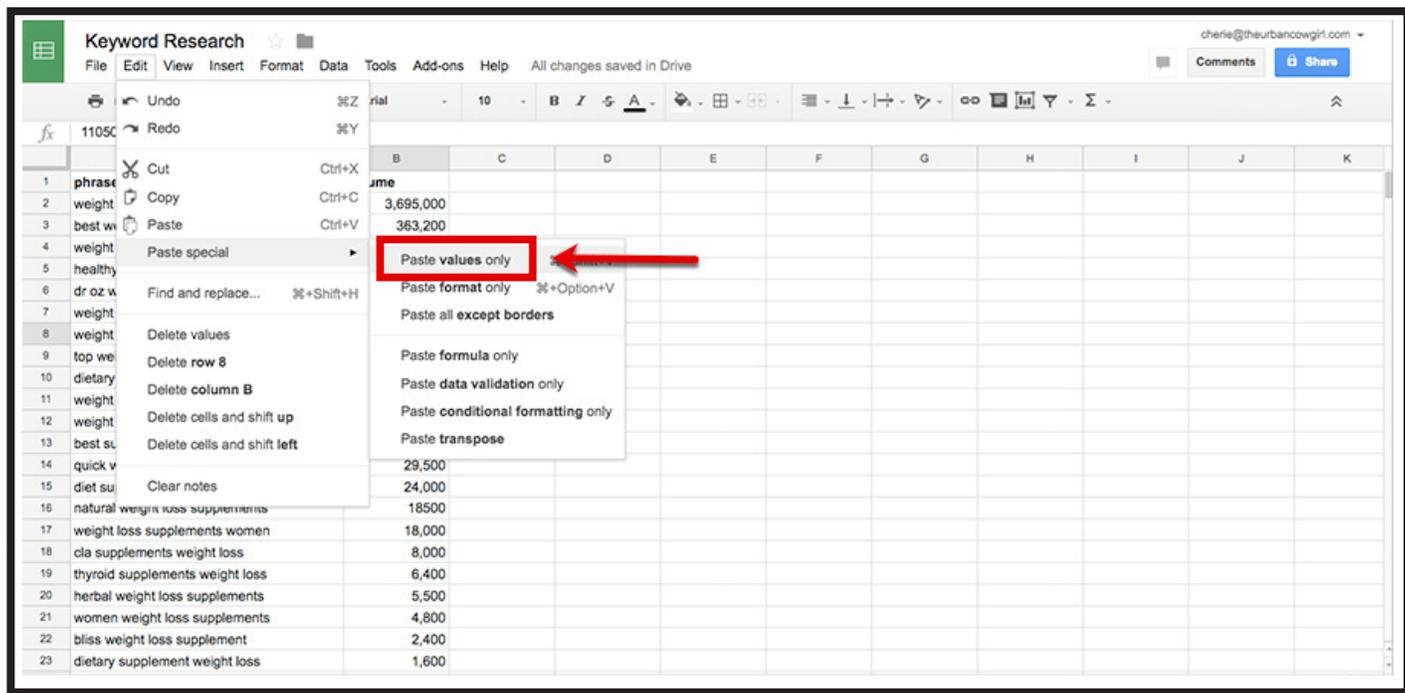
Log into Merchant Words and type your seed keyword into the search bar. Click “Search” to generate a list of long tail keywords that contain your seed term. Click the “Download as CSV” button to download your list. Run all of your seed keywords through Merchant Words one at a time, and download each keyword list as a CSV.

