

KILLER KEYWORDS

CLASS 1: KEYWORD RESEARCH

DISCOVER RELEVANT KEYWORDS TO BOOST YOUR SALES AND SEARCH RANK

Learn the proprietary tools and techniques that I use to create keyword lists that drive sales and profits. I'm going to show you how to quickly and easily get your products listed higher on the search results pages, and in front of the people most likely to buy. You'll create a list of relevant and high converting keywords for PPC and SEO, and then combine them to boost your sales and brand visibility on Amazon.

You'll master multiple keyword research strategies. We'll start with density analysis on your top competitors to rank new product pages, and then create contextual themes so you'll show up more frequently in the search results. I'll show you how to select relevant seed keywords, and use search queries to craft the perfect title. You'll also learn how to evaluate your keywords for sales volume and profit potential before you spend money testing them with paid ads.

CLASS 2: MODIFIERS & MATCH TYPES

TURN YOUR SMALL KEYWORD LIST INTO A SELLING MACHINE

Now that you have a list of relevant keywords with sales potential it's time to get them ready for your PPC campaigns. You'll learn how to use modifiers and match types to take a small keyword list and turn it into a selling machine. I'll show you how to use keyword modifiers to segment your search terms into tightly focused groups for increased profits. You'll learn how to use match types to increase traffic volume, and negatives to filter out the unqualified clicks that result in wasted ad dollars.

You'll expand the general "search" terms that your competitors are bidding on to create your own custom list of long tail keywords. We'll cover exactly when you should use broad, phrase, and exact match types in your PPC campaigns, and how to properly structure negatives to filter your traffic without losing impressions. I'll teach you my signature strategy for using match types as a tool to discover new keywords, continually increasing your traffic and sales.

CLASS 3: STRUCTURE FOR RANK

COMBINE PPC AND SEO STRATEGIES TO DOUBLE YOUR PRODUCT SALES

In this class you'll learn how to apply SEO best practices to your product listings and back end search terms to secure the top positions on the search results page. Amazon loves sales, which is why a winning paid ad strategy gives you a clear advantage over the competition. Most sellers overlook the impact of PPC sales on their search engine visibility. I'll show you how to combine PPC and SEO to maximize your ad spend by increasing your organic product sales.

You'll learn how to weight the most important keywords in your title, bullets, and product descriptions to boost your organic rank on the search terms that convert to sales. I'll show you my proven method for optimizing back end search terms that gets products ranked on the first page of the search results in a short amount of time. Learn how to quickly determine which keywords the search algorithm is looking for to rank products in your category.

CLASS 4: OPTIMIZATION & MINING

USE THE 80/20 PRINCIPLE TO MINE YOUR MONEY MAKING KEYWORDS

It only takes a few high volume, high converting keywords to generate six figure monthly product sales. Like everything else in business the 80/20 principle applies to keyword selection. I'll show you how to use your search term reports to quickly "mine" out the money making keywords and scale them for increased traffic and sales. You'll also learn how to test new keywords for conversions without blowing your advertising budget.

You can't manage what you can't measure. I'll provide you with a Google Doc template that you can use to determine if a keyword will be profitable after 10+ clicks. You'll learn how to do a quick review of your PPC performance numbers in the Amazon Campaign Manager and know immediately if a keyword is wasting your money. You'll finish this class with the ability to use keywords to exceed your monthly sales goals and rapidly grow your business.