

AMZ Agency Academy

DAY 2

Keyword Worksheet

Keywords are how buyers find products on Amazon. They are essentially sign posts directing shoppers towards products that match their search terms. By finding and including the most relevant keywords within listing copy you are ensuring the product can easily be found by qualified buyers.

CASE STUDY PRODUCT

From your Keywords on Fire sessions identify your short-tail and long-tail keyword opportunities. There are multiple metrics you can use to determine your most relevant keywords however we recommend the following as a starting point:

Top 25 Competitors: Number of competitors that rank in the top 25 for the keyword. The lower the number of competitors ranking the better the opportunity.

Search Volume: Estimated number of exact match monthly searches for this keyword on Amazon. Search volume will vary depending upon the marketplace, emerging markets like Australia will have lower search volume compared to the USA.

Region	Short Tail	Long Tail
North America (USA)	> 10,000	1,000 - 2,000
Australia	> 1,000	200 - 1,000

Europe	> 2,500	500 - 2,000
India	> 8,000	3,000 - 5,000

KW \$: Estimated combined monthly revenue that this keyword is driving for listings ranking in the top 25.

ZG Launch Score: This is the number of units sold you should aim to match or exceed on a daily basis to rank on the first page for this keyword. This includes giveaways, organic, PPC and external traffic sales directly attributed to the keyword

For your case study product record the most relevant short-tail and long-tail keyword opportunities below:

Top short-tail keywords:

Keyword	Top 25 Competitors	Search Volume	KW \$	ZG Launch Score

Top long-tail keywords:

Keyword	Top 25 Competitors	Search Volume	KW \$	ZG Launch Score