2



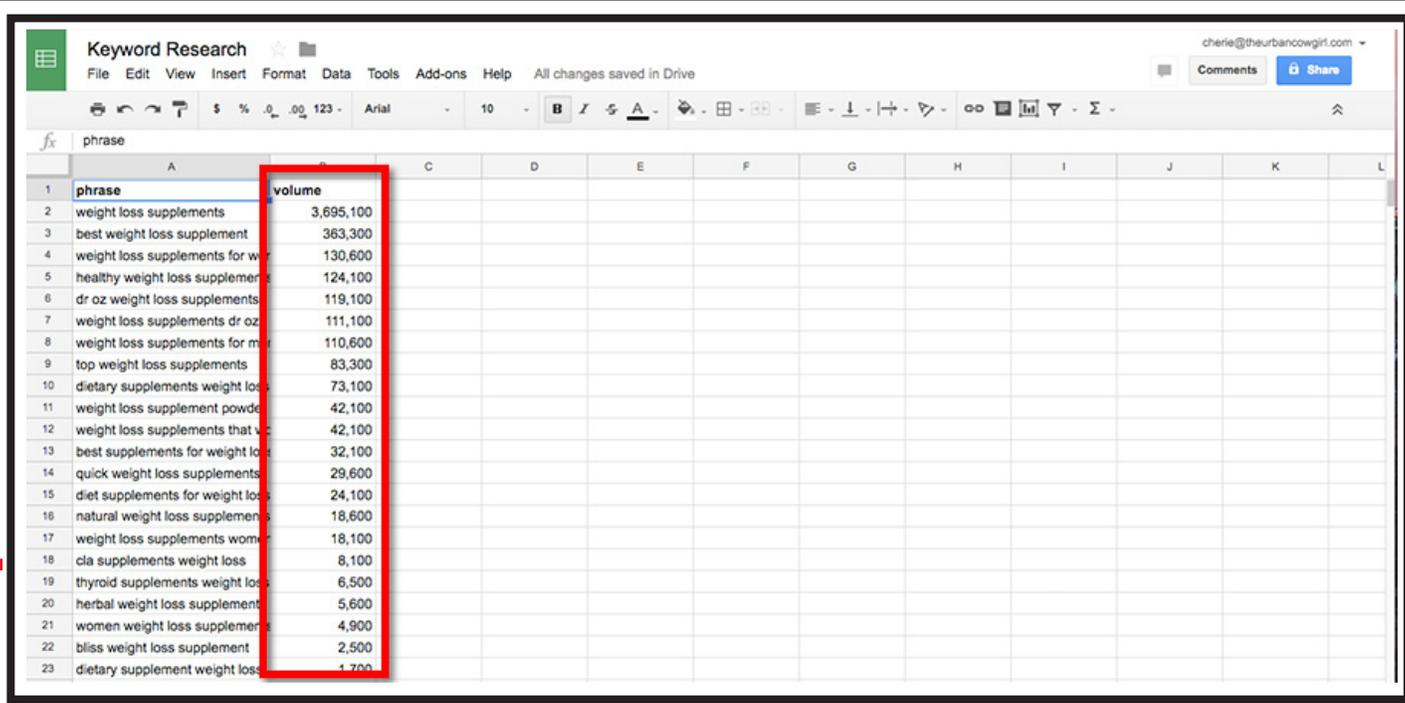
You'll have multiple CSV files when you finish your Merchant Words research. Open each CSV file individually and copy your keywords and table headers, as values, into your spreadsheet program. Compile your keywords into a single two column list, continue to copy and paste the keywords from each CSV to the bottom of the list.

3



When all of your keywords are compiled from the Merchant Words CSV files into a single list, sort the entire keyword list by Volume - highest to lowest. This will give you a list of all your seed keywords and their long tail variations, sorted by search volume, to test in your pay-per-click campaigns and back end search terms.

4



**CLICKTHROUGH RATE** Clickthrough rate (CTR) is the percentage of shoppers who click on your product listing after seeing your product listing or ad. Your Clickthrough rate (CTR) determines whether you maintain your PPC and SEO rankings for keywords.

**COMMERCIAL INTENT** Keywords with high commercial intent are the specific keyword phrases that drive product sales. Bidding on keywords with strong commercial intent will help you convert more shoppers to buyers with your Sponsored Products Ads.

**CONTEXTUAL THEME** Including a broad range of related keywords in your product descriptions and back end search terms sends a strong signal to the Search Algorithm for ranking. Themes allow you to avoid keyword repetition and model natural language.

**KEYWORD DENSITY** Keyword density is the percentage of times a keyword appears in a product listing compared to the total number of words on the page. Search Algorithms look for product listings with similar keyword density to the top ranked products.

**KEYWORD MODIFIER** Keyword modifiers are words added to a seed keyword that change its meaning. Shoppers use modifiers in their keyword searches to define important product qualities or benefits that will influence their purchase decision.

**KEYWORD SILO** Keyword silos group search terms with the same seed keyword together. The silo structure allows you to group your keywords based on buyer intent and conversion potential for more effective bidding in your pay-per-click campaigns.

**LONG TAIL KEYWORD** Long-tail keywords contain at least three words, and are more specific and less competitive than general keywords. Long-tail keywords are used to target shoppers close to making a buying decision in Sponsored Products campaigns.

**RELEVANCE** Relevance describes how well a product listing or paid ad matches the shoppers search query. Search Algorithms establish relevancy based on clickthrough and conversion rates. Relevant listings and ads will rank higher in the search results.

**SEED KEYWORD** Seed keywords are the most common search terms shoppers use when searching for your product online. The quality of your seed keywords determine the visibility of your products in the search results and the scale of your paid ads.

**SEARCH QUERY** Search queries are the exact words and phrases shoppers use when looking for your product on the search engine. Search Algorithms match shoppers queries in real time to the keywords listed on your product page and in your ad campaigns.

**SEARCH SESSION** To convert a high number of shoppers to buyers, you want to target all the keywords in a shoppers search session. Shoppers start with a general keyword phrase, then continue to refine their searches as they get closer to making a purchase.

**SEARCH TERM** Search terms are the exact keyword phrases that shoppers type into the Amazon search bar that result in a product sale. The Search Term Report shows you both the actual search terms and the keywords you bid on that converted to orders.

**SEARCH VOLUME** Keyword search volume refers to the number of shoppers that searched for a specific keyword in a 30 day time period. High search volume is essential to increase sales velocity with pay-per-click campaigns to boost organic search ranking.

**UNIT SESSION PERCENTAGE** Unit Session Percentage is the percentage of shoppers that make a purchase after viewing your product page. Products with high Unit Session Percentages will rank higher in the search results since they're more likely to sell.

**NOTEWORTHY**

**UNTIL NEXT TIME**  
**THEURBANCOWGIRL.COM**